"His Master's Voice"

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

The inherent high quality found in Sonoras priced no higher than other well-known makes, appeals strongly to the substantial, well-established person of culture and refinement who demands the best that money can buy in all his purchases.

This desirable type of buyer is irresistibly attracted to the Sonora store. And Sonora advertising, window displays, advertising literature—all play a vital part in bringing him to the Sonora dealer’s place of business. Once attracted, it requires little effort to convince him that Sonora is the better instrument.

Sonora dealers find that the business built up among this class of phonograph purchaser always results in a large proportion of cash sales, the benefits from which are many fold.

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 Talking Machine World

Vol. 19. No. 10
New York, October 15, 1923
Price Twenty-five Cents

Beckwith Buys Dyer Victor Jobbing Business

Victor Wholesale in Minneapolis Purchases Wholesale Victor Business of W. J. Dyer & Bro.—Will Distribute From Minneapolis Only—W. J. Dyer & Bro. to Continue as Victor Retailers

MINNEAPOLIS, Minn., October 8—The George C. Beckwith Co., of this city, well-known Victor wholesaler, has purchased the wholesale Victor business of W. J. Dyer & Bro., of St. Paul, Minn. This important announcement is scheduled in this group of publications announcing the popular hits to 22,000,000 readers.

Mr. Beckwith, who has been identified for ten years with the retail talking machine field, has secured the disposal of the business of Mr. Dyer, consisting at $125. This concludes Beckwith's long career with his former firm, in which he has succeeded Arthur Bergh, who is now Okeh sales representative for the management of the new Columbia line; this full-page advertisement in the Saturday Evening Post, is one advertisement, for example, in which Beckwith has surely proved of interest to dealers throughout the West and the company's plans for the coming year include many important phases of cooperation that will enable it to give its clientele increased service along practical lines. Mr. Beckwith and Chaas. K. Bennett, who recently joined the company, are receiving the congratulations of their many friends in the trade upon the consummation of this important deal.

REILLY WITH BUSH & LANE

Popular Wholesale Man Joins Holland, Mich., House—Will Cover State of Illinois

CHICAGO, Ill., October 8.—Raymond Reilly, for the past three years wholesale representative for the Chicago branch of the Columbia Graphophone Co., covering the Loop district, has joined the sales organization of the Bush & Lane Piano Co., Holland, Mich., and will be in charge of that company's sales in the State of Michigan for this company. Mr. Reilly will concentrate all of his activities on the development of the phonograph business for the Bush & Lane Piano Co., and the enthusiastic response accorded this company's new line of instruments is reflected in the many inquiries received for dealer agencies.

Mr. Reilly is well known throughout the Western talking machine trade, for prior to his association with the Columbia Co. he was identified for ten years with the retail talking machine field. He describes the one of the most successful wholesale men in the Chicago trade and in his new connection will have ample opportunities to utilize his previous experience to advantage.

Columbia to Start Big Ad Drive This Month

Leading Magazines and Newspapers to Carry Columbia Machines and New Process Records—Ads Will Appear Nearly a Billion and a Half Times

Columbia dealers throughout the country were gratified to learn this month of the preparation of a mammoth Columbia advertising campaign that will be inaugurated on October 21. This campaign has been planned in such a way that it will reach the reading public of the entire country. According to the official schedule, the new Columbia phonographs and Columbia New Process records will be featured during the months of October, November and December in rotogravure color and black and white full pages of forty-three great Sunday newspapers, whose circulation totals 14,000,000 each.

A similar presentation will appear in four full-page advertisements in the Saturday Evening Post, whose weekly circulation is 2,177,000. Each of these will carry advertisements announcing the popular hits to 22,000,000 readers. The Columbia advertising department sums up this campaign as follows: "When you consider this circulation figures in relation to the number of times each advertisement is scheduled in this group of publications along there is the amazing total of 1,353,700,000. Think of it—nearly a billion and a half Columbia impressions upon the public mind! But this is not all. Hundreds of thousands more readers are similarly and persistently appealed to by appropriate advertisements which are appearing in the leading Ne g ro weekly newspapers and foreign language publications, which include twenty-four different nationalities.

The rotogravure advertising will be particularly artistic, one advertisement, for example, featuring the new Columbia Model 530, listing at $200, with accompanying "cellist" advertisement in a suitable background. In the same copy there are also listed the new Columbia Model 460, listing at $225; the Model 530 console, listing at $115, and the Model 520 console, listing at $125. Another page in the campaign will be devoted almost entirely to a description of the new reproducer that is part of the equipment of the new Columbia line; this copy emphasizing in detail the distinctive merits of this reproducer.

See second last page for Index of Articles of Interest in this issue of The World

RETIRED OF CALVIN G. CHILD

From Artists and Repertoire Department of the Victor Talking Machine Co. on Account of Ill Health—Succeeded by J. S. Macdonald

Announcement has just been made of the retirement of Calvin G. Child from his administrative duties with the Victor Talking Machine Co. as director of the artists and repertoire department of the company. The results of a twenty-three year's service to the company have been of an outstanding character both as regards the Red Seal library and the popular numbers.

Mr. Child's retirement from the more active phase of his efforts in behalf of the Victor Co. is due to the condition of his health. He will, however, continue a member of the board of Directors, to which body he was elected some time ago. Mr. Child, by the way, was associated with Eldridge R. Johnson even prior to the formation of the Victor Co.

J. S. Macdonald has been appointed to the important position of manager of the artists and repertoire department of the Victor Co. and will forthwith assume the administrative duties formerly falling on Mr. Child. Mr. Macdonald has also been associated with the Victor company for a long period of years, most of which were spent in the artists and recording division, but part of which was spent as sales manager of the company. Mr. Macdonald is, therefore, especially well qualified to fulfill the responsibilities that has been placed upon him.

SONORA LINE IN HARTMAN STORES

Illinois Phon. Corp. Closes Important Deal With Chicago Retail House—Leon Golder Consummates Arrangements

CHICAGO, Ill., October 8.—Leon Golder, sales manager of the Illinois Phonograph Corp., of this city, Sonora jobber in this territory, announced this week that arrangements had been completed whereby the Sonora line would be carried in the four stores of the Hartman Furniture Co., of 1640 North Clark street, in which the company is located at 258 South Wabash avenue, in the heart of "Piano Row," and the other branches situated at 1272 Milwaukee avenue, 2558 West North avenue and 3027 West Thirty-third street. A complete line of Sonora instruments, including the latest period models, is now on display at the Hartman Furniture Co., and Mr. Golder has been congratulated upon closing this deal, as the Hartman Furniture & Carpet Co. is one of Chicago's largest retail furniture establishments.

Frank J. Cope, vice-president and general sales manager of the Sonora Phonograph Co., New York, accompanied by H. J. O'Connor, E. D. Cootts, F. E. Reederger and J. M. Erwin, of his sales organization, are now in Chicago co-operating with the Illinois Phonograph Co. and the Sonora Furniture Co. in making plans for a banner season. Mr. Cope is well known in the Chicago trade and he has been given an enthusiastic welcome throughout the city.

INDEPENDENT'S MUSICAL DIRECTOR

A. J. Baun, general manager of the Independent Recording Laboratories, New York, announced this week the appointment of Adrian Schubert as musical director of the company, succeeding, Arthur Berci, who is now the Okeh recording director. Mr. Schubert is well known for his new post, as for nearly ten years he has been first cellist at the Metropolitan Opera House and has recorded for many of the leading record companies as a member of various musical organizations.
Is the Mail Order House Your Competitor?

Mail Order Firms Draw Trade From Entire Country—Some of the Business Methods Which Are Resulting in Losses to Retailers

On more or less frequent occasions established retailers in various cities and towns of the country have called to their attention more or less forcibly the activities of the various mail-order houses in going after and landing prospective customers in their territories. Even though the dealers themselves are not conscious of mail-order competition they have sympathy to offer to neighboring dealers perhaps in other lines who have seen sales go glimmering as a result of mail-order solicitation.

The average merchant, especially in the larger cities, appears to be of the opinion that the bulk of the mail-order business is done in rural communities more or less distant from large towns, where well-conducted talking machine establishments are located. Yet it is a peculiar fact that close to 50 per cent of mail-order business is actually done in large cities, where well-conducted talking machine establishments are located.

As an instance in point it is significant that even in New York City and particularly its populous home borough, Brooklyn, to say nothing of Chicago and its environs, the mail-order houses have sold machines at substantial prices to people only a few blocks distant from the local dealer with an established store and a stock that can be inspected at first hand.

It is apparent that the argument to the effect that the local dealer is a permanent fixture in the community and is doing his share to develop the city and pay the expenses of its maintenance has little effect, nor do the mail-order buyers seem impressed by the fact that, when they have added freight, cartage and other liberal expenses to the original cost of their machines, plus the uncertainty of doing business with a distant concern, they have paid a sum that would have bought them good machines in their own town.

Certain Cities Best Mail Order Centers

It is particularly significant that certain cities appear to make fine prospect centers for mail-order houses, while others do not respond. Cincinnati, O., for instance, is a poor mail-order town, while considerable business comes out of Columbus, less than 100 miles distant. Buffalo, N. Y., is likewise a poor business center for the mail-order houses, but is balanced by Rochester, which produces a generous number of buyers. Hartford, Conn., is a good mail-order city, but New Haven on one side and Springfield, Mass., on the other prove disappointing as a source for orders.

Local Dealers Responsible

It would seem that the situation rests largely upon the ability and aggressiveness of local dealers in covering their territories thoroughly. Perhaps even the dealers in good mail-order towns are working hard and conscientiously, but do not cover enough territory, for it would seem logical that the efforts of an outside sales staff, coupled with a fair volume of local display advertising, should offset any mail-order competition that is not distinctly of a cutthroat character.

It might be well for those dealers who feel satisfied that they are putting sufficient energy into their businesses and going after the maximum number of prospects with a maximum amount of energy to analyze their cities from the standpoint of the mail-order man. He keeps his figures before him and knows just how productive any given territory has proved or is likely to prove and perhaps the result of the talking machine man's investigation will give him a shock, or at least it will wake him up.

The Mail Order Follow-up

It is interesting to know, too, that, having once become established, the mail-order house depends upon its old customers in chief measure for new prospects through a system of follow-up letters that keeps the customer satisfied and a booster. The mail-order customer is not sold and then forgotten, but is constantly being asked by mail whether the purchase has proved satisfactory or not and whether he has any friends who might be prospects for purchases of machines.

Those dealers who make the sale and then consider the incident closed might well take a leaf from the book of the mail-order man in this connection. If a concern several hundred miles away from the customer can keep in touch and use that customer as a prospect getter and business builder how much greater opportunity has the dealer himself to maintain such a contact through his salesman, if possible, and by mail, if necessary.

HARRY PUTERBAUGH IS MANAGER

DAYTON, O., October 5—Harry Puterbaugh has just been made manager of the talking machine department of Niehaus & Dohse, 35 East Fifth street, this city, and is making plans for an aggressive Winter campaign. This concern handles the Edison phonograph exclusively and has built up quite a business.

How About RECORD Albums?

Have you prepared for your Holiday Business?

THE TALKING MACHINE'S HELPMATE

Equipped with Nyacco Albums

The popularity of the Nyacco QUALITY ALBUM is unquestioned. Our line covers all grades. Our two factories, New York and Chicago, save freight and insure prompt delivery. Order from point nearest to you.

Ask for our No. 600 Nyacco album, the highest grade album on the market. Samplesent on request to responsible houses.

TO JOBBER ONLY:—

Write for samples of our new delivery bags of No. 1 Kraft paper (35 lb.) with strings and buttons at very attractive prices.

Write for display card—mailed without cost. It will help you sell more Nyacco Albums. Present stock available at low prices. Write now.

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

CHICAGO
415-417 S. Jefferson St.

Pacific Coast Representative: Munson-Rayner Corporation, 643 South Olive Street, Los Angeles, Calif.
Victor supremacy is the supremacy of performance

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

Victrola IV, $25
Oak

Victrola No. 80
$100
Mahogany or walnut

Victrola No. 230
$375
Electric, $415
Mahogany

Victrola VIII, $50
Oak

Victrola No. 111
$225
Electric, $265
Mahogany or walnut

Victrola No. 300
$250
Electric, $290
Mahogany or walnut

Victrola No. 405
$250
Electric, $290
Walnut

"His Master's Voice"

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

Victor Talking Machine Company
Camden, New Jersey
Talking Machines Aid in Piano Teaching

The Kinscella Method, Utilizing the Talking Machine Through Special Victor Records, a Great Aid to Pupils in Studying the Piano

In addition to furnishing the means for the more useful study of musical appreciation in the public schools of the country through the reproduction of music of orchestral instruments of operas, classics, folk songs, etc., as well as providing suitable music for folk dances and the other features of school work, the talking machine has found for itself a new field in educational work—that of facilitating the study of piano playing in the schools.

The Victor Talking Machine Co. announced recently four new records for use in conjunction with the Kinscella method of teaching children the piano in classes, and the development is of particular interest not only to talking machine dealers, but to those who are interested in the development of piano instruction in the schools of the country.

The method for which the new records have been made was originated by Miss Hazel G. Kinscella, major instructor in piano at the University School of Music, Lincoln, Neb., about five years ago, and since its inception it has met with great favor. During the school year 1922-23 over 1,500 children were taught piano in Miss Kinscella's classes in Lincoln, and over 30,000 children were taking the course under teachers who had been trained by Miss Kinscella at her teachers' institutes and in her Summer session classes conducted every year at widely separated points. During the past Summer Miss Kinscella has held classes for teachers of the Kinscella Method at the State Normal School, Kearney, Neb.; the State Teachers' College, Emporia, Kan.; the University of North Carolina, Chapel Hill; and the University of Michigan, Ann Arbor; and in special classes in Long Beach, Cal.

Much of the success of the Kinscella Method since its introduction has doubtless been due to the fact that it offers a practical way of teaching the piano to large groups of children, thus conserving the time of the teacher and permitting piano instruction to be given in public school classrooms, much the same as singing is taught. In addition to having made group teaching possible this method has won enthusiastic support from teachers and pupils alike.

The Kinscella records are Nos. 19097, 19098, 19099, 19100. Much of the work of the Kinscella Method consists of four-hand studies, in which the teacher or another student plays the second part. Children have been handicapped in having no one to practice with them at home. But with the four records of the Kinscella studies the student may turn to the Victrola and find a partner for his piano duet. First, the child may listen to the "primo," or first part, and thus is helped to learn the tempo and phrasing by hearing, before playing the "secondo" accompanied by the Victrola's "primo"; then he turns the record to the "secondo" side and plays his primo on the piano, while the Victrola plays secondo, or the process may be reversed.

The pitch of most pianos has now become standardized. These recordings have been made at the standard pitch of 440 and, therefore, may be synchronized easily with a piano of the same pitch. Besides adding a new element of interest to the child's home practicing the use of these records will do much to encourage an exact observance of rhythm and tempo.

Miss Kinscella has made these records herself and every child who uses them will be playing with the founder of the method. The Kinscella records are Nos. 19097, 19098, 19099, 19100.

NEW DEPARTMENT IN MARION, O.

The Baker Music Co., new Marion, O., retail music house, announces that it has taken on the agency there for the Pooley and Outing phonographs. This store has been opened for business and is one of the most modern to be found in central Ohio.
Victor supremacy is the supremacy of performance

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

VICTROLA

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

Victor Talking Machine Company
Camden, New Jersey
The time is now ripe for members of the talking machine trade to think seriously of their holiday sales campaigns. By the time this issue of The World reaches the trade the first month of the last quarter of the year will be half over, with Thanksgiving and the remaining holidays so close at hand that foresighted merchants will begin to consider plans for their sales drives, with the object in view of winding up the year with such a boost to the total business volume that 1923 will stand as a mark to shoot at next year. All in all, there has not been a bad year for dealers who have actively and determinedly made every effort to get business. However, it is the last three months of the year which determine to a large extent whether the annual sales volume is satisfactory.

The Best Sales Season

The holiday period during the two months at the end of each year is probably the best sales season which the talking machine trade enjoys, and what each individual dealer makes of the opportunity depends entirely upon the efforts put forth. It is perfectly natural that the retailer who simply sits back and waits for the plums to fall into his lap will get a certain amount of transient business. When practically every man, woman and child is looking for suitable gifts for loved ones a few are bound to enter the first store which offers possibilities. However, it is to that portion of the trade which has made a diligent effort to attract the attention of the gift-hunting public to which the bulk of the business will go and, therefore, the live dealers who inaugurare vigorous sales campaigns and utilize every possible medium of bringing prospective customers into their stores and who constantly strive to impress the public with the appropriateness of talking machines and records as gifts will bring the bacon and pay large dividends on the investment of time and money.

Planning the Window Displays

Talking machine dealers should spare no expense or effort to make their holiday window displays distinctive. It must be remembered that every other retail establishment will be competing to attract the attention of gift-hunters. They therefore have at their command.

The Modernolette sold as well for the Holidays last year as in the Summer season. It makes a very desirable machine for the home. Get your order in NOW.

FEATURING THE MODERNOLETTE FOR THE HOLIDAYS

HAS INCREASED SALES FOR OTHER DEALERS

The Modernolette sold as well for the Holidays last year as in the Summer season. It makes a very desirable machine for the home. Get your order in NOW.

MANUFACTURED BY

MODERNOLA COMPANY

Factory and Office

JOHNSTOWN, PA.
Another PEERLESS Suggestion!

THE ALL-SEASON GIFT

Have you ever stopped to realize what a vast number of people daily pass your store with but one thought in mind, namely, to purchase an appropriate gift for somebody's birthday, a wedding anniversary, or just a sweetheart favor?

And what could better express a genuine sentiment than records—just a few—in

PEERLESS — the album

The idea certainly embodies a sales suggestion which will direct to your cash register many dollars that ordinarily go to the candy store, the novelty store and the jeweler.

Place a sign in your window—

THE ALL-SEASON—ALL-PURPOSE GIFT

Three Records in a Peerless Album

A Sentiment Nicely Expressed Is Long Remembered

Somebody Has a Birthday Every Day in the Year

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

L. W. HOUGH
146 Mass. Avenue
Boston, Mass.
BUSINESS OUTLOOK IS MOST SATISFACTORY

A SHORT two months from the time this issue of The World reaches its readers holiday business will be under full headway or, at least, should be, unless every present indication of good business is without foundation. Time certainly does fly and the average dealer has placed orders for the Fall and Winter season, and put those plans into execution, are bound to lose business.

It is to be presumed that the average dealer has placed orders for an adequate supply of both machines and records in anticipation of the demand for the balance of the year, and it is to be hoped that the majority will have those orders filled in sufficient time to see "which way the cat would jump" the outlooking is not particularly encouraging.

At the present time there is hardly a cloud on the business horizon. Labor disturbances are at a minimum and even the annual coal strike has been settled, so it will not offer an excuse for those who hesitate about buying. Unemployment is at low ebb and there is at an end and, in fact, indications of the most popular models before the break records it will rest largely with those who have the selling and its extensive lines of strikingly artistic machine models with the reason that it means larger individual sales and more profit to the customer who cannot raise his limit or for the man who insists upon that style or nothing else and cannot be sold another model.

Wholesalers are strongly advocating the policy as outlined for the reason that it means larger individual sales and more profit for the dealer if carried on consistently and intelligently while, at the same time, affording him protection by conserving his limited stock of the most popular models to meet competition or the demands of the insistent ones.

The policy of letting the popular models sell themselves and then concentrating sales effort on higher priced and more plentiful types is going to save the day for many dealers who have been wondering just how they are going to fill the gaps in their stock that are surely coming.

WHERE THE FINANCING SHOULD BEGIN

Due to a number of conditions, general and local, through the introduction of console and period models in talking machines, they are sold at substantially higher prices generally on installments, and the increased turnover enjoyed by many retailers, there has developed the necessity for certain retailers seeking ways and means of realizing some cash for their paper.

The financing of a business by one means or another, so as to keep the capital as liquid as possible, is the natural course, for there are comparatively few retailers who can handle their own installment paper, particularly long-time paper, on a sound economic basis. Putting it in the safe and keeping it there to maturity is all right provided there is enough cash, left to purchase a sufficient amount of new stock and to cover the running expenses of the business. Otherwise the bank must be asked to discount the paper and, when that channel has been closed, the dealer must resort to other methods.

In view of this general situation the necessity of selling on credit only to those of recognized standing and ability to pay, and then on terms within reason, is strongly emphasized. If the average talking machine dealer keeps his terms well within eighteen months on sales running above $125 and within twelve months on sales amounting to less than that amount, the financing problem is not going to worry him a great deal, provided he charges interest on time payments and sees that those payments are made on schedule.

Une like the piano dealer, who must depend upon new sales of pianos to bring in cash to his business while waiting for the installment payments to be met and the paper to mature, the talking machine dealer has the advantage of handling record sales in a volume largely dependent upon his energy and ability as a business man. Record sales or at least the greater percentage of them are and should be for cash and, in a properly conducted store, the record turnover should bring in a sufficient supply of cash to operate the business while the installment paper on machines is maturing and make unnecessary any heavy financing beyond, perhaps, some limited loan from the bank to discount bills.

Conditions sometimes develop, of course, which put individual dealers in a position where they must have cash and, therefore, they have to use their paper to the limits and generally on installments, and the increased turnover enjoyed by many retailers, there has developed the necessity for certain retailers seeking ways and means of realizing some cash for their paper.

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Sound financing, through the medium of installment leases, is often a good business move, provided the income is put into the business for sound expansion or betterment. When, however, the dealer has to finance himself on the strength of his machine paper to cover his operation expenses, then there is something wrong in the record sales department.

WHAT THE NEWSPAPER STRIKE HAS TAUGHT

Those who have any doubt regarding the absolute necessity of advertising in handling modern business might do well to get in touch with merchants in New York with a view to learning of their experiences during the strike of the newspaper pressmen which, although short, tied up practically every daily newspaper of importance in the city. Even when the newspapers managed to get out abbreviated morning and afternoon editions through combining their resources, they did not attempt to handle the advertising of department stores and others, and the resultant falling off in business was apparent even to the most casual observer.

Particularly in the department stores was the lack of the advertising appeal emphasized. Where ordinarily hordes of women and many men crowd into the stores to patronize special sales and remain to make extensive purchases in every department at regular prices, only comparatively few shoppers were in evidence. Other lines of business, depending on the advertising appeal to attract patronage, suffered in proportion.

IMPORTANCE OF EDUCATING THE PUBLIC

During the past month or so some thousands of talking machine dealers throughout the country had an opportunity for centering public interest on records of the higher class through the readjustment of list prices on single-faced Red Seal records due to the move of the Victor Co. in issuing those records in double-faced form. A great mass of excellent sales promotion material for window and showroom display, together with much newspaper advertising, was available to dealers so as to enable them to get the greatest volume of sales as a result of this change in policy.

Considering the situation as a whole, it is quite apparent that too many dealers, while enthusiastic over the change in the record situation, did not show proper appreciation of the opportunity for crystallizing public interest. Everywhere there appeared in store windows and for that matter in newspaper advertisements announcements that there had been substantial reductions in the prices of Red Seal records, but rarely indeed was any attempt made to sell what those records really represented or to list boldly, and in type readable at a distance, some of the selections available or the names of artists whose voices could find a welcome place in any home.

It will be a long time before such an opportunity to clean up on records within a limited time will be offered to talking machine dealers and it is unfortunate that so many took it for granted that the public as a body knew all about Red Seal records and failed to offer explanations of their importance and value for the benefit of those who have no knowledge of just what Red Seal records mean.

The idea is that too much cannot be taken for granted. The more enlightening details that can be offered in presenting good things to the public the greater the result will be. The next time do not just tell the public that something has occurred—take pains to give details that will appeal to those who do not know.

NATIONAL MUSIC WEEK DEFINITELY ANNOUNCED

The decision of the National Music Week Committee to hold the country-wide celebration of this event during the week of May 4 to May 10 gives those who intend to participate in it, and music merchants have long been among the most enthusiastic supporters of the movement, sufficient time to mature their plans so as to take an active part in its promotion. The fact that more than 150 cities have already held annual music weeks, that representative men and women in every walk of life have lent their cooperation by accepting membership on the general committee, that the Governors of thirty-four States have officially indorsed the movement, all tend to show the widespread popular interest and go far towards insuring its permanency.

Congratulations are due C. M. Tremaine, who conceived and carried out the first music week in New York and whose efforts have been tireless to spread the idea throughout the country.

A Complete Victor Jobbing Service

Merchandise = Selling
Advertising = Finance

Musical Instrument Sales Co.
Victor Wholesalers
625 Eighth Avenue
Telephone 3601 Longacre
New York
Quality Advertising as a Business Builder

A problem of the most vital importance to every merchant is how he can spend his advertising appropriation to the best advantage, i.e., develop the potential interest of readers of the advertisements so that such a pitch that inquiries or personal visits to the store result. Of course, the final results of the advertising are measured by the degree of cooperation between the component parts of the entire organization. However, every talking machine dealer has established his business reputation along certain lines and this should have an important bearing on his advertising. In other words, when a merchant has built up a substantial reputation by catering particularly to the wage earners and other middle-class people, persons to whom the price consideration in any purchase has an important bearing on the decision to buy and so whom style, performance and art are to some degree subordinated, he must plan his advertising appeal along lines making the greatest impression on this class.

To Whom the Quality Appeal Is Directed

On the other hand, there is a certain class of people whose enthusiasm cannot be aroused through the appeal based on the price factor. These are the people in comfortable circumstances, the upper middle classes and the wealthy. These people possess the means to gratify their desires to a larger extent than the class of people mentioned in the preceding paragraph and, therefore, their greater discrimination forces the advertiser who desires to bring his product favorably to the attention of these people to base his appeal mainly on quality, both in tonal value and design and finish. The price appeal need not be eliminated entirely, but it must be subordinated to obtain results.

Excellent Examples of Quality Ads

The illustrations of several samples of the advertisements recently used by the Griffith Piano Co., operating stores in Newark and other cities in the States of New Jersey and Pennsylvania, reproduced herewith, were selected because they are examples of a type of quality advertising that has come to our attention in a long time.

The advertising principles incorporated in these ads may be utilized with equal effectiveness by other dealers, although the talking machine dealer who has established his reputation on the price basis cannot expect to secure any very great results by inserting an advertisement of the character in the local newspaper once or twice a month and maintaining his regular program of price advertising at the same time. He must first establish his reputation among the class of people he is trying to reach and this cannot be done overnight. A consistent advertising program will do the trick, however, and in the end the results will undoubtedly justify the expense.

Harmony in Layout Important

In the illustration of the Griffith Piano Co. advertising it will be noted that the several ads reproduced are so well balanced that their very harmony with illustration and border. For example, in the advertisement of the Adam period Sonora the daintiness of the instrument itself is emphasized by the type as well as the text; a bolder type face blends beautifully with the illustration and border in the ad showing the heavier Italian Renaissance model, etc. These examples are sufficient to show how type may be utilized to emphasize the message and add to the effectiveness of advertising.

Reasons for Ad Failures

There are many members of the trade who have become disgusted with advertising, simply because they discovered that their copy did not seem to stimulate business. If analysis of the copy were resorted to in practically all instances of advertising failure it would be found that either the wrong medium had been used or the copy had been faulty and, therefore, the appeal lost its force or did not exist at all. Eliminate these evils and the gambling element is to a large extent removed from advertising.

Excellent Examples of Advertising

With a Quality Appeal

be utilized to emphasize the message and add to the effectiveness of advertising.

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.
Leadership a Reward
Not a Goal!

When an organization offers to improve your Service Department, and by doing so help build up your business, it is only natural for you to ask, what sort of results have they secured for others?

We would cheerfully furnish you with the name and address of an account in your vicinity that will be of significance to you. It will prove that our Service and Merchandise has helped others, for we have achieved not only success, but leadership, in doing this very thing.

It is our business to give you real prompt Service on your requirements of repair parts, Honest Quaker Main Springs and other phonograph accessories of importance.

(If you are interested in this Service (remember we do not sell phonographs or records) investigate our ability. And fill in the attached coupon for our new catalogue.)

CATALOGUE COUPON
Please mail your 1924 catalogue. If your Merchandise and Service will help us, we'll give you a chance.

NAME
ADDRESS
(Please attach to your Stationery)
T. M. W.
The question of determining accurately selling costs and the overhead generally of the retail business is one that is being emphasized constantly and is receiving increasing attention from not only trade associations and other groups of businessmen, but from Government bureaus. The difficulty appears to be that, while many dealers appreciate the importance of keeping their expenses within the limits that will permit of a fair margin of net profit, there are few who are able to determine just what that margin should be.

Why the Dealer Is in Favored Position

The talking machine dealer, as a rule, is in a favored position in this matter for the reason that he has a definite purchase price and a definite selling price, with an exact percentage of mark-up between the two. His problem, therefore, is not to mark his goods to cover his overhead and net profit, but rather to keep his overhead expense so far within the mark-up limits as to allow for a suitable net profit in the final analysis.

The question for the dealer to worry about is not so much whether the discount from the list price allowed by the manufacturers is 40, 49 or 50 per cent, as to how he can keep his distributing expense, including all overhead charges, within a figure that will allow him to retain at least 10 per cent of the selling price, and perhaps more, as his own.

Operative Cost of Talking Machine Department

A careful survey of the overhead figures compiled by prominent concerns in the music trade brings forth some interesting figures regarding the operations of the talking machine department, the majority of the reports agreeing that the gross overhead in a well-conducted establishment should average between 25 and 29 per cent, leaving from 11 to 15 per cent net profit for the dealer. This overhead, for instance, includes selling expense—salaries and commissions—which vary from 11 to 16 per cent and average 13 per cent; delivery charges ranging from 1½ to 3 per cent; repair service averaging about 1 per cent; advertising ranging from 1 to 5 per cent, with an average of 4 per cent; rent ranging from 1 to 7 per cent, according to space and location of department; depreciation of fixtures averaging 1 per cent, and in addition the cost of financing installment paper, and the cost of carrying used instruments taken in trade.

An Exact Definition of Profits

The great difficulty with the average dealer appears to be that he is thrown off the track by the talk of gross profits—in other words, the amount representing the difference between the cost of the goods and the resale price, and bases all his calculations on those gross profits. Goods carrying a 50 per cent discount from list would, theoretically, bring a 50 per cent gross profit, figuring on the selling price; but, as a matter of fact, the only profit that can be properly classified as the net profit—the amount left after all overhead has been deducted. If retailers will refer to the difference between the cost and selling price of the goods as the mark-up, and lose sight of the term profits until the final analysis, their problem will become easier.

Holding Business Costs Within Limits

Although the talking machine dealer has the advantage of fixed costs and fixed selling prices in the figuring of his business accounts he is handicapped in a considerable measure by that very fact, for he must keep his business costs within prescribed limits and must do his adjusting by shaving here and there, rather than, as in the case of other products, increasing his mark-up to allow for the net profit margin. In other words, if analysis shows that it is costing the dealer 35 per cent of his selling price to sell the goods, leaving him only 5 per cent net profit, he cannot increase that selling price to create the necessary margin, for the list price is generally recognized as the maximum price. His only recourse lies in effecting economies in his business along lines that are least calculated to have a deterrent effect.

The importance of providing sufficient net profits through the medium of economies, in businesses where an upward revision of resale prices is not possible, has been realized by the United States Government itself, which, through the Department of Commerce, has called conferences of business men to consider the question of eliminating waste in the distribution of various products. The president of the National Association of Music Merchants, with which a large number of talking machine dealers are affiliated, has likewise taken cognizance of the importance of this work by appointing a committee of representative trade members to consider and report on the same problem.

Economies Through Better Selling Plans

By putting economies into effect it is not meant that savings should be made on equipment, on stock or by hiring salespeople of lower caliber. The way out is more likely to be found in rearranging the sales plan and the advertising plan, including the covering of the mailing lists on a basis that will make for greater efficiency and, consequently, greater results. In short, the problem is not so much that of doing the same volume of business at less expense, but rather of determining ways and means for handling a larger volume of business at the same expense.

CASHES IN ON FACTORY WORKERS

Noon-hour Demonstrations of Talking Machines, Pianos, Etc., in Factory District Result in Sales for Utica, N. Y., Firm

Utica, N. Y., October 1—Vittulo & Ulisse, music dealers of this city, have been making many sales of talking machines, player-pianos, records and music rolls through a series of noon-hour demonstrations to workers in the local factories. Several instruments and a quantity of records and music rolls are loaded on a truck, which, accompanied by a girl demonstrator, is driven to the factories and a musical, "show" is staged as the employees pour out of the buildings. During the demonstration a salesman from the store delivers a brief talk on the merits of the various instruments and distributes circulars and other advertising literature. How profitable this idea is is indicated by the fact that in a twenty-minute period as many as 105 talking machine records have been sold, as well as music rolls. In addition these demonstrations bring the dealer and the line he handles to the attention of a large number of people with all that this means in the ultimate increase in patronage.

The Edison line of phonographs and records has been added by Krug's Piano House, well-known music dealer of Yonkers, N. Y.

ADD-A-TONE

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"
Kennedy Radio Sets—
In Furniture Models

An unusual opportunity for leading music dealers in each community

Music stores throughout the country are rapidly adopting radio as an essential department in their business and are finding it a profitable, dependable source of revenue. The Kennedy Furniture Types, beautiful, self-contained units, are particularly suited to the music trade.

These radio sets are artistically modeled in classic period designs that will harmonize with the most refined environments and, in the better homes, will be accorded the same welcome as the piano and phonograph. The long-distance reception and high selectivity that have made Kennedy sets famous are now combined with a simplicity of operation that appeals to the average buyer. To you, as a dealer, this means less sales effort, easy demonstration, and thoroughly satisfied customers.

It is the Kennedy policy to establish an exclusive dealer in each community—this assures the Kennedy dealer of continuous protection plus a profit and prestige that are highly desirable.

Model X—Beautiful hand-rubbed Mahogany cabinet with inlay of Satin Wood and Ebony. Retail price, complete $285.00

Jacobean Console Model—Built of American Walnut with artistically matched paneling. Exemplifies late Jacobean design. Retail price, complete $775.00

Spanish Desk Model—Cabinet finished either in Mahogany or American Walnut. Interior lined completely with Golden Bird's-eye Maple. Retail price, complete $825.00

Descriptive literature and dealers' discounts sent on request. Write or wire for details of the Kennedy exclusive dealer proposition.

THE COLIN B. KENNEDY COMPANY
SAINT LOUIS SAN FRANCISCO
The NEW Columbia

A marvel of mechanical perfection

THE New Columbia Motor, shown above, is a marvel of mechanical perfection.

It runs with absolute regularity and accuracy. It is made of finest steel. Its bearings are entirely of bronze and brass. Its gears are beveled and machined so that gear meets gear without a whisper. Its action is regular as the swinging of a pendulum and quiet as the ticking of a finely jeweled watch.

Lubrication, the life of every motor, is provided regularly and efficiently by a clever system of tubed wicks leading from a readily accessible, central oil-well to the five main points of wear.

Other valuable, exclusive features are the brand new Automatic Start and Non-Set Automatic Stop.

The motor leaps into action the moment the tone-arm is moved over to place the needle on the record. The record stops revolving when the music stops, no matter what the make or length of the record. There is absolutely nothing to adjust. In ten thousand times, by actual test, it has never failed to operate.

In practical convenience, sturdy durability and sales-compelling efficiency, the New Columbia Motor is without a parallel in the history of the phonograph. It marks the arrival of another new epoch.

COLUMBIA GRAPHOPHONE
stands supreme in fidelity of tone and performance

EVERY phonograph sold is finally selected because of its purity of tone, its beauty of appearance, or its refinement of performance.

And the New Columbia Phonograph stands supreme in all these sales-making essentials.

To see the New Columbia is to appreciate at once its rare beauty as a piece of fine furniture. To hear it is to experience a revelation in fidelity of tone reproduction. To operate the New Columbia is to marvel at the completeness of its mechanical perfection.

Study carefully the detailed descriptions of the New Columbia Motor and the New Columbia Reproducer, which you will find illustrated on these pages!

Beginning this month, we will present the New Columbia to the public in one of the most dominating and compelling series of full-page newspaper advertisements ever conceived.

Music lovers will be eager to hear and eager to buy this New Columbia—the most perfect phonograph ever built. You will want to be the dealer to cash in on this tremendous drive!

The New Columbia Reproducer has eliminated those things that the critical ear didn't like in a phonograph.

It faithfully reproduces all ranges of both vocal and instrumental tones.

It is absolutely true to international pitch.

It gives a more refined, mellow and resonant quality of tone.

Its patented, exclusively Columbia, spring "shock absorbers" take up excessive vibration and banish blast.

COMPANY

New York
PAUL BAERWALD WITH KIMBERLEY

Paul L. Baerwald, Eastern sales manager of the General Phonograph Corp., New York, for the past eight years, has been appointed sales manager of the Kimberley Phonograph Co., of Perth Amboy, N. J., and New York, N. Y., manufacturer of the Kimberley phonograph. Mr. Baerwald, who is well known throughout the talking machine trade from coast to coast, assumed his duties on October 1 and is making his headquarters at the Kimberley New York offices, 206 Broadway.

During his eight years' association with the General Phonograph Corp., Mr. Baerwald acquired an intimate knowledge of the trade and merchandising that will be placed at the disposal of Kimberley representatives. In the development of the Kimberley phonograph, Mr. Baerwald has been instrumental in the design and marketing of its products. He has a host of friends in the trade who will be glad to learn that he has joined the Kimberley forces.

In his new post, Mr. Baerwald, in addition to acting as sales manager for the Kimberley products, will assist David Isenberg, president of the Kimberley Phonograph Co., in handling executive details. During the past few years the Kimberley phonograph has won considerable popularity throughout the East and with the start of the new year the company inaugurated a wide familiarity with all phases of phonograph manufacture and therefore possesses a wide familiarity with the demands of the trade. Mr. Baerwald is planning to spend the greater part of his time in visiting the dealers and jobbers in the leading trade centers, so that he may cooperate with the Kimberley clientele along practical lines.

PAUL ASH SIGNS WITH BRUNSWICK

Popular Pacific Coast Orchestra Leader Signs Exclusive Brunswick Contract—Director of Grenada Theatre Orchestra—Has Attained Wide Popularity on Coast

The Brunswick-Balke-Collender Co. announced recently that Paul Ash and His Famous Grenada Theatre Orchestra of San Francisco had been signed as exclusive Brunswick artists and the first records are ready to be released to the public. The Paul Ash Orchestra has been one of the features of the Grenada Theatre for the past two years and has attained wide popularity. The individual shading of tone and the harmonious effect obtained by this orchestra have created a popular light classical style on the Coast known as "Paul Ash Music."

The Brunswick-Balke-Collender Co., in announcing the Paul Ash records to its dealers, states that, while these recordings are played in dance tempo, they will not be featured as merely dance records, but, instead, a combination of dance and concert music. It is pointed out that there are thousands of phonograph owners who enjoy popular music, but are not particularly anxious for this music to be played in dance tempo, and the company feels that Paul Ash music is filling this want. These records were recorded during the special expedition to California of Sinkler Darby, chief recorder of the company, and his assistants. The musical direction was under the personal supervision of Walter Henchen, Brunswick director of popular music.

Frank Corley, of the Corley Co., Victor wholesaler of Richmond, Va., was a recent visitor to New York City.
What One Talking Machine Dealer Is Doing With De Forest Radiophones

LIKE the rest of you, he was months ahead of dealers in other industries in seeing the vast possibilities of radio. He knew that the Radiophone at its best should be classed with musical instruments.

He saw how the Radiophone made use of the phonograph as a loud speaker.

He knew it must be easy to operate, easy to install, requiring no technical skill, economical. He knew most of all it must pass on the music of the broadcast as a fine violin translates into sound the unborn music of the master's mind.

He experimented with many makes to find the one which should meet these exacting requirements.

And then he said "De Forest—and De Forest only."

It was not until he had selected the De Forest Radiophone as his exclusive radio line that he learned its epoch-making method of sale.

He thought he would have to invest his capital in De Forest Radiophones. But the De Forest Company said no. "Requisition what you can sell" they said. "As you make your sales, send in the money to us, deducting your compensation. Our agents do business on De Forest capital."

Is it any wonder that Talking Machine dealers all over the United States are clamoring for De Forest agencies?

Over twelve hundred agents have already been appointed, and the territories are going fast. They are exclusive territories. We cannot have our agents overlapping and competing with one another.

If you want the De Forest agency, write us at once. We will send you by return mail the new book entitled, "Building Your Radio Business With Our Capital." It tells the whole story of the great De Forest consignment plan.

Join the twelve hundred who say "no such instrument has ever been offered to the American public—and no such plan has ever been evolved for the full protection of the agent."

Remember—territories will be exhausted in a few weeks. Don't put it off, write or wire us today.

De Forest Radio Tel. & Tel. Co.
JERSEY CITY, N. J.

If located West of Pennsylvania address
De Forest Radio Tel. & Tel. Co.
Western Sales Division
5680—12th STREET, DETROIT

De Forest is the greatest name in Radio. The De Forest Reflex Radiophone is the instrument which belongs with your line of high-class musical instruments. With its reception range on indoor loop of from 1,500 to 3,000 miles. It is nationally advertised—nationally preferred. It is beautiful to look at—and more beautiful to hear. Prove it to yourself.
Red Seal Shifting!

Why have so many dealers specified "Pearsall" on their Red Seal Exchange?

(All Pearsall orders were delivered by Sept. 21)

Pearsall Service, of course.
Ask any Pearsall dealer,
he'll tell you.
"Desire to serve, plus ability."

THOS. F. GREEN
President
10 EAST 39th ST.
NEW YORK CITY

SILAS E. PEARSSALL COMPANY
DISTRIBUTORS
Value of Window Displays to the Dealer

The value of window displays has been emphasized in the columns of The World many times, but too much cannot be said of this important means of publicity. It has been demonstrated time and time again that dealers with uninteresting and sometimes even repellent window displays are not the ones who are doing the biggest business. However, it is really surprising how few merchants take advantage of their window space. It is safe to assume that where this condition prevails merchants do not realize that they are taking the most effective steps possible to court business.

Competition in Window Displays

It has been truly said that the window is the eye of the store, and it is just as true that this is the only means by which the passer-by can judge the establishment. It is easy enough to create an unfavorable impression, but it is much harder to arrange a window that will stand out so that the goods displayed will have their merits impressed upon potential customers. It must be remembered that in every business section there are many stores and each one is trying to attract the attention of the public through window displays. Now the point is that with all this competition the talking machine dealer, in order to stand a chance, must create a window which will not only attract the attention of the public, but which will be talked about and, even more important, will be remembered.

A Window That Boosted Sales

Occasionally we run across a display which is so good that we cannot let the opportunity pass of reproducing it for the benefit of the entire trade. One of the best displays which has come to our attention in a long while was that in the window of the Rudolph Wurlitzer Co., Forty-second street, New York City, last week. The entire window display consisted of Victor consoles, with the exception of one upright talking machine and several portable models and a few records cleverly arranged as an automobile. A large placard in the center of the window bore the following text: "The Victors on Parade. Introducing Victor Console, Sr., and Family. This happy family have every reason to be proud. They are wonderfully constructed and high-toned. Their business is hiring out as domestic pleasure makers. You will find one of them in most every home. "We are headquarters for this fine family. Let us show a pleasure maker. Convenient terms.—Wurlitzer."

It will be noticed in the illustration that each model was equipped with a cut-out of a head and arms. Also on each model was a placard announcing the "family" name of that particular instrument, consisting of Victor Console, Sr., Mrs. Victor Console, Miss Victoria Console, Vic Console and Little Victor, Jr., and the upright machine as a traffic cop.

According to Norman K. Edlund, manager of the talking machine department of the Rudolph Wurlitzer Co., this display during the first week arranged by the Rudolph Wurlitzer Co. to be shown at home. The scene of this exhibit will be a living room of a home with the Victor family enjoying the music of a Victrola. This window display proved in a concrete manner that it possessed the power to attract the attention of passers-by, arouse interest in the goods exhibited and induce action, the three things upon which hinges the success of any window. In the case of the Wurlitzer Co., fortunately, the window is large and there is ample room for an extensive display without danger of crowding, which is one of the most common faults of the average window.

The Evil of Crowding

Reiteration of the fact that crowding nullifies any possible favorable effect of a window display will do no harm. Although this has been stated and restated in various ways by many dealers still seem to think that a window is a kind of stockroom and they put as much of their merchandise in the window as it will hold. Windows in which are exhibited several machines, a number of records, sheet music and a conglomerate mass of musical merchandise are not uncommon. There apparently is no attempt to deliver a message through the display which will bring interested prospects into the store. A display of this character is confusing to the onlooker and, although passers-by may stop to look at it, there is nothing to hold attention or set forth the merits of the products handled. Merchants pay rent in proportion to the value of their location and this is measured, to a large extent, by the number of people who daily pass the store and, one might truthfully add, to the number of people who have an opportunity of seeing the window displays. That is why, all other things being equal, a dealer who carefully arranges his window displays on a street which is not quite so crowded with shoppers will often succeed when a competitor in a more popular thoroughfare who is careless about the "eye of the store" will lose out.
Here is the FAMOUS X-T AUDAK UNIT
Which Has Become So Popular Not Only With Dealers, But—
What Is Even More Important—With Record Purchasers

Read what retailers say about
this modern system for demonstrating records
without the use of booths

We find that the use of AUDAKS in record sales increases receipts 30% to 50%.

Our record sales have increased considerably since the installation of AUDAKS.

The AUDAK is certainly a great aid and stimulant to record sales and we wish you the continued success your product truly deserves.

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

I have seen the AUDAK record demonstrator in successful use in the New Brunswick Hall, Toronto, and am now more than interested.

We have received the outfits recently shipped us and are very much pleased with them.

The AUDAKS have been in work here for some time, very much to the gratification of all concerned.

We are now using one of your machines and are interested in buying five or six more.

STYLE X-T AUDAK
As shown in illustration - - - - $69.00
STYLE X AUDAK
Equipment for Counter Installation - - - - $39.00
STYLE VI AUDAK
Equipment for Victrola VI - - - - $39.00

THIS UNIT SUPPLIED COMPLETE AS SHOWN, READY FOR USE ON REMOVAL FROM CRATE

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.

Distributors in All Principal Cities—

AUDAK CO., 565 Fifth Avenue, N. Y. City
Sales opportunities in the foreign record field are practically unlimited; in fact, the surface in this branch of the talking machine record business has scarcely been scratched. This is indicated from time to time by the exploits of live dealers who are resorting to original methods of building up foreign trade with gratifying results.

A very large proportion of the population of this country consists of people of foreign birth. Each month, year after year, many thousands of people come from foreign shores to make their permanent homes in cities, towns and farms throughout the entire country, and it is safe to say that only an infinitesimal number of these people are acquainted with the talking machine or the fact that the songs and music of their homelands in the original language can be obtained. The average talking machine dealer has at his disposal a most profitable asset to stimulate sales, for a large percentage of these people are always anxious to keep in touch with the music and songs of their homelands.

Foreign Record Orders Through Mails
One of the most successful stunts in building up a demand for foreign records which have come to our attention is the building up of a mail-order business in French records which was instituted some time ago by Edward Bragdon, president of the Ideal Music Co., Victor dealer, New York City. Mr. Bragdon inserted an eye-attracting advertisement in a French newspaper of local circulation, announcing that an extensive line of records in the French language could be secured through the Ideal Music Co. This announcement, read by French people from coast to coast, aroused their interest, and this was evident from the number of inquiries received. In response to these inquiries the Ideal Music Co. sent out the following form letter, written in French, which explained the system used:

"It is with pleasure that we are sending you herewith the new catalog of French records that the Victor Co. has just published. All French records printed up until the first of January are included therein.

"We have all those records in stock and we will take pleasure in sending you parcel post, C. D. O., those which you may choose. We pay the postage on all orders in excess of $1.

"Awaiting the pleasure of hearing from you, we are

"Very truly yours.

"Edward Bragdon, President."
The **CAMP-FONE**

at $25.00

Sells All Year Round

**FOR THE HOME**

The Camp-Fone has superseded the old-fashioned “table model” phonograph as a machine for the home.

Your prospective customer reasons “Why should I buy a table model, when I can get a Camp-Fone that looks just as well; plays just as well— in fact has all the features of a table model, and in addition can be carried as a portable if I ever want to do so?”

CAMP-FONE is the choice of thousands of students who want a small high-class machine for the dormitory room or fraternity house.

CAMP-FONE is an ideal holiday gift.

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 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 10

NEW YORK, N. Y.
UNIT OPERATIONS NOT INTERRUPTED
Kern Dodge Appointed Receiver for Unit Construction Co.—No Insolvency, as Assets Greatly Exceed Liabilities—Business, New Active, Continues Under Receiver's Direction

PHILADELPHIA, Pa., October 2—Receivership proceedings were instituted by and for the Unit Construction Co., of this city, on September 13, in the United States District Court. The company's assets are stated to be very greatly in excess of liabilities and there is no insolvency. Operations of the company will continue under the receiver's direction, with the management unchanged, and service to the talking machine trade will be maintained on the same efficient basis as heretofore.

Kern Dodge, of Philadelphia, who has been appointed receiver, is an engineer of national reputation and has a very successful record in the handling of receiverships such as the above. There has been no interruption in the Unit Co.'s operations and the demand for Unico equipment is reported as very active at this time. In addition to the usual number of talking machine and phonograph departments in process of installation in various sections of the country Unico equipment is now being widely adopted for radio merchandising. The Unit Co. also has in hand many large orders for radio cabinets, in which the company has been specializing for the past year. Among the prominent radio manufacturers using the Unico cabinets for their products are the Radio Corp. of America, General Electric Co., Westinghouse Electric & Mfg. Co., DeForest Co., Cardwell Co., A. C. Gilbert Co., Timmons Talker Co., National Radio Corp., Atwater-Kent and many others.

RECORD BROADCASTING INTERESTS
J. N. Pitts, of Connecticut Agricultural College, Pays Tribute to the Aid of a Brunswick Phonograph in Its Broadcasting Plans

J. N. Pitts, dean of the mechanical engineering department of the Connecticut Agricultural College at Storrs, writes the Brunswick-Balke-Collender Co., of New York, that a powerful radio broadcasting station, ranking with the best in that locality, has recently been installed and remarks:

"As part of our equipment we have purchased a Brunswick phonograph to be used for the broadcasting of records. Results of our tests have been very satisfactory in a radius including Maine, Canada, Ohio and Maryland. A number of those replaying are complimenting us on the talent of our 'artists' and 'quartets.' When, in reality, it has all been taken from records and delivered by the Brunswick phonograph. We believe that the Brunswick is the machine for radio broadcasting."

STEINERS OCCUPY NEW QUARTERS

DAVTON, O., October 7—Charles E. Steiner, formerly with Niehaus & Doehle, has joined his brother, Frank N. Steiner, as partner in a new, up-to-date store at 120 East Fifth street, to which they have removed. The latter has been in the talking machine business for the past twenty-six years, his store being formerly known as the People's Music Co. The Steiner brothers, who are carrying a complete stock of Edison and Victor machines, are well and favorably known in this city.

A LETTER THAT BROUGHT CUSTOMERS

OMAHA, Neb., October 4—Ten new customers a day were brought to the Burgess-Nash Dry Goods store, whose phonograph department recently by a letter written by J. L. Obert, manager. The letter was sent to a large list of prospects and it had immediate results. Talking machine dealers are to-day up against the fact that owners tire quickly of the jazz records which are sold. This fact has resulted, unfortunately often, in a decrease of interest in the greatest developer of musical taste and appreciation in America. In the opinion of Mr. Obert, the way out is the sale of records of better music, classical and opera selections, and so his letter was drafted with the idea of bringing this about. He sought to interest owners of talking machines in higher type music.

The letter which produced such surprising results follows:

"This is personal letter from the writer to you. Its purpose is to convey a message and extend a personal invitation. This month, as you know, a list of records is issued, which comprises the really beautiful music, sung and played by the world's greatest artists. Statistics, however, show that less than 20 per cent of those who purchase phonograph records ever hear more than 20 per cent of those records, of which five are dance numbers or popular songs.

"This means that approximately 90 per cent of the people never hear the world's most wonderful music. And this leads to the purpose of this letter, mentioned in the first paragraph.

"We who comprise the personnel of this department of the Burgess-Nash store—Miss Ferrin, Mr. Capron and the writer—extend to you a personal invitation to visit us and hear that portion of the list of new records each month which represents really worth-while music. "Do not come as a customer, but rather as an acquaintance. Ask for any one of us, mention that you received this letter, introduce yourself and feel as if you do when visiting the home of a friend.

"Above all, feel absolutely free from any obligation to buy. We want you to hear this wonderful music every month. "We have the most beautiful phonograph shop in Omaha. The booths are spacious, cool and equipped for your comfort and enjoyment. You are away from the hustle and bustle of the street—away from the noise, heat and commotion associated with the average phonograph shop. "May we not anticipate your acceptance of this invitation, and look forward to adding your name to the list of those who now enjoy this treat regularly?"

PHONOGRAPH CASES

The Standard Case for Talking Machines and Radio Sets

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.

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

complete with all
batteries, four
tubes, (one spare),
head telephones,
and silk-covered
wires. $275.

Radiola IV.

R
EMEMBER the days—not so long ago—when the fun of
"listening in" meant a confusion of coils, tubes, batteries?
Of things with long names and intricate uses? A jumble fit
only for the attic!

But now! A most attractive and dignified cabinet of rich mahogany
finish stands on a console in the music room. Joy for all the family!
Its mechanism infinitely better in performance—worked out in the
great RCA laboratories. Operated by the turn of a knob. Keenly
sensitive. All its batteries hidden away. And its loudspeaker built
in—notable for acoustical correctness and purity of tone. Famed,
too, for long-distance receiving, with the headphones plugged in.

Radiola IV. means radio for the most exacting. For the music lover
who wants real music. For the fan who wants big distance. And the
home lover who wants both in a piece of furniture that will strike a
pleasing note in the finest room.

Radio Corporation of America
Sales Dept. Suite 3007, 233 Broadway, New York

Dealers
Write to-day for
the RCA catalog,
full description of
the Radiola IV.,
and the RCA
selling plan for
dealers.

Radiola

This symbol of quality
is your protection.
Interesting Analysis of Status of Radio

Evolution of Radio Compared With Early Talking Machine Days
by Walter L. Eckhardt, President of the General Radio Corporation

Shoes, hats, etc., are merchandised and sold through many exclusive shops specializing on one item or the other, although a survey will conclusively prove that a greater volume of business in any such items is being done through apparel shops wherein such merchandise is a part of the necessary personal equipment. Shoes and hats are a totally different line of merchandise. Shoe shops do not necessarily handle hats or more than hat shops handle shoes, but they are relative and are sold through the same firms to a large extent, although it required years before such procedure was established by enterprising merchants.

Radio as a Musical Product

While exclusive shops of one kind or another are much in evidence to-day, as a rule, they are rapidly adding lines that are relative or akin to the general plan—so will it be in the radio business. Although radio broadcasting has been an established fact for the past twenty-sold years it was only after the great World War that the public became acquainted with its great possibilities as a means of entertainment and instruction. While the general broadcasting of weather reports, market reports, important subjects, topics of the day and musical programs awakened the public interest, it was not until the past several years that the improvement in broadcasting apparatus and receiving apparatus influenced the public at large to appreciate radio as a household necessity and, in reality, as a musical instrument of unusual charm and entertainment. Therefore, with this an established fact, it is only proper that radio receiving sets should be classed as musical merchandise and, in reality, as a musical instrument of unusual charm and entertainment.

Shoe shops, of course, do not sell shoes on instalments, paid for on time payments, just as it is to-day in the radio business, but by 1906 it was generally accepted by all leading merchants that the sale of phonographs would be substantially increased by offering the same on time payments, or club plan, and this is bound to follow at a very early date in the radio business, although it is being done at the present time to a modest extent by a number of enterprising merchants. The musical instrument trades are well equipped and trained to handle this class of business, although it is needless to state that, inasmuch as the phonograph business was not exclusively confined to the phonograph and the music trade, but was merchandised frequently through the sporting goods shop, the hardware shop, gas and electrical companies, jewelers and the like, radio will also be handled by a miscellaneous line of trades, but in the course of a very short time I am of the opinion that we will see the bulk of the radio trade—that is, with reference especially to the completed sets—handled through the phonograph and the music trades.

ISSUES FOLLOW-UP PROSPECT CARDS

Musical Instrument Sales Co.'s New Dealer Help Enables Merchants to Keep Accurate Record of Prospects and Customers

The advertising department of the Musical Instrument Sales Co., New York, Victor wholesaler, has just issued six card forms which can be used to advantage by Victor retailers in following up prospects. This plan comprehensively covers the dealers' Victrola and record prospects and regular customers and, if closely followed, enables the retailer to have at his disposal a careful analysis of sales possibilities at all times.

The cards in this valuable series are designated as follows: "Victrola Prospect Follow-up," "Record Customer Follow-up," "General Data Card," "Mailing List Revision Slip," "Supplement Request Post Card," "Now in Stock Notification Card." The company has prepared printing plates for these card forms and the dealer is offered a choice of either the printed forms or the plates.

SPEED UP TO MEET ALBUM DEMAND

Max Willinger, president of the New York Album & Card Co., New York and Chicago, reports that Fall orders are coming through in substantial quantities. He fears that there may be a stock shortage before the season is over, although both factories of the company are working to full capacity. The delivery envelope produced by the company is also selling well.
The Emerson record is the only popular-priced record which—

is sold on a policy which protects the dealer from UNDESIRABLE COMPETITION.

is being sold universally at FIFTY CENTS retail.

is recorded in most part by EXCLUSIVE Emerson artists.

is the first out with all the REAL HITS.

has a large Italian, Jewish, Polish, Russian and German catalog.

is sold in full accord with the best ethics and standards of the phonograph industry.

BENNY DAVIS, EXCLUSIVE EMERSON ARTIST
America's Foremost Vaudeville Comedian and Song Writer
Writer of "DEAREST," "STELLA," "MARGIE," "LOST, A WONDERFUL GIRL" and numerous other hits.

BENNY DAVIS' LATEST RECORDS
10662—NO, NO, NORA
10650—MY SWEETIE WENT AWAY
SWEET HENRY
STELLA

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.
Postponed From April 27 to May 3 in Order to Avoid Conflict With Boys' Week—Three-fourths of Local National Music Week Committees Approve of Choice of Date

The National Music Week Committee, of which Otto H. Kahn, financier and patron of music, and C. M. Tremaine, secretary and editor of the National Bureau for the Advancement of Music, is secretary, has announced the selection of the first Sunday in May as the opening date of the annual observance of National Music Week. In 1924 this fixes the celebration of the event during the week of May 4 to 10.

The original date set for next year's observance was the week of April 27 to May 3, but, as this was the period already chosen for Boys' Week, the music interests decided to postpone their celebration in order to give the youngsters full sway. At the same time it was decided that the opening day of National Music Week should be fixed and popularized, so that a close connection between the date and the event would be established in the mind of the public. Inquiry to this end was made of local Music Week committees in all parts of the country and three-fourths of those heard from approved the selection of the first Sunday in May.

Members of Committee

In addition to the chairman and secretary the heads of thirty-one prominent organizations and all walks of life are members of the National Music Week Committee, including Joseph N. Weber, president, American Federation of Musicians; Kemmon L. Butterfield, president, American Country Life Association; O. E. Bradfute, president, American Farm Bureau Federation; Samuel Gompers, president, American Federation of Labor; Frank L. Sealy, warden, American Guild of Organists; George Maxwell, president, American Society of Composers, Authors and Publishers; Colin A. Livingstone, president, Boy Scouts of America; Julius H. Barnes, president, Chamber of Commerce of the United States; Joseph Lee, president, Community Service, Inc.; Mrs. Herbert Hoover, president, Girl Scouts, Inc.; Richard W. Lawrence, president, Music Industries Chamber of Commerce; Charles N. Boyd, president, Music Teachers' National Association; J. E. Edgerton, president, National Association of Manufacturers; Robert N. Watkin, president, National Association of Music Merchants; T. Terrius Noble, president, National Association of Organists, and others.

Thirty-four State Governors

Governors of thirty-four States and Hawaii already have accepted membership on the Honorary Committee of State Governors. These are: William W. Brandon, Alabama; Thomas C. McRae, Arkansas; W. A. Sweet, Colorado; W. D. Denney, Delaware; Clifford Walker, Georgia; Wallace R. Farrington, Hawaii; C. C. Moore, Idaho; Lee Small, Illinois; Warren T. McCray, Indiana; Jonathan M. Davis, Kansas; Edwin P. Morrow, Kentucky; J. M. Parker, Louisiana; Albert C. Ritchie, Maryland; Channing H. Cox, Massachusetts; Alexander J. Groesbeck, Michigan; J. A. O. Preus, Minnesota; Lee M. Russell, Mississippi; Arthur M. Hyde, Missouri; Joseph M. Dixon, Montana; Charles W. Bryan, Nebraska; J. G. Serughum, Nevada; Fred H. Brown, New Hampshire; George S. Slater, New Jersey; Alfred E. Smith, New York; R. A. Nestos, North Dakota; J. C. Walton, Oklahoma; Walter M. Pierce, Oregon; William S. Flynn, Rhode Island; Thomas G. McLeod, South Carolina; W. H. McMastor, South Dakota; Charles R. Mabey, Utah; E. Lee Trinkle, Virginia; Ephraim F. Morgan, West Virginia; John J. Blaine, Wisconsin; William B. Ross, Wyoming.

The first Music Week on a city-wide scope was held in New York City in February, 1920. Since then the movement has spread rapidly, until, according to the records of the National Bureau for the Advancement of Music, celebrations have been held in 150 cities to date. It is expected that all of these and many more as well will participate in the first National Music Week next May. The offices of the National Music Week Committee are located at 105 West Forty-second street, New York City.

L. L. Murphy, assisted by Mrs. S. M. Rouse, recently opened an attractive talking machine department in the store of Taft & Pennoyer, Oakland, Cal. The Cheney line is handled and a sales drive is under way.

The plan also has been productive of much valuable publicity.

The illustration shows the large and attractively arranged talking machine department of the new establishment, where a complete line of Victor and Brunswick machines and records is handled. Mr. Griffin has been "in the music business in this city for eleven years and he is one of the most successful as well as one of the best-known music merchants here."
Collecting Overdue Accounts Efficiently

In collecting overdue accounts in any business there are several factors to be considered if the money is to be brought in without working to the disadvantage of the business itself. In the first place, it is desirable as far as possible to avoid offending the customer wherever possible, and in the second place it is a matter of wisdom to keep collection costs at a minimum figure.

In keeping the good will of customers, particularly those who allow payments to lapse through carelessness rather than intention, it is necessary that the dealer or his collection manager has a proper understanding of the class of people with which he is doing business, for methods that will work out successfully with one class will have little or no effect on another.

Retaining Customer's Good Will

There are, of course, some collection departments which appear to work under the impression that when a customer allows an account to lapse that customer ceases to be a friend of the house and should be proceeded against accordingly. As a matter of fact, every effort should be made to retain the good will of the buyer, not necessarily because he himself is likely to prove a future asset to the business, but because he may have friends considering the purchase of a talking machine and a good word from him will have a desirable effect.

It has been proved possible for a competent collection man to mix firmness and courtesy in his work to a degree that will permit of his getting the money and still retaining the respect of the customer, for firmness properly exercised is likely to win respect from the machinery of individuals.

There is a certain type of wage-earner, for instance, who exists, so to speak, from week to week and, while he is in a position to meet his current financial obligations, is likely to do so only if he has been impressed with the importance of making the weekly or monthly payment on a specific date. In such a case it is necessary for the collection man not only to send a reminder of the date upon which the payment is due, but to adopt energetic measures immediately if the obligation is not met.

There are other types of buyers better fixed financially who, through carelessness, neglect to meet some of their current obligations and require a jacking up that may be less energetic but nevertheless persistent. Customers of this type prove costly to the dealer who hesitates about offending them, for it often happens that unless the collection department operates promptly, though courteously, the account will be allowed to drag until the amount involved is considerable. In this case it is not so much the question of getting the money before it is lost, but of getting it so that it may be used in the business rather than lie dormant in the customer's bank.

First Consideration Expense

In every collection plan the first consideration is that of expense and this is naturally sound business practice. If the proper collection system is put into effect and carried out the cost of stationery and stamps and the actual labor of preparing and sending out the letters, for the right kind of letters are likely to be more effective than the services of a personal collector resorted to at a later date.

There are some concerns which have met with considerable success in using a series of four or five form letters, copies of which are sent to all delinquent customers. But where the character of the trade varies it is often found a matter of wisdom to send different letters to different classes and, with this in mind, several music houses have in their files as many as twenty-five different forms of collection letters from which selections can be made to meet each special case.

It is the experience of many managers of music stores that it is not good business to operate the collection series by informing the customer he has neglected to meet his payments and a check is required immediately. If the customer happens to be of the wage-earner type a printed form, rather legal in aspect, will have a good effect. One concern, for instance, sends out a printed notice of an installment due five days before the date of payment. If the payment is passed another printed form is sent, reading as follows: "Second Notice. We would appreciate your kindness in sending payment, which became due on May 15th, or whatever the date happens to be. In the event that there is still no response a third printed notice, with plenty of red ink and reading: "This is to remind you. Your account is slightly in arrears. Possibly this matter has been overlooked. Your prompt remittance will be appreciated." Then comes the series of collection letters which become increasingly severe in tone as the payment is delayed, until repossession is threatened.

Handling the Series

The notices and form letters are handled by a girl clerk, the accounts being entered on a card system and followed up systematically through the medium of "ticklers." Where the record shows that the customer has been prompt in making payments in the past the clerk is instructed to make a telephone call at least before resorting to a more drastic letter, for it sometimes happens that the customer has met with temporary difficulties of which he hesitates to write, but which are likely to be adjusted so he can continue his payments regularly.

It has been found that a letter that suggests politely to the customer that he has simply overlooked sending a check is likely to prove more productive of results from customers of the other type than a note intimating that the payment is past due and immediate attention to it is demanded.

A well-known talking machine dealer who keeps his overdue payments down to a very low point insists that a form letter does not serve the purpose so well as a special letter written to fit each case. He agrees that the latter method requires more time and attention, but at the same time maintains that the percentage of results is higher.

The personal letter, of course, has the advantage of impressing the customer with the fact that his particular account is being watched and that the exact details of it are familiar to the collection manager. This has an advantage over the form letter, for the intelligent customer frequently accepts the letter for what it is and figures out that he is only one of many who have received similar letters. It sometimes happens in the case of form letters that after three or four of the series have been ignored a personal letter referring to the customer's own credit standing and the exact status of his account will jolt him into action and bring the money.

It is the consensus of opinion in practically every line of business that the mails should be used as the first move in any collection system, for Uncle Sam, given the proper tools, has done and can handle any money collection work at a surprisingly low cost. Then, too, the dealer or his collection manager can see every letter that goes out and judge what effect it may have on the customer.

GOVERN BUSINESS CHANGES HANDS

The talking machine business conducted at 131 Canal street, New York City, by Schmude-Singer, Inc., has been taken over by the Ben Cohen Phonograph Co., Inc., 83 Bowery, New York, who will continue to operate the store at that address. This concern has been successful in building up a large demand for foreign records. Victor, Sonora and Columbia machines are handled.

NATURELLE

For Portable and Cabinet Phonographs

NATURELLE is the original Reproducer of its kind—a chemically prepared wooden diaphragm—with complete sound box and horn attachment. Buy NATURELLE and you get the natural voice of the singer and instrument, very distinct and musical, without the metallic sound which the mica diaphragm gives out. All infringements will be prosecuted. Beware of imitations.
TO THE TRADE:
As the holiday season approaches, we want to be sure every dealer of BAGSHAW NEEDLES is fully supplied.

To avoid disappointment, we have doubled our factory production at least partly to meet the phenomenal demands that are being made upon us.

What's most important is this: All orders received before our present supply of raw materials is exhausted will be filled at present prices in the order in which they are received. Your own judgment should prompt you to order your entire season's needs of BAGSHAW NEEDLES NOW!

To those who inform us of their requirements immediately, we shall do everything possible to fill orders in their entirety—at present prices.

W. H. BAGSHAW COMPANY.
As we predicted!

It is getting more and more difficult to Fill Orders

If the rush continues for BRILLIANTONE NEEDLES for the Fall and Holiday Season, we shall be swamped. We are doing our utmost to meet all demands, having made provision for an enormous supply. At present our deliveries are comparatively prompt, but the outlook for late buyers is very uncertain. We cannot guarantee present prices, nor can we guarantee complete deliveries at any prices. Again we caution all dealers to send us their complete Fall and Holiday requirements, and we shall do everything humanly possible to fill these orders complete and at present prices.

BRILLIANTONE
STEEL NEEDLE COMPANY of AMERICA, Incorporated

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

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

Canadian Distributor:
The Musical Mfrs. Sales Co.
70 Wellington St. W.
Toronto

Western Distributor:
The Cole & Duna. Music Co.
430 So. Wabash Ave.
Chicago

Foreign Export:
Chipman, Ltd.
810 Bridge St.
New York City

SELLING AGENTS FOR W. H. BAGSHAW CO., FACTORIES, LOWELL, MASS.

MADE IN THE U.S.A.
SUPERIOR STEEL NEEDLES
FULL TONE

In Tins of 200—Dance, Extra Loud, Full, Light and Half Tone.

Combination Record Cleaner and Container of 500 Needles—Dance, Full, Medium.

SUPERIOR STEEL
MADE IN THE U.S.A.
NEEDLES
FULL TONE

In Tins of 300, With Your Name on Each Can—All Tones.

In Envelopes of 100—Dance, Extra Loud, Full, Medium, Petmecky, Light or Half Tone.

MADE IN AMERICA
MADE IN THE U.S.A.
A Unique Idea in Retailing Spanish Records

Daniel Castellanos, in the Shipping Center of New York, Carries a Stock of 75,000 Recordings in the Spanish Language to Meet the Demand From Spaniards in All Parts of the Country

Down at the southernmost end of Manhattan Island, within sight of the water teeming with incoming and outgoing vessels from and to all parts of the world, is probably the most unique talking machine business in existence. It is the business of Daniel Castellanos, on the second floor of an old and rickety building at 4 South street. From the window of this shop one looks down upon a busy scene of unloading vessels, stevedores rushing about and swarms of foreigners, mostly sailors, and those connected with shipping.

Although the store is only twenty-five feet by seventy-five feet, a record stock of 75,000 discs is carried, and the strangest part of all is that these records are all in the Spanish language. There are Spanish records made by the Columbia Co. and many imported ones.

There are records in pure Castillian and many other varieties of the various dialects in use throughout the Latin-American countries. Mr. Castellanos' trade covers the entire country and is carried on by mail. He gets his business through advertising in Spanish newspapers and his annual trade is very close to $25,000, which means the sale of over 30,000 records. This is all the more remarkable when one considers that these records go only to Spaniards.

According to Mr. Castellanos, a peculiar phase of the handling of Spanish records is the sale of any but the songs in use in another province and, in view of this, it can be seen that handling Spanish records has some problems not met with in any other branch of the business. This is true and is especially so in the cities and towns where there are Spanish communities. It is the people of one province do not purchase music of folk songs and dances popular in another province and, in view of this, it can be seen that handling Spanish records has some problems not met with in any other branch of the business. These people are easy of approach and will prove good customers once their confidence is secured.

Although Mr. Castellanos does not make a regular practice of selling talking machines he does sell quite a few of them. Very often sailors come into his shop and purchase instruments, for the most part portables. He extends no credit, all transactions being on a strictly cash basis, greatly simplifying his bookkeeping and eliminating entirely the possibility of loss through dishonest or indigent creditors.

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Announcing the New Pathé Models

Model 27
Sheraton

In strength and simplicity this Sheraton Model is exactly typical of the period in which it is designed. It is furnished in mahogany and walnut; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 35 inches high; 32 inches wide; 19 inches deep.

PRICE, with spring motor............$ 95.00
with electric motor...................$100.00

Model 15
Every detail is perfectly carried out in this luxurious model No. 15. It is furnished in mahogany, walnut and oak; all exposed parts nickel-plated; universal tone arm; Pathé perfect tone control; Pathé reproducer; new oval horn; double spring motor or noiseless electric motor; automatic stop; 54 inches high; 20 inches wide; 21 inches deep.

PRICE
With spring motor.........$100.00
With electric motor........$115.00

Model 31
Adam

This handsome model is furnished in mahogany, walnut and oak; exposed metal trimmings in antique silver finish; universal tone arm; Pathé perfect tone control; Pathé 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

Model 36
Queen Anne

The Queen Anne Model illustrated above is furnished in mahogany and walnut; exposed metal trimmings in antique silver finish; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn 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

Model 40
Italian Renaissance

This Italian Renaissance Model is furnished in mahogany, walnut and oak; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; extra large double spring motor or noiseless electric motor; automatic stop; size 36% inches high; 41 inches wide; 21% inches deep.

PRICE
with spring motor.............$185.00; 40 A—Gold Equipment...$195.00
with electric motor............$200.00; 40 A—Gold Equipment...$210.00

Pathé the World Over

Pathé Phonograph and Radio Corporation—20 Grand Ave., Brooklyn, N. Y.
Out the appropriateness of a portable talking machine as a gift, birthday, Christmas, anniversary, etc., the portable talking machine is in a class by itself, as a certain retailer in a small city a few miles from Gotham has discovered. This dealer has secured information from his prospects which it is safe to say few merchants possess. In short, he has made particular efforts to secure the birthday dates of the various members in the families of his customers and prospects and, in addition, he has a special list of those customers and prospects who have children in preparatory schools and colleges. His plan is simple, but the results in sales have proved the possibilities of the portable as an all-year-round seller. Shortly before the birthday of any member of a family which is listed as a customer or a prospect he sends a letter to some other member of the family, pointing out the appropriateness of a portable talking machine as a gift. His letter describes the satisfaction and enjoyment which the particular instrument he handles will give to the recipient. The number of sales on the books of this concern from this plan alone has resulted in a handsome profit.

Christmas Gifts to Students

Especially satisfactory have been the sales of portable instruments as Christmas gifts to students in prep schools and colleges. It is not a difficult matter to convince parents whose children are away to school that a small talking machine will add greatly to the happiness of a son or daughter away from home during the entire year and is, therefore, about the most suitable gift obtainable. In this case, also, letters are sent to prospects and, consequently, the pre-Christmas sales of portables have been excellent.

The opportunities for sales of portables as gifts to students may be realized when the fact is taken into consideration that each year thousands of new students enter all of the schools. The places of those who have completed their courses are immediately filled by hordes of young men and women from every city, town and hamlet in the country, and it is safe to say that on the customer list of every live dealer there are many sales opportunities of this nature in the portable field.

Sales Where Price Is Paramount

There is still another all-year-round opportunity for portables which the dealer can take advantage of with comparatively little trouble. All over the country there are people who would gladly purchase talking machines if they had the price. The dealer hesitates to make a drive on the more expensive instruments directed toward this class because he feels that, while these people are honest, their financial circumstances are so unfavorable that the risk involved in granting credit is too great. Because of this the average merchant ignores these people as possible prospects, forgetting the golden opportunity which exists for the exploitation of portable instruments. Now, it is a fact that, while these poor people cannot afford to purchase an upright or console talking machine without straining their purses beyond all reason to make the initial payment and those that follow, in many cases they can and will purchase an inexpensive portable instrument. The down payment is less and the weekly or monthly installments are also less. Where often there would not be money enough to meet the payments if a more expensive instrument were purchased, to say nothing of buying records, if a portable has been purchased the installments can be met promptly without any great hardship and the dealer also has the advantage of having made another record customer. Also the portable buyer of to-day may be in the market for a larger instrument later.

RECEIVER FOR L. A. SCHWARZ, INC.

W. L. Bryant has been appointed receiver for Louis A. Schwarz, Inc., talking machine and accessories dealer, at 1350 Broadway, New York. Liabilities of the concern are $6,000 and assets are estimated at $1,000.

Organization and concentration are two of the most vital forces in the success of the retailer as well as the manufacturer or jobber.
VINCENT LOPEZ
Exclusive OKeh Artist

expresses an opinion—

Mr. Otto Heineman,
General Phonograph Co.,
25 W., 46th St.,
New York City

My Dear Mr. Heineman:

May I advise you that within the past several months I have received numerous communications from OKeh dealers throughout the country complimenting me on my various releases and informing me that OKeh records were in great demand?

While I deeply appreciate their interest and courtesy in the matter, I really believe that the manufacture of the records are just as important as the orchestral recordings and in replying to my well wishes I did not hesitate to state that fact. Therefore, a compliment to me is also a compliment to the efficient staff of the OKeh laboratories and I assure you it is a pleasure to share the honors.

With every good wish, I am

Sincerely yours,

—concerning

OKeh Records

The Records of Quality
EDISON SALE SHOWS NEW OUTLET

Expensive Edison Placed in Reception Room of Physician by R. T. Dennis & Co., Inc., Suggests Undeveloped Field for Sales

WACO, TEX., October 3.—The illustration reproduced herewith shows the reception room of a prominent local physician, J. R. Maxfield, and a Century model Edison phonograph, costing $500, which was sold by S. B. Wallace, of the phonograph department of R. T. Dennis & Co., Inc., one of the largest concerns in this city. The sale of this instrument for use in a public reception room is specially significant because so few are equipped in this manner, and therein

Edison in Dr. Maxfield’s Office is a thought here which other dealers may put to good use in their efforts to find new outlets in the phonograph business. Mr. Wallace is further capitalizing on their sale by bringing prospective customers to Dr. Maxfield’s reception room, where they can view this beautiful instrument in its effective setting.

WHITESIDES OPENS IN REDLANDS

REDLANDS, CAL., October 4.—A branch store of the Whiteside Music Co., of San Bernardino, was opened here recently at Orange street and Central avenue. E. H. Whiteside, proprietor of the company, has secured the agency for the Knabe piano and the Victor line. A stock room has been arranged for 35,000 records and six demonstration booths have been built in. Sheet music will also be carried. The Redlands store will be in charge of H. H. Roy, who has been associated with Mr. Whiteside in San Bernar-

TOKYO EDISON AGENT IN QUAKE

Mitsukoshi, Ltd., Edison agents and one of the largest department stores in Tokyo, Japan, was destroyed in the recent earthquake, according to advices received by Walter Stevens, vice-presi-

DEVICE TO PREVENT BROKEN SPRINGS

Washington, D. C., October 5—The elimination of broken spring troubles in phonographs is promised by an invention just perfected in the Netherlands which prevents overwinding and consequent breaking of springs, details of which have just been reported to Washington by a Government official abroad. The invention is in the nature of a winding key adjustable to various tensions, so that it will “free wheel” when the proper tension is reached. It is claimed that the device entirely prevents overwinding of clock, phonograph and other springs of a similar character.

DENVER INCORPORATION

DENVER, Colo., October 4—The Glidden Marsh Music Co. was recently chartered with a capital stock of $25,000 and will have its principal office in Denver. The incorporators are E. M. Gild-

Pertinent Queries Prepared by the Chamber of Commerce of the United States Are Well Worth Checking—Leads to Better Business

Pertinent queries about your business are contained in a quiz sheet prepared by the Chamber of Commerce of the United States. Look over the following questions. Check yourself up on these points and see how nearly 100 percent you measure:

1. Do you keep a “purchase account” that shows total of all goods bought?
2. Do you know what you save annually by discounting bills?
3. Do you know what it costs to buy goods?
4. Do you know what you owe?
5. How often do you make stock?
6. Do you figure stock at cost or selling price?
7. Do you make allowances for depreciation and dead stock?
8. Do you make depreciation allowances of fixture and delivery equipment?
9. Do you know what is due you?
10. Can you furnish your bank a financial statement at once?
11. Are collections made as rapidly as accounts increase?
12. Do you know what it is costing you for allowances for entertainment?
13. How often do you make up a “Profit and Loss Account”?
14. Into how many separate accounts are your expenses divided?
15. Do you own the building in which you do business?
16. Do you charge rent thereof?
17. Do you charge your own salary as an expense?
18. Do you charge interest on money invested?
19. Do you know the percentage of expense to sales?
20. If a fire took place would you from your books give a complete statement of all accounts?

Entertainment - Fun Laughter - Merriment

Merch-Producing Vaudeville Characters

Mirth-Producing Vaudeville Characters dance exuberantly to the music of the phonograph, in a stage setting which suggests the realism of the theatre.

(The rest of the page is cut off from view.)
TOPPING THE WORLD
The AEOLIAN-VOCALION MESSAGE

NEW YORK is conceded to be the "Hub of the Commercial World" and Aeolian Hall is the center of this Hub.

From Aeolian Hall spokes in the merchandise wheel reach out to the big centers of transportation, shopping, residences and entertainment.

Atop of Aeolian Hall two big electric signs flash the name AEOLIAN-VOCALION to the wealthy Fifth Avenue motorists and pedestrians. The millions of out-of-town people crossing 42nd Street read this radiant advertisement. The duplicate sign on the west side of Aeolian Hall broadcasts in lighted letters the name "Aeolian-Vocalion" to the pleasure-loving markets of Broadway and Sixth Avenue.

Could Aeolian-Vocalion dealers have a more prominent way of making millions of prospects familiar with the name AEOLIAN-VOCALION, which means the Utmost in Phonograph Perfection.

A Quality Period Phonograph
Queen Anne Console Model
Style 1646

It's an Aeolian-Vocalion, which means it is musically superior and assures you a cabinet high grade and artistic.

At the Low Price of $150

The AEOLIAN COMPANY
AEOLIAN HALL
NEW YORK
PAUL KOCHANSKI
A sensational violin artist
who records exclusively for

VOCALION RED RECORDS

THE AEOILIAN COMPANY, always seeking for artists who have not only great musical prestige but who have the qualities essential to a perfect phonograph record, has added this young Polish violinist to its impressive list.

Paul Kochanski is more than a violin virtuoso. He is a supreme musician, a dynamic artist. At 18 he was awarded the first prize at the Brussels Conservatory and later succeeded the great Auer at the Petersburg Conservatory.

When Kochanski records for Vocalion Red Records he will use his wonderful Stradivarius violin, the instrument formerly owned by the world's greatest violinist, Ole Bull.

The following numbers have been recorded by Paul Kochanski—
La Gitana (Fritz Kreisler) coupled with Hungarian Dance No. 1 (Brahms-Joachim) ........................................... 60010 10 $1.50
La Carnaval Russe (Wieniawski) coupled with Malaguena (Sarasate) ......................................................... 70005 12 $2.00

Vocalion Red Records Play on All Phonographs

The AEOILIAN COMPANY
AEOLIAN HALL
NEW YORK

Distributors
of Vocalion Red Records

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

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

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

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

LINCOLN BUSINESS BUREAU,

SONORA DISTR. CO.,
217 Stanwix St., Pittsburgh, Pa.

VOCALION RECORD CO. OF MD.,
305 N. Howard St., Baltimore, Md.

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

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

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

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

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

HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.

GUEST PIANO CO.,
Burlington, Ia.

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

STONE PIANO CO.,
Fargo, N. D.

STONE PIANO CO.,
Distributor of Vocalion and Vocalion Red Records
826 Nicollet Ave., Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.,
Salt Lake City, Utah

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

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

MUNSON-RAYNER CORP.,
56 Third St., San Francisco, Cal.
COMMENTS ON CONDITIONS IN CUBA

Jos. M. Lacalle, of Columbia Graphophone Co., Returns From Recording Expedition to Island Republic and Brings Back Interesting Report Upon Cuban Taste in Music

Joseph M. Lacalle, musical director of the export department of the Columbia Graphophone Co., has just returned from a recording expedition to Cuba, bringing back with him some interesting facts regarding general conditions in the Island Republic. He declared that despite the progress made in Cuba since the Spanish-American War the population is faced with many political troubles to-day which, in his opinion of some of the leading business men, can best be ironed out by the direct influence of some of the leading business men.

Mr. Lacalle stated that the most typi-cal of all Cuban music was the Danzon, which he held was the real source of the old American rag-time and our present jazz. Much has been done to improve this type of music, particularly through better orchestration to eliminate the predominating influence of the cornet, which heretofore has proved unpleasant to the ears of non-natives. Mr. Lacalle stated that the Cubans were liberal supporters of the opera, as was evidenced during the season in Havana when orchestra seats bring $15 with the demand greater than the supply. There has also been organized in Havana a splendid symphony orchestra and several fine schools of music are maintained by the Federal Government and various municipalities. There are also a number of excellent bands.

While in Havana Mr. Lacalle ran across two interesting collectors of talking machine records, one having over 15,700 records in his library and another over 11,000. Few personal libraries in this country reach that figure. He spent an evening with one of the collectors, who is the owner of many Columbia records, and declared that he had rarely met a man better posted on the music of the world.

WEIMER IN NEW WAREHOUSES

Connellsville, Pa., October 6.—The second floor of the Odd Fellows' Building will be utilized in the future by Peter R. Weimer, piano and phonograph dealer on East Crawford avenue. Mr. Weimer plans to construct a partition, dividing the space into halves. One part is to be used for display purposes and the other for a studio and storage room.

The Victor Talking Machine Co.'s regular quarterly dividends of 2 per cent on the common stock and 1.75 on the preferred stock have been declared payable October 15 on stock of record September 29.

COLLINGS SERVICE PLAN ANNOUNCED

Victor Wholesaler, of Newark, N. J., to Give Preference to Dealer Customers in Deliveries When Expected Shortage Comes

Several years ago Collings & Co., the well-known Victor distributors of Newark, N. J., in time of shortage adopted the constructive policy of making deliveries of Victor products only to those dealers who had received Collings service in months preceding. This plan, so successfully tested by the Collings organization, naturally received more attention from dealers during the second and third years following its adoption than was the case after the first announcement. Collings & Co. again announce that during the present season the Victor dealers who have been on their books during the earlier months of the year are to receive equitable distribution of Victor goods as they arrive. According to the sales department of the above organization the supply of Victor products, particularly machines, has been less than the demand. The company confines its activities to dealers situated in northern New Jersey and northeastern Pennsylvania territory. This policy, according to Mr. Collings, enables his sales staff to keep in personal touch at all times with the retailers in the territory and it is thus enabled to understand the individual problems of such merchants and, in many cases, make deliveries of particular and much-needed goods on short notice.

RECEIVER FOR BROOKLYN FIRM

A petition in bankruptcy has been filed against Max Klaiteman, operating a talking machine business at 368 Livingston street, Brooklyn, N. Y., under the firm name of the Elite Talking Machine & Piano Co. Amy Wren has been appointed receiver.

To Increase Victor Record Sales

Announce the latest Victor releases with a DA-LITE Electric Display. Used by hundreds of prominent Victor dealers for the past two years. The DA-LITE Display with its bright rays of light attract the eye to the novel panels announcing the new records.

The Da-Lite Electric Display Co. 116 No. Erie Street...Toledo, O.
The Circular as a Sales Promotion Factor

How Persistence and Cleverly Conceived Literature Widely Distributed Brought Business to an Aggressive South Bend Dealer

Although there seems to be a tendency among talking machine dealers to steer clear of circularizing, with the exception of sending out the monthly record supplementa, it is a form of publicity which can be made a most valuable addition to the advertising campaign. Like everything else pertaining to advertising, however, if a campaign is started it should be conducted in a persistent manner in order that the full effect may be realized. In business it is the continual hammering away at a proposition that brings results. Experience has taught talking machine dealers and salesmen that, while one visit to a prospect may not be productive of a sale, a half-dozen visits may do the trick. It is just so with advertising, and this includes circularizing. One letter, booklet, stuffer, etc., may not bring results which seem worth while, but a series of letters or any of the other forms of circular publicity will often bring returns of a most satisfactory character. The trouble with many dealers seems to be that they send out a batch of circular matter and then wait several months before they follow up with a repetition of the performance. When the returns are not up to expectations they discard circularizing as a useless waste of time and money.

A Circularizing Drive That Paid

A concrete illustration of the proper methods of circularization is afforded by a publicity tie-up with record artists staged by C. J. Lenhard, proprietor of the Brunswick Shop, South Bend, Ind., one of the most progressive dealers in the Middle West. In fact, he is continually attracting the attention of the public through a most satisfactory character. The trouble with many dealers seems to be that they send out a batch of circular matter and then wait several months before they follow up with a repetition of the performance. When the returns are not up to expectations they discard circularizing as a useless waste of time and money.

Well-planned Publicity

The publicity included a four-page folder, on the cover page of which was an illustration of the orchestra and the following announcement: "An opportunity to hear in person the celebrated Brunswick Oriole Orchestra." The two inside pages were devoted to a brief history of the orchestra, while the outside page contained a list of some of their recordings. A well-balanced piece of publicity! In addition thousands of stuffers announcing the event were distributed and, to cap the climax, the night before the dance small tags, on which appeared a picture of an oriole, were hung on door knobs throughout the city and the surrounding communities, so that the first thing members of families would see in the morning when they opened the front doors of their residences were these tags. The reverse side of the tags contained a brief reminder of the date of the dance.

This is the kind of publicity work that pays big dividends, and it is an excellent example of how circularizing can be used to good advantage. Of course, much depends upon the character of the copy used. The greatest expense which the dealer encounters in a campaign of this kind is that of distribution, whether it be by mail or by means of boys. The cost of the circulars themselves when printed in quantity will be found to be comparatively low. Summing the whole question up in a few words: Circularizing is a worthwhile publicity medium, it is comparatively inexpensive and results are sure if persistence and good copy are used.

TO MAKE AUTOMATIC ATTACHMENT

CHAUMERTBURG, PA., October 3.—Plans are under way by the Automatic Repeating Phonographs Co., Inc., which was recently incorporated, to locate an assembling plant here for the production of an attachment for talking machines which automatically repeats any desired record or plays successively six different records without requiring attention. The directors of the new firm are A. S. Meadoff, president; Abraham Dreyer, secretary and treasurer; T. J. Quinn, G. S. Mason and S. Silverman.

CONFIDENCE

When you deal with Collings & Company you have the assurance that your jobber is distributing in a concentrated area.

Thus, during a shortage, your interests are protected, because allotments are not scattered in the pursuit of new business.

By supporting your logical jobber, you help build a service of efficiency which a prospering retail business demands.

COLLINGS & COMPANY

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts. (Plum Building) Newark, N. J.
Opinion Is Unanimous!

"The wonderful value offered in LITTLE TOTS' NURSERY TUNES is an absolute revelation in juvenile records!"

Six selections on three 7 inch double faced records— with beautifully colored picture and verse cards in a beautiful LOOSE LEAF Album—$1 retail!

Complete Book $1.00

Five Books Ready Now!

Liberal Discounts to Jobbers and Dealers!

REGAL RECORD CO.
Little Tots' Record Division
20 West 20th Street, New York
LITTLE TOTS' NURSERY TUNES
SONGS, GAMES, STORIES -- ON RECORDS

And Now! — a

Christmas Record Book!

Six wonderfully descriptive Christmas Selections on three
7 inch double faced records—
with picture and verse cards
$1 retail!

Here they are!

Night Before Christmas
Santa Claus Hides In The Phonograph
The Coming of Santa Claus
Christmas Morning
Tomorrow Will Be Christmas
Santa Claus Will Soon Be Here

with special and original descriptive arrangements

The demand will be big! The supply is limited
Order thru your nearest jobber—NOW!

These Distributors Will Give You Quick Service On "Little Tots"

Cheney Phonograph Co., Omaha, Neb.
Clawson & Wilson Co., Buffalo, N. Y.
Diamond Music Co., 341 Barronne St., New Orleans, La.
A. C. Erisman & Co., 175 Tremont St., Boston, Mass.
Hessig Ellis Drug Co., 113 E. Markham St., Little Rock, Ark.
Shapleigh Hardware Co., St. Louis, Mo.

A. C. McClurg & Co., 330 E. Ohio St., Chicago, Ill., also New York,
Kansas City, and 30 other offices.
Moore Bird & Co., 1720 Wazee St., Denver, Col.
Munson Rayner Co., 643 S. Olive St., Los Angeles, Cal.
Plaza Music Co., 18 West 20th St., New York.
Proudfit Sporting Goods Co., 2327 Grant Ave., Ogden, Utah.
Root & McBride Co., Cleveland, Ohio.
Stone Piano Co., Minneapolis, Minn.
Yahr & Lange, Milwaukee, Wis.
Schmelzer Co., Kansas City, Mo.

REGAL RECORD CO. Little Tots' Record Division
20 West 20th Street, New York
PROPER SELLING ELIMINATES LOSS

Better to Refuse Sales of Expensive Instruments to Those Who Cannot Afford Them Than to Be Forced to Repossess Later

Many talking machine dealers underestimate the importance of making sales on a proper basis. By "proper basis" is meant making the sale so that the transaction is one which gives the dealer a profit, without the necessity of repossessing the instrument or finding it necessary to continually dun the customer before the payments are met. It is a comparatively easy thing for a glib salesman to foist an instrument on a customer who had never intended purchasing anything expensive, and the consequence is that the danger of repossession and laxity of payments is greatly increased.

The salesman owes a real duty to his employer to see to it that he sells the type of instrument to each customer which is best suited to each individual patron's purse. When harsh measures are necessary before the dealer gets the money due him or he is compelled to repossess an instrument he invariably makes an enemy and he suffers further loss in losing a potential customer. In justice to the average salesman, it can safely be said, however, that in the great majority of cases he does his best to make sales in a manner that will result in a mutually satisfactory transaction between the customer and the house.

L. W. COLLINGS, JR., INJURED

L. W. Collings, Jr., son of the head of Collings & Co., Inc., well-known Victor jobbers, Newark, N. J., was confined to a hospital several days last month following an accident in which he had his forearm broken. The fracture was of such a nature that a well-known surgeon was called in to make the setting.

HEAR THIS

Perfect reproducing phonograph. You’ll agree it will be a whirlwind seller at...

$10

...Play it, listen to it, compare it. Then consider whether there is a table phonograph on the market to-day that offers so many sales advantages as this splendid, clear-toned instrument.

Write for trade prices, details and a sample machine.

DAVIS MFG. & SALES CO., 763 State Street - NEW HAVEN, CONN.

THE NEW COLUMBIA IS SUPERIOR!

Accuracy!

The New Columbia Motor runs with absolute regularity and accuracy. It is made of finest steel. Its various parts are machined—not stamped; and there is not a deviation of 1-1,000 of an inch from true in even the minor members.

Each motor is run for hours and is given twenty inspections before it leaves the factory.

COLUMBIA GRAPHOPHONE CO.

New York

THE PORTABLE GROWS IN FAVOR

General Manager Ohlson, of Modernola Co., Thus Reports as Result of Trip to West

JOHNSTOWN, PA., October 1—A. A. Ohlson, general manager of the Modernola Co., of this city, returned recently from a business trip throughout the Middle West, where he visited important trade centers, such as Minneapolis, Duluth, Detroit, Chicago and Toledo. Mr. Ohlson found conditions in this territory very promising and reported that he succeeded in opening up a considerable number of new agencies. The plant of the Modernola Co. in this city is very busy with Fall orders. The demand for the Modernola is greater than ever before and the portable, the Modernolaette, is proving a good all-year-round seller. In commenting on this situation Mr. Ohlson drew particular attention to the increasing popularity of the portable and the change in its accepted use. While the portable was originally designed as a camp and vacation instrument, it is Mr. Ohlson’s contention that it is now being used to a great extent in the home in conjunction with a table. Its popularity in this manner and its value as a holiday proposition would tend to show big sales ahead for the trade during the coming holiday and Winter seasons.

NEW TEMPLIN STORE OPENED

GOSHEN, IND., October 3.—A new music store on South Main street has just been opened here by Wilbur Templin, proprietor of the Templin Music Stores in Elkhart and Mishawaka. The Goshen store will be in charge of V. H. Nelson, of this city, who has been in Mr. Templin’s employ about seventeen years. The concern will carry a complete line of pianos and players. An exclusive Goshen agency for the Brunswick and Edison phonographs and records has also been obtained.
Dealers Who Make Canvassing Profitable

How Several Live Retailers Are Placing Many Talking Machines in the Homes of Prospects by Intensive Outside Sales Drives

There are many “Doubting Thomases” throughout the trade who, when the possibilities of profit and increased business through canvassing are mentioned, give one a wearied look and take time and trouble to explain just why the talking machine business is “different” from other business enterprises which have been made successful through outside solicitation. It is the hope of the writer that many of the non-believers in canvassing will read the following unvarnished statements of dealers who oppose the view that canvassing is a waste of time and effort. In several instances dealers did not desire their names used and this wish is respected, although their experiences are outlined:

Home Demonstrations Bring Business

“We get business by going out after it,” said the Brunswick Shop (Music for the Home), New Rochelle, N.Y. “We load several instruments on two trucks which we maintain for that purpose and these trucks, in charge of salesmen, cover this city and surrounding territory thoroughly. We have found this a very successful method of interesting people in the several lines of instruments we handle. The middle classes, of course, are our best bet, insomuch as canvassing is concerned. Experience has taught us that it is impossible to reach the wealthy and exclusive people in this manner. The salesmen do not get further than the door and usually the maid or butler returns with the message that his mistress is indisposed. The middle-class people, however, take to this form of selling very kindly. In most cases our men are well received and a fair percentage of sales per number of visits during a week or month are made.”

Soliciting Among Foreigners

The Mamaroneck Music House, Mamaroneck, N.Y., started in business little more than a year ago and a substantial foundation for future business prosperity has already been built through unremitting canvassing, especially among the foreigners residing in that territory. Many concerns fshy of catering to foreigners because of the feeling that these people are poor and there is a certain risk in allowing them to obtain instruments on the installment plan. The Mamaroneck Music House has sold many talking machines and pianos to foreigners during the last year and collections have been most satisfactory. Most of these people were sold through the canvassing route. One reason for the lack of credit loss is given as prompt collecting. This concern does not wait for the customer to come into the store to make their weekly or monthly payments. On the contrary, if the contract calls for weekly payments a representative of the firm visits the home of the customer to collect the money due. Prompt collection becomes a habit and thus negligence in meeting obligations is made very difficult. Then, too, the personal contact with patrons proves very valuable as a friendship builder and often the collector gets a tip on other live prospects from satisfied customers. While in the home chatting with the customer there is an excellent chance to diplomatically question concerning likely people to visit regarding the sale of instruments.

Importance of Follow-up

Another successful merchant stated to a representative of The World that in his fifteen years of experience in the talking machine business the thing which he had found most important in selling is following up the customer until the sale is definitely made or lost. “The trouble with many salesmen and canvassers is that they let up too soon,” he declared. “Often it seems that the limit has been reached in aggressiveness, when if one more visit had been made to the prospect a sale would have resulted. This was again forcibly brought to my attention only a few weeks ago, when we succeeded in making a sale of a talking machine only after five visits. It was our persistent follow-up that finally made that sale. If we had let go after the fourth visit someone else would have sold this prospect. There comes to mind another prospect who was eventually sold because we were determined to do business with him. We knew he was in the market for an instrument because he first visited our establishment to look over our line. He went out without buying, but not before we had his name and address, and also a promise to come in the next day after talking matters over with his wife. When he failed to come in the next afternoon as he had promised we sent one of our salesmen out to see him and in less than a half hour he returned with the prospect, who picked out an expensive period model. He declared that he had been in a number of stores, but we were the only ones who had thought enough of securing his trade to follow up with a salesman. These are only two instances where consistent follow-up did the trick. I could tell you many more, but these will illustrate the point.”

Helping Canvassers by Phone

Another live dealer personally selected the prospects which his three salesmen were detailed to call upon during each day. The day before the men went out this dealer made good use of the telephone by calling up the potential customers and explaining to them that one of their salesmen would call. Of course, this made it easy for the housewife, who did not want to see the salesman, to “be out,” but in many instances it made the path of the men much easier, increasing chances of making sales.

Sherman, Clay & Co.

Victor Distributors on the Pacific Coast

Victrolas Victor Records Victor Accessories

Main Wholesale Depot: 741 Mission Street, San Francisco, Cal.
Branch Wholesale Depots:
10th and Santee Streets, Los Angeles, Cal.
N.W. Corner 13th and Glisan Streets, Portland, Oregon
Oceanic Bldg., Ctr. University and Post Streets, Seattle, Washington
330 West Sprague Ave., Spokane, Washington

5 DISTRIBUTING DEPOTS FOR YOUR CONVENIENCE
The Sonora Reproducer Is Thoroughly Insulated

Increased tone vibration through perfect insulation which permits maximum flexibility!

Here lies the vital element of Sonora Reproducer construction which is largely accountable for Sonora's superior tone.

The Sonora reproducer is more thoroughly insulated than any other. These flexible gaskets greatly increase diaphragm vibration, allow free movements of all parts, and contribute to the elimination of disagreeable, metallic tones so noticeable in ordinary phonographs.

Sonora Is a Better Line to Handle

Sonora dealers do not have to be content with mere general statements regarding Sonora's tone and construction. For this obviously superior construction makes the actual showing of the various interior features a powerful asset with which to clinch sale after sale. Graphically illustrating their sales talks by showing their prospects the various parts of Sonora instruments forms convincing proof that Sonora is a better buy.

The illustration at the left, showing a cross section of the more thoroughly insulated Sonora Reproducer, is only one of the many sales weapons which are increasing profits for Sonora dealers every day.

You, too, should know the story of Sonora's superior construction. Send for it today.

The choice of those who've heard them all

Sonora Phonograph Co.
INCORPORATED
279 BROADWAY
NEW YORK

Canadian Distributors
SONORA PHONOGRAPH, Ltd.
TORONTO
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.

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

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.

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

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

Western Pennsylvania and West Virginia
Sonora Dist. Co. of Pittsburgh,
217 Stanwix St, Pittsburgh, Pa.

Missouri, Northern and Eastern Part of Kansas, and 5 counties of N.E. Oklahoma
C. D. Smith Drug Co.,
St. Joseph, Mo.

Ohio and Kentucky
Sonora Phonograph - Ohio Company,
417 Bulkeley Bldg., Cleveland, Ohio.

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

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

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

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

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

Washington, California, Oregon, Arizona, Western Nevada, Northern Idaho, Hawaiian Islands
THE MAGNAVOX CO.,
115 Jessie St., San Francisco, Cal.

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

Illinois and Eastern Iowa
Illinois Phonograph Corp.,
616 S. Michigan Ave., Chicago, Ill.
The New Columbia is Superior!
Banishes Screeching!

Reproducers pitched to emphasize instrumental recordings unfailingly misrepresent the human voice—and vice versa. They give the tones a metallic harshness that is unnatural and unpleasant.

The New Columbia Reproducer imparts a more refined, mellow and resonant tone to both vocal and instrumental recordings. It positively banishes strident screeching in any type of record.

COLUMBIA GRAPHOPHONE CO.
New York

Use of Talking Machines in Funeral Chapels

An Interesting Article Suggesting That Dealers Try to Sell the Local Undertaker on the Idea of a Talking Machine for Use in His Chapel. Written for The World by Mary L. Tennery

There has recently been a tendency, augmented by the increasing number of funerals to be held under the conditions of the undertaker's chapel, to use the talking machine to supply the music for the funeral service. Those funeral directors who have used this instrument have found it, perhaps more than any other, adapted to their services and have placed upon it the stamp of approval.

In the first place, it offers the patron a choice of the music of the world. Soft violin selections, rendered throughout the service, and lending dignity and beauty, are possible. Songs, perfectly sung, and without that pitiful break that so often marks the notes of a funeral song, may be had. The richness of Chopin's "Funeral March," in fact any musical number in any medium that is wanted, may be readily supplied. And this at a more nominal cost than could possibly be provided by any other musical instrument. The most simple service may have a musical setting which would be prohibitive to all but the very rich.

And yet I have found it to be the funeral director who appreciates this instrument and who goes to the dealer, rather than the dealer taking cognizance of the undertaker as a prospect. Perhaps he reads in his trade paper of one of his profession who has used the phonograph and for the first time is impressed with its adaptability. He buys, but entirely of his own initiative.

To the wide-awake, progressive talking machine dealer this should suggest that he make a list of the funeral directors in his field and make a try for this business. The salesman, and the best salesman, should handle these prospects, should explain the advantages the phonograph has to offer. He should be able to suggest to the funeral director settings for their services, perhaps using a demonstration with a carefully worked out program. A soft violin number, a few of the best sacred numbers, a quiet, calming piano selection, will serve to give the undertaker an idea of what this instrument has to offer for his services.

As a customer the funeral director is in the best class. He wants a high-priced instrument, in keeping with the refinement of his chapel. He will want an unusually large selection of records at the outset, and these records will be the higher-priced ones. Then he will add to his record library frequently and as numbers are requested by patrons.

He is often a cash customer, too, and, if not, will meet his payments promptly. Neither will he expect his machine to last indefinitely. Perhaps in a few years he will want an even higher-priced instrument, or decide to have a machine especially made, with a cabinet to carry out a decorative scheme in his chapel. There is a real opportunity here for making substantial sales which merely awaits action of dealers.

To newspaper advertising, the publication and broadcasting of a booklet, the first pages of which were devoted to the tone-test, followed by illustrations of the various Edison phonographs, and the printing of special programs of the recitals.

NEW MUSIC STORE IN DEEP RIVER

Deep River, Conn., October 6.—A new music store was opened in the Union Block here about October 1 by W. Bentley Stevens, who has taken over the Victor and Brunswick phono-

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.

STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted  .  .  .  .  .  OHIO

P. O., ROCKY RIVER, 0.
What it is and what it's not

The Genola is a genuine phonograph—not a toy. It is the product of quantity manufacturing methods. Nothing else on the market approaches it in value. It is American made, thoroughly backed by our name.

How this little marvel is made

We say it's not a toy—and it isn't. The Genola has a real phonograph motor. You will be even more surprised at its price after you have heard the smooth reproduction and powerful tone. It is small only in size!

Plays all lateral cut 10 inch records

Complete with horn. Handsome black japanned finish. Size 8¼x5½x7½ inches.

Who will buy it? you can answer best

At $5.00 retail there is profit enough and a ready sale. You can place the Genola in every home. It opens the way for a sale to everybody. People won't buy it from its picture, but when they hear it—then listen to the praise! Give the Genola a chance to demonstrate itself on your counter.

Sample for $3.50 f.o.b. Chicago, Detroit or Minneapolis.

Dozen for $3.35 each,
50 for $3.25 each,
100 for $3.10 each,

1,000 for only $2.85 each, f.o.b. factory

CONSOLIDATED TALKING MACHINE CO.

2957 Gratiot Ave.
Detroit, Mich.

227-229 W. WASHINGTON ST.
CHICAGO

1121 Nicollet Ave.
Minneapolis, Minn.
New Home for McMahon Piano Co.

Youngstown, O., Music House Leases Theatre Property, Which Will Be Remodeled to Meet the Requirements of Its Business

Youngstown, O., October 3.—The McMahon Piano Co. has taken a ten-year lease on the Capitol Theatre building at East Federal and Champion streets. The lease calls for complete remodeling of the theatre into a three-story commercial building. It will be ready for the piano company January 1.

The Capitol Theatre building is 56 x 112 feet in ground dimensions. The fifty-six-foot frontage on Federal street will be divided into three store rooms on the ground level, the McMahon Piano Co. taking one of these three stores and the second and third floors.

President E. C. McMahon, of the McMahon Co., in speaking of his plans, said: "We will conduct a general music store, carrying everything from a harmonica to a theatre pipe organ. We are going to give the city a music establishment that it will be proud of and that will serve its every need."

The unique theatre ceiling will be dropped so as to be used as the ceiling of the third floor. This will be the big display room of the McMahon Co. E. C. McMahon is president and treasurer of the company, K. R. McMahon is vice-president and secretary.

The dealer who just jogs along never gets anywhere, but the man who plans wins.

Adverse Tax Ruling Reported

Internal Revenue Department Holds That Coin-operated Musical Instruments Are Taxable as Automatic Vending Machines

Advice of a formal ruling by the Internal Revenue Department on the taxability of coin-operated musical instruments has been received by the Music Industries Chamber of Commerce through its general counsel, George W. Pound. The Department has ruled that such instruments are subject to a tax of 5 per cent as automatic vending machines.

This tax applies to the value of the entire instrument and is retroactive as to all sales made since January 1, 1922, when the regular sales tax was withdrawn and superseded, as to coin-operated musical instruments, by this vending machine tax.

It is stated that the efforts which the Music Industries Chamber of Commerce has been making to obtain a ruling on this tax favorable to the industry will be continued, in spite of the recent adverse ruling; and, if found advisable, a test case will be brought to determine the matter.

Pending further developments Mr. Pound advises all manufacturers of coin-operated instruments to sell, ship and bill the coin-operating device separately, if possible, so that the tax will be applied only to it and not to the entire instrument as would be the case if the coin-operated instrument were shipped complete and ready for operation.

To Feature Vocalion Department

Elridf Department Store, Charlotte, N. C., Arranges to Handle That Line

The latest addition to the list of Vocalion representatives is the new Elridf Department Store, Charlotte, N. C., which, it is declared, will be one of the finest department stores south of Washington and which will include an elaborate department devoted to the sale of Vocalion phonographs and Red records. The new store is housed in a fine new building and was opened to the public on October 1.

Okeh Artist Becomes Okeh Dealer

Sam Cook, the whistling minstrel, is cleaning up the shekels in his little shop in the heart of Coney Island, N. Y. Cook is the inventor of a little whistle through which almost anyone can warble a tune with telling effect, but, of course, he developed the art of whistling to the 8th degree. He stands in his little shop whistling with much spirit the popular airs of the day and, when a crowd has collected, he sells not only his little whistles, but the Okeh records he has made as well.

People who hear Okeh record No. 4846, "Dearest" and "Crying for You," think it is a very pretty whistling solo record, but they do not realize that it was made with the peculiar little instrument sold by Sam Cook himself. Sam Cook leaves no doubt in their minds and many of his customers go away with both records and whistles.

Hot Stuff!

An oil stove that looks like an upright talking machine, with mahogany or oak finish to the metal, is made for heating and cooking. Opening the top doors reveals not a sound box but the plate for boiling and frying. The heat that warms the room does the cooking, the flame being made on a small burner.

Donahoe & Donahoe, Fort Dodge, Ia., Victor dealers, distributed ten thousand special fans at the county fair recently held in that city. The fans contained an illustration of Victrola No. 405, as well as the firm name and address.
New York Music Week Committee Arranges Schedule of Competition for Musicians in Greater New York—Forty-five Classes of Competitors in Each District

Supplementing its initial announcement, made some weeks ago, of the contests to be inaugurated under its auspices in every section of the city, beginning October 15 and to continue through the Winter, the New York Music Week Committee, through its honorary president, Otto H. Kahn, and its director, Miss Isabel Lowden, has announced the program of the contests.

There are to be forty-five classes of competitions in each of the forty-eight districts now being established. The plan is, by restricting preliminary competitions to districts limited in size, to throw open the door of opportunity for everyone, old and young, with any musical skill at all.

Not only individuals but organizations, cho-ruses and orchestras will thus be included, and added to these events will be competitions that will bring to the fore the native music of the foreign born.

The committee has issued this program in the form of a printed syllabus that is now ready for distribution.

The syllabus includes not only the program in detail, giving the test pieces that contestants must use, but full information as to the districts and names of the chairman and the vice-chairman of the local committees and the date of each district competition.

In addition there is a registration blank. No one may compete without registration and agreeing to comply with the rules and regulations, all of which are set forth in the syllabus.

A synopsis of the contest follows:

Choral societies, church choirs, men's cho-ruses, women's choruses, business choruses, Sunday school choirs, racial cho-ruses, public and parochial school cho-ruses, high school cho-ruses, private school cho-ruses, choral sight reading, ear tests for children, action songs.

Orchestral competitions, string orchestra competitions, orchestral competitions for high schools, violin solos, viola solos, violoncello solos, string quartets, sonatas (violin and piano), trios (violin, 'cello and piano), ensemble (for string and wind instruments), flute solos, oboe solos, clarinet solos, bassoon solos.

French horn solos, trumpet solos, trombone solos, pianoforte solos, pianoforte sight reading, organ solos, vocal solos (soprano, contralto, tenor, baritone, bass), boys' solos, sight reading for solo voices, brass bands' competition—for a prize of $100.

The lower end of Manhattan Borough, a portion of Brownsville and a section of Queens Borough have been selected for the first three weeks of contests.

Manhattan has been divided for this purpose into sixteen districts, Bronx, eight; Brooklyn, sixteen; Queens, six, and Richmond, two.

As each borough's contests are decided a contest of the entire borough will be held, that for Bronx on March 31, that for Brooklyn on April 7, that for Richmond on January 7, that for Queens on February 11 and that for Manhattan on April 21.

VAN WICKLE PIANO CO. ASSIGNS

Business of Well-known Washington, D. C., Music House Assigns for Benefit of Creditors and Will Be Continued by Assignees

WASHINGTON, D. C., October 3.—As a result of several meetings of creditors, the Van Wickle Piano Co. made an assignment for the benefit of creditors on September 20, naming Robert C. Rogers, Ralph P. Barnard and Stanley B. Willis as assignees. The latter have filed the required bond and have taken charge of the business of the company with a view to continuing it as long as a profit can be obtained.

F. C. KENT COMPANY

IRVINGTON, N. J., U. S. A.
HARGER & BLISH'S GREAT BUILDING

Edison Distributors in Des Moines Have Concentrated Their Wholesaling Interests in Spacious Building, Which Is Modernly Equipped

Des Moines, IA., October 6.—Harger & Blish, Edison jobbers of this city, are located in one of the finest "jobbing homes" to be found anywhere in the industry. Whereas some time ago the business of this enterprising concern was handled through several subdistributing points located in important centers of the State, the entire business is now concentrated in the splendidly equipped building shown in the accompanying picture. The premises, with their extensive facilities, as well as the land owned by Harger & Blish and the land at the right of the building has been developed into a very attractive park for the use of members of the Harger & Blish organization and others. In a recent interview with The World H. H. Blish, Jr., stated that the business during the Summer had been good and the outlook is encouraging.

WORK OF DES MOINES ASSOCIATION

Des Moines Music Merchants Agree on Delivery Charges and Bar Records on Approval

Des Moines, IA., October 2. — The recently organized Des Moines Music Merchants, an organization taking in the great majority of the representative piano and talking machine dealers of this city, have already accomplished much for the benefit of the local trade as a result of the conferences held in connection with the monthly luncheons of the association.

Of particular interest to the talking machine trade is the fact that members of the association have agreed upon a fixed charge of 25 cents for the packing, mailing and insuring of all records sent by parcel post where the aggregate amount of the sale does not exceed $5; when the sale amounts to over $5 this charge is eliminated. It was also agreed to charge the customer for cost of service where record orders are delivered locally by special messenger.

Another move of importance was an agreement to discontinue the sending of records on approval, as it was found in all too many cases the practice resulted in the return of scores of records which were left on the dealer's shelves at the end of the month when the new releases were stocked. Although this move met with considerable opposition at the outset even those most strongly opposed to it are now agreed on its success.

R. B. Townsend, of Davidson Bros., is president of the Des Moines Music Merchants and H. B. Sixsmith, of Mickel Bros. Co., is secretary and treasurer.

PERTH AMBOY FIRM IN NEW HOME

Albert Leon & Son Celebrate Formal Opening of Fine New Home and Nineteenth Anniversary—"Talker" Department a Feature

One of the most unusual openings in the talking machine trade was that of the new store of Albert Leon & Son, at Perth Amboy, N. J., last month. The concern carries a general house-furnishing line, but they are important phonograph dealers, carrying Victor and Brunswick machines, and in the new six-story building, which was opened on the nineteenth anniversary of the business, an unusual talking machine department is located on a mezzanine floor, made easily accessible by stairways on each side of the main floor, ascending from the front of the building.

One of the striking features of the celebration was the fact that the Perth Amboy Evening News published a sixteen-page special section, carrying pictures of the firm, a page of the history of the company, illustrations of the building, photographs of the personnel of the organization and information about the wonderful business which this live merchant has built up and which extends over six counties in New Jersey and into States Island. Open house was kept at the store for each of the three days and there were refreshments and music.

A striking example of the popularity of the company was contained in the fact that more than one hundred floral pieces, all of the most elaborate, were received. Among those from the talking machine trade was a tribute from the Brunswick-Balke-Collender Co., and one from the New York Talking Machine Co. The opening was attended by P. A. Ware, sales promotion manager, Eastern phonograph division of the Brunswick Co., and E. L. Brown, sales representative of New Jersey, as well as many other business friends of the firm.

The talking machine department of Brueners in Oakland, Cal., has been considerably enlarged and remodeled. Increasing business and the expectation of a record holiday trade made the move advisable.

SECOND YEAR SUCCESSFUL LEADER

The Most Dependable and Inexpensive Lid Support on the Market

Canada Patent Applied

The bottom plate is constructed of one piece of metal and it works automatically perfect. No parts to go out of order. The hinges are made in two styles—flexible and bent.

STAR MACHINE & NOVELTY CO.
81 MILL STREET
BLOOMFIELD, N. J.

G. L. LAING CO., Canadian Distributors
41 Richmond St., East Toronto, Ont.
Windsor Phonograph
Florentino Model

Carvings executed by hand in solid mahogany. The tone quality of the Windsor is in keeping with its artistic cabinets. A portfolio showing sixteen beautiful models will be sent upon request.

WINDSOR FURNITURE COMPANY
INCORPORATED 1885
1420 CARROLL AVENUE
CHICAGO
America's Oldest Makers of Console Phonographs
U. S. Letters Patent No. 1277243

Exhibited and sold to dealers by

CHICAGO
WINDSOR FURNITURE COMPANY
1411 S. Wabash Avenue

LOS ANGELES
WINDSOR FURNITURE COMPANY
917 Maple Avenue

BOSTON
PECK & HILLS FURNITURE CO.
127 Clarendon Street

KANSAS CITY
KANSAS CITY CASKET & FURNITURE CO.
626 Broadway

PHILADELPHIA
PECK & HILLS FURNITURE CO.
615 N. Broad Street
The New Columbia is Superior!

Endurance!

The New Columbia Motor has unrivaled length of playing life. Its gears are machined from finest steel. Its bearings are entirely bronze and brass. Every exposed part is heavily nickel-plated to resist wear and climatic conditions. And its easy-to-reach oiling system provides unfailingly effective lubrication—the life of every motor.

COLUMBIA GRAPHOPHONE CO.
New York

ANNOUNCES HEINEMAN 1924 MOTORS

General Phonograph Corp. Delivering Heine-
man Nos. 55 and 66 Motors—Represent Im-
portant Constructional Improvements—Pro-
duced Under Otto Heineman's Supervision

Otto Heineman, president and founder of the General Phonograph Corp., New York, manufactur-
er of Heineman and Meisselbach motors, tone arms and sound boxes, Okeh and Odeon records, Dean steel needles and other products, announced recently the new 1924 models of the Heineman motors Nos. 55 and 66, being double spring motors and triple spring motor, respectively.

In a chat with The World, Mr. Heineman stated that the five salient features of the new 1924 Heineman motors are direct drive, double worm gears, noiseless operation, steady power and simplicity in construction. Mr. Heineman refers to this product as the "Motor of Perfection," emphasizing the care and attention that has been bestowed upon every detail of the motor's construction. The Heineman motors Nos. 55 and 66 were introduced to the trade a few weeks ago and were given an enthusiastic reception everywhere. Orders from the leading phonograph manufacturers have been received in large quantities and the factory facilities are being increased in order to take care of the requirements of the trade.

The perfection of the Heineman 1924 models was consummated under Mr. Heineman's personal direction and no detail of manufacture was consummated under Mr. Heineman's supervision.

In the series of exhibits will undoubtedly reach the attention of hundreds of thousands.

CATALOG OF IMPORTED RECORDS

Syrian and Arabian Records Featured by A. J. Macksoud—Demand Is Steadily Increasing

A new catalog of Syrian and Arabian records, imported under the trade names of "Macksoud," "Baidaphone" and "Odeon," has just been issued by A. J. Macksoud, New York, importer and distributor of these records. Mr. Macksoud has been engaged in the importation of these records for the past twenty years and he states that the demand for these foreign language selections is increasing daily. The new catalog comprises selections by foreign artists who are well known in their respective countries. Classical and popular numbers are represented and Mr. Macksoud is making prompt deliveries to the dealers featuring these records.

HALL CO. BUYS VICTOR STOCK

The Hall Music Co., of Brainerd, Minn., recently purchased the entire stock of Victor talking machines and records of the H. F. Michael Co., which will confine its efforts to the dry goods business.

BRUNSWICK FEATURED IN MODEL HOME

Brunswick Dealer Links Up Instruments With Home Displays—Exhibits Attract Thousands

The New York & Queens Electric Light Co. has arranged a series of exhibitions on Long Island showing an electrically equipped home, using the exhibition name "The Home Electric," and Archie Smith, enterprising owner of Smith's Brunswick Shop, in Jamaica, L. I., has linked up the Brunswick line with this show. The first exhibit was held in Jamaica, featuring a $7,000 home, and everything exhibited was in keeping with the assumed income of a $7,000 owner. With this idea in view Mr. Smith exhibited the Brunswick "Raleigh" model as the proper instrument for this type of home.

Show are now being held at other points in Long Island and a notable one is scheduled for New Gardens, where a $30,000 home will be exhibited, at which a Brunswick Art model will be one of the features. It is estimated that 30,000 people viewed the home in Jamaica and the series of exhibits will undoubtedly reach the attention of hundreds of thousands.

EXCELLENT WINDOW IN SMALL SPACE

Mandel & Schwarzman Show What Can Be Done With Limited Window Space in Featuring Records of a Popular Song Hit

Mandel & Schwarzman, enterprising manager of the Victrola department of Mandel & Schwarzman, this city, may be taken as a criterion, recently this enterprising manager staged a

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JUNIOR OPERETTAS

Little Red Riding Hood—the first Junior Operetta on the market, has met with immediate success. Parents, educators, musicians—all who have the interests of children and child education at heart—are enthusiastic over them.

A Real Operetta

Here is a record produced for the entertainment of children. The subject, of course, is juvenile; but the music, far from being the usual nursery rendering of Mother Goose rhymes, is an artistic, musical composition—a real operetta—performed by real artists and musicians.

Adopted by Schools

That is the chief reason why it has already been adopted by the Boards of Education of five of the principal cities in the United States, including Boston, Baltimore and Washington, as part of the authorized school curricula. Another reason is that the RECORD IS UNBREAKABLE—will withstand almost any amount of the roughest handling.

Read What Dealers Say

One Big Brunswick Dealer Writes:

"Your set of Junior Operetta received.

"We must admit that it is the finest of its kind."

One Big Victor Dealer Writes:

"We received the sample of your Junior Operetta of 'Little Red Riding Hood,' which we think is about the finest thing yet in the line of records for children."
Ideal Gifts for Children

Solves the Xmas Gift Problem

Parents and Christmas shoppers will welcome the happy solution of the problem, "What shall I give the children for Christmas?", for the Junior Operettas are the ideal Christmas gift records for children. And they are the ideal records for you to sell—three at a time, a complete set—

3 in Set—in Display Container

Each Junior Operetta is in six parts, on three double-faced 10-inch Unbreakable Records

The complete, wonderfully attractive and compact folder in which the records are packed, is its own display container (see illustration) and sells itself on sight. "Little Red Riding Hood" Junior Operetta is the first in the series. Other subjects coming.

RETAILS FOR $2.50

Order Direct or from the following Distributors:

VULCAN RECORD CORPORATION
15 East 40th Street
New York City
THE TALKING MACHINE WORLD

October 15, 1923

RICHMOND

Business Good—Trade Expansions

—Fairs Bring Business—M. N. Kuhn Resigns—The Month's News

Richardson, Va., October 2 The Corley Co., Victor distributor, reports that dealers in its territory are greatly pleased over the Victor weekly release plan. They also voice pleasure at the liberal policy of the Victor Co. in giving full credit for single-faced records exchanged for the new double-faced Red Seals. These records are reported to be meeting with a ready sale throughout the territory. The Corley Co. is finding the new Victor art models very popular with the trade, the demand being considerably in excess of the supply. Frank W. Corley, vice-president of the company, has just returned from a visit to the factory in Camden, where he placed orders for the Fall trade.

Enlargements and Removals

The McGehee Furniture Co., of Lynchburg, which is moving into a new store, has taken over the Victor business of the Beardsworth-Music Co.

The Ehrd Department Store, Charlotte, N. C., has also taken on the Victor and, with C. E. F. Inman in charge, is prepared to push that line in the Carolinas.

Frederick W. Schwoebel, manager of the wholesale department of the Corley Co., recently made a business trip through western North Carolina, finding business in practically all lines of trade in prosperous condition.

Miss Gertrude Miller, clerk in the retail department of the Corley Co., has returned from a vacation trip spent in the Middle West.

In Fredericksburg, A. Kishpaugh, Victor dealer, had an exhibit and was pleased with results attained.

Colonial Corp. Expands

James Cowan, president of the Colonial Plano Corp., Columbia dealer in Richmond, and family have returned from a three weeks' camping trip to Canada. Mr. Cowan is planning to double the number of booths in his store to accommodate the trade, the plans calling for the addition of six booths.

Continued demand for concert Actuelles is reported by the Goldberg Bros. Co., Pathe distributor. Several of these machines are now being tried out by fraternal organizations in Richmond as entertainment features at lodge meetings and luncheons. LeRoy Goldberg and H. B. Goldberg were both in New York recently on a buying trip.

Activity With C. B. Haynes Co.

The C. B. Haynes Co. reports good business throughout its territory. It recently received a shipment of four carloads of machines for distribution to its trade.

M. L. Kuhn, assistant sales manager of the

DESCRIBES CONDITIONS IN GERMANY

Robert B. Wheelan, President of Health Builders, Makes Some Interesting Observations

Anent His Visit to European Countries

Robert B. Wheelan, president of Health Builders, Inc., New York, producer of the Health Bank record sets of Walter Camp's "Daily Dozen," made an interesting survey of European conditions during his vacation abroad with Mrs. Wheelan. Mr. and Mrs. Wheelan spent considerable time in Germany, Switzerland, and England. Conditions in Germany Mr. Wheelan described as unbelievable. In discussing the situation in that country Mr. Wheelan stated, in part: "Theoretically, there should be a tremendously good demand for talking machines and records in Germany, for, due to the fluctuation of the mark and its steady downward tendency, people are spending money as quickly as they receive it. The savings bank has been obliterated in Germany, for what might be a fortune one day within a week will not be enough to purchase a postage stamp. The drop in the valuation of the mark is so great from day to day that the average person hesitates to hold the money even overnight and usually seeks to buy something of standard value, as soon as he receives his money. While in Berlin I visited one of the leading talking machine stores and asked the price of a standard record in marks, which had to be looked up in a book on the counter. The dealer's estimate before the price could be stated. I found it was a custom in talking machine establishments to repriebe every article at the opening of each business day in accordance with the current value of marks in relation to foreign money. It, therefore, seemed to me that talking machines and records, being of standard value, a great number of people would want to spend their marks in this direction, although I never noticed any heavy buying in any of the talking machine establishments in Germany. I never noticed in any of the talking machine establishments in Germany. I never noticed any heavy buying in any of the talking machine establishments in Germany. It would be interesting to know what the condition is being operated abroad, but these seemed all to be of decidedly cheap construction and not comparable with the portables made in this country."

NEW LOPEZ RECORD POPULAR

Okeh dealers generally are evincing keen interest in the latest record made by Vincent Lopez and His Hotel Pennsylvania Orchestra. This record features on one side "I Love You" and on the other "What Do You Do Sunday, Mary?", both numbers being from popular musical comedies. "I Love You," from "Little Jessie James," is proving one of the best-selling hits of the day and Vincent Lopez has received top billing in the New York selection of his usual individual interpretation.

DEATH OF R. S. PEER'S FATHER

R. S. Peer, of the general sales department of the General Phonograph Corp., New York, manufacturer of Okeh and Amor Edel records, is receiving the sympathy of his many friends in the trade upon the death of his father, A. B. Peer, who died at Greensburg, Pa., on September 26. The late Mr. Peer was well known in the talking machine trade, having been identified with the industry for many years as a member of the Columbia Graphophone Co.'s staff at Kansas City, Mo. The interment was held at Canandaigua, N. Y., and was attended by friends and relatives.

BRUNSWICK SHOPPE IN ELVIRA

Elvira, O., has a new talking machine agency in the Brunswick Music Shoppe, which was opened this week. This is one of the recently opened Brunswick agencies, under supervision of the Cleveland headquarters.
Thousands of homes are now enjoying the exquisite music of the “Treasure Chest.” Many more thousands will be added during the Fall and Holiday seasons. People who have heard the six Victor Records of the “Treasure Chest” frankly say, “It is a revelation, we had no idea that there were such beautiful instrumental recordings of foreign music.”

The “Treasure Chest” with its six ten inch Victor Records (12 instrumental recordings) is distinctly unique, and is something that presents to every Victor Dealer a most unusual selling item. As a gift there is hardly anything more appropriate or desirable, especially during the Holiday Season.

To sell your customer a “Treasure Chest” is to do him a decided service, for it means his happiness, entertainment, recreation and education—all for the modest price of $5.00.

You, Mr. Victor Dealer, will do well to have the “Treasure Chest” in full display both in your show window and on your service counter. It is an item that will sell itself at sight. Remember, too, there is nothing in the Talking Machine Business that has such a strong appeal. Not only will the sale of the “Treasure Chest” prove profitable to you, but it will create good will on the part of every customer who buys it.

Progressive, alert and up-to-the-minute Victor Dealers will have the “Treasure Chest” on hand to meet the demand of their customers.

This is the moment for you to put in a liberal stock. Every Victor Wholesaler is now in a position to supply you immediately.

C. BRUNO & SON, Inc.
351-353 Fourth Avenue
New York

Victor Wholesalers to the Dealer Only
BUFFALO

Instrument Shortage Is the Only Cloud in Bright Fall Business Sky—The Month's News Budget

BUFFALO, N. Y., October 7—Early October shows the talking machine trade to be in a flourishing condition. Dealers and jobbers throughout the western New York district have one of the best early fall seasons they have known for a number of years. Many reports that sales have far surpassed the great volume of last year's business. Shortage of instruments is the only thing that is casting a shadow over the horizon of a bright Fall and Winter season.

C. E. Siegsmund, sales manager of Curtis N. Andrews, Victor jobber for western New York, says that business for September showed a much larger sales volume than the same month a year ago. "I do not believe that stock in the dealers' and jobbers' hands was ever so low at this period of the year," Mr. Siegsmund said. "It is the hope of Victor dealers and ourselves that the factory will be able to speed up production to meet the fall demand, and the enormous holiday demand that is bound to come." Since the beginning of cool weather, the record business has been good, and the new Red Seal records are meeting with public favor.

F. D. Clare, of the Iroquois Sales Corp., distributor of Strand talking machines and Okeh records, reports Fall trade far exceeding their expectations. G. R. Kuehner and H. A. Schensborn, district salesmen, are sending in very large orders for early delivery of Strands and Okeh Records. Mr. Kuehner has opened up several new accounts in the western section of the State. The Camp-Fone, a new portable machine recently added to the Iroquois Sales Corp.'s line, is meeting with favor of dealers here, and many accounts have been opened in surrounding towns.

A. H. Fleshman, manager of the Victor department of the Wm. Hengerer Co., says they have had an unusually good Fall trade. This department received a great deal of advertising through the store's anniversary sale. The new piano department of Neal, Clark & Neal, who have had one of the finest Victor stores in this part of the country, will formally open about November 1, according to Clarence Lucorn, manager of the department. The store is going through the process of reconstruction, and the rapid progress made indicates it will soon be ready for opening. Besides featuring the Ampico and the Knabe they will carry a full line of pianos, Q. R. S rolls and sheet music, as well as band and orchestral instruments. The Victor department will remain on the first floor, and will receive the same close attention that it has heretofore had.

Stanley Bros. Furniture Co., Erie, Pa., recently suffered the entire loss of its stock through fire. The loss is estimated at $100,000. Strand talking machines and Okeh records were featured in the music department. Dealers in Columbia records benefited by the appearance of Ted Lewis and His Band which gave a concert dance in Elmwood Motor Hall recently. The band came to Buffalo with "the Passing Show," and left with them on their trip to Chicago. John G. Schuler, Inc., has erected a very attractive sign board at Delaware avenue and Tacoma street, featuring the Souther. Numerous new accounts brought to the store have been the direct results of the sign.

The Hoffman Piano Co. is tying up with large and attractive newspaper advertising of the Brunswick. R. E. Smith, salesman, reports that good results of the advertising have already been felt.

"The talking machine business is showing a marked improvement over that of last year at this time," said O. L. Neal, of the Buffalo Talking Machine Co., Victor distributor. "The principal thing concerning us this year is the supply of goods. The shortage of supply in the most popular models is becoming serious," he said. "There is every indication of a tremendous Fall business."

The Bellanca Furniture Co. has opened its new store on Niagara and Virginia streets, with a very attractive Victor department.

C. Fred Danielson, of Jamestown, N. Y., opened his new store on October 5. About a year ago, one of his two Jamestown music stores was destroyed by fire. The building was replaced by a beautiful structure, modern in every respect.

Charles Linke has begun work on the addi-

(Continued on page 58)
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

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.
GLEANINGS FROM TRADE IN BUFFALO
(Continued from page 56)

In New York as in Chicago, Boston, St. Louis, Detroit and other cities throughout the country, dealers are featuring the 50c record heavily. Experience has taught them that the public has become buying wise.

That public now knows beyond all doubt that the good 50c record (one that retails at 50c) gives full 75c worth of record value. Therefore it insists on the good 50c record.

And always the dealer finds that the 50c record brings him a greater turnover and a larger total profit than he ever believed possible.

NEW COLUMBIA AGENCY IN DETROIT

Among the new accounts recently opened by the Columbia Graphophone Co.'s Cleveland branch is that of M. McCaffrey, of Detroit, who for a number of years has been the leading Singer sewing machine dealer in that city and who at present has four stores. He has an outside selling organization of twelve men and they are all going to be turned loose on phonograph sales. The McCaffrey organization and the Summerfield & Hecht Co. salesmen are making preparations to stage a contest, the results of which should be of considerable interest from a sales standpoint.

MOTORS

Ready for Delivery
Double Springs; play two 10-inch Records; suitable for Phonograph selling for $100. Sample. $3.75.
MERMOD & CO., 16 East 23d St. NEW YORK

Telephone Ashland 7305
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
The business outlook in the Brooklyn and Long Island territory is better than it has been for some time, according to reports of jobbers and retailers. One indication of the optimistic feeling prevailing in the trade is the number of dealers who are adding new lines of talking machines and records. There seems to be a growing tendency to handle more than one line of instruments because, as one dealer expressed it, "Some people have preferences for certain makes of machines which no amount of argument can change. Indeed, where only one line is handled and the field is generally known, we have found in our outside selling efforts that we never had a chance with these particular prospects." Another factor which is the basis for considerable optimism is the general prosperity among all classes of workers. There is plenty of work, especially in the building trades, and salaries are as high and plenty of work, especially in the building trades, and salaries are as high and

Window Displays Draw Trade

Window displays are proving good business getters for those dealers who are devoting time and attention to this particular phase of publicity. One of the leaders in the matter of window display in this territory is the Brooklyn branch of the Aeolian Co. C. G. Davis, manager of the branch, gives a great deal of thought to his windows and invariably the displays are out of the ordinary and eye-arresting. Another window which is attracting considerable attention is that of Krakauer Bros., 1653 Pitkin avenue, which is featuring the Sonora. The talking machine department of the Sterling Piano Corp., Bl-87 Court street, under the management of E. T. LeTure, has also arranged some excellent window displays. The Sterling Piano Corp.'s new quarters at the above address are located on a busy corner and the window facilities are unusual. Both the talking machine

Better Now, Than Too Late

**WEEKLY RELEASES OF DOUBLE FACED RED SEAL RECORDS, PLUS THE MOST COMPLETE LINE OF INSTRUMENTS, INSURE BIG BUSINESS FOR VICTOR RETAILERS THIS FALL AND WINTER.**

**Have You Anticipated Your Requirements?**

**AMERICAN TALKING MACHINE CO.**

**BROOKLYN, N.Y.**

**VICTOR WHOLESALERS**

Liberal and Active Service to Dealers

Four Points of *Service* to Dealers this Fall

1. Sonora is accepted as the Finest Talking Machine in the World.
2. The models are the most artistic in the market.
3. Strong National advertising and plenty of display material.
4. Our service to dealers in efficient deliveries and 100% selling cooperation.

Write and ask us to analyze your proposition. All letters are answered promptly.

Long Island Phonograph Co., Inc.
17 Hanover Place, Brooklyn, N. Y.
Telephone Main 1217-18
Sonora Distributors for Brooklyn and Long Island

of experienced men. The opportunities in this field of the music business are right in line with those in the talking machine field, according to a Brooklyn dealer who handles both. He declared that he had sold a surprising number of small musical instruments to members of families who have purchased a talking machine and records from him.

Hempstead Shop Displays at Fair

One of the finest exhibits at the annual Nassau County Fair, which is held at Mineola, L. I., was that of the Hempstead Music Shop, of Hempstead, which had a large booth, in which were displayed Sonora phonographs and Vocalion records. This booth was one of the centers of interest and, while no sales were made during the Fair, a number of live prospects were secured. Several people, after viewing the exhibits, requested that a representative of the Hempstead Music Shop call at their homes to give further information concerning the various instruments.

Stores Change Hands

Among the stores which changed hands during the past few weeks was the Fort Hamilton Music Co., 446 Eighty-sixth street, Brooklyn, which is now owned by Mrs. Eskrin, who formerly owned the Flatbush Music Shop and who has had wide experience in the merchandising of talking machines and records. Brunswick, Columbia and Sonora instruments are handled. The Park Music Shop, 1514 New Utrecht avenue, has been purchased from J. F. Kissel by John Strigliano. This concern features the Sonora line.

Brooklyn Concern Chartered

The firm of Edward Strauss, of this city, has been incorporated under the laws of New York to deal in talking machines, with a capital of $50,000. Directors are Howard Strauss, Elizabeth Selig and Celia cartoon.

A. Centonze Co. in New Home

The A. Centonze Music Co., distributor of records and music rolls, is now occupying spacious and attractive new quarters at 174 Johnson avenue, Brooklyn. The concern reports a growing demand for records and rolls. The roll catalog has been increased by the addition of the following new numbers: "Labrazza Duci," "Felicita," "Paradise," "Dolce Speranza," "Angelo Mientino" and "Alba D'Amore."

Expect Big Sonora Holiday Trade

The Long Island Phonograph Co., Sonora jobber, with headquarters in Brooklyn, is ex-
The New Columbia is Superior!

No more blast!

The New Columbia Reproducer makes blast a thing of yesterday.

Excessive vibration, the cause of blast, is taken up at its source by the patented, exclusive Columbia "shock absorbers" that eliminate this distressing defect. All records sound better on the New Columbia.

COLUMBIA GRAPHOPHONE CO.
New York

The experiences of talking machine dealers in its history as a result of the unusually heavy ordering by dealers, who apparently are determined not to be caught short of stock when the holiday buying begins in real earnest. The Long Island Phonograph Co., recently urged the dealers to estimate their requirements for the Fall, so that it could make some provision to meet all demand, avoiding, as far as possible, the usual annual dearth of instruments.

Among the new Sonora accounts opened recently is included Harold R. Mufford, Greenport, L. I.

Through error there appeared in this section of the last issue of The World the statement that the Pravder Music Shop had added the Sonora. The Pravder Music Shop handles the Edison and Columbia lines.

American T. M. Co. Busy

The American Talking Machine Co., Victor distributor for the Brooklyn and Long Island territory, is enjoying a busy season. Fall orders are coming in in excellent volume and the outlook for an unusual holiday business is bright. R. H. Morris, president of the company, has just returned from a vacation which he spent motoring to Massachusetts. He drove his daughter to Mt. Holyoke College, South Hadley, Mass.

Moves to New Quarters in Corona

The Corona Music Store, which is conducted by Vincent M. Padula, has removed from 129 Forty-sixth street, to 99 Forty-sixth street, Corona, N. Y., where larger and admirably equipped quarters are now occupied. This concern handles Sonora phonographs and Vocalion, Columbia and Victor records.

Mager's Music Shop Expands

Mager's Music Shop, Victor dealer, recently purchased the business of Benton's Music Shop, Cedarhurst, L. I., which will continue under the same management. A complete line of Victor machines and records, pianos and musical instruments is handled.

BUSINESS VALUE OF CONCERT WORK

Excellent Opportunity of Gaining Good-will of Music Lovers Through Co-operation in Staging Concerts and Recitals

The experiences of talking machine dealers who have co-operated in staging concerts have proved that work of this character is decidedly profitable. There are many dealers who have a regular program of concerts which they stage in their stores or in special quarters secured for that purpose. Window displays and advertising are resorted to tie up with these events and in all cases where the plan has been given a thorough tryout sales of records have been stimulated.

This is an excellent work and the value which the dealer can derive therefrom cannot be emphasized too strongly, but there is another field where concert work can be made to pay dividends in sales and good-will. In practically every city, town and village throughout the country there are music clubs, social organizations and a variety of other groups where music is a welcome addition. The organizations devoted principally to music offer probably the best outlet for the energy of the dealer in this direction. Co-operating with these bodies in making their concerts and recitals a success will do much to build good-will and, furthermore, it must not be forgotten that the best type of customer for the music store is the music lover, and members of musical organizations are certainly in that class.

LOUIS UNGER ON MID-WEST TRIP

Louis Unger, general manager of the Reflexo Products Co., Inc., New York, sole distributor for the W. H. Bagshaw Co., left recently on a six weeks' sales trip through the mid-West in the interest of Gilt Edge and Reflexo blue steel needles. He reports the prevalence of an active demand.

DOEHLER
The World's Largest Producer of
DIE - CASTINGS

The finish to be given die-cast parts in various metal alloys—plating, enamel, etc.—sometimes involves problems new to the die-casting user. Daily contact with every phase of industry using die-castings, and constant research along chemical and metallurgical lines, enable Doehler engineers to be of material assistance in special problems like this.

The Doehler Company willingly places its experience and resources at the disposal of its customers, in using Doehler Die-Castings for the best results.

DOEHLER DIE-CASTING CO.
BROOKLYN, N. Y.
TOLEDO, OHIO.

COTTON FLOCKS

FOR...
Record Manufacturing

A. CENTONZE MUSIC CO.
PUBLISHERS
Distributors and Jobbers in
RECORDS and PIANO ROLLS
174 Johnson Avenue
Brooklyn, N. Y.

THE PECKHAM MFG. CO., NEWARK, N. J.
Hark! It must be

The NEW PHONO
Rachmaninoff himself!

The inference was excusable; for, in everything except actual physical presence, the New Edison Re-Creates the living artist's true performance.

This almost miraculous achievement was made possible only by the unusual ideal of Mr. Edison and his unlimited facilities for the research which required years of painstaking study and the fortune of $3,000,000 poured into laboratory tests which resulted in the New Edison—the actual Re-Creator of the living voice.

Its superiority is continually proven—by contrast with phonographs of other make—and by the final, conclusive test of comparison with the living artists.

Small wonder, then, that the public has responded with a demand that taxes Edison manufacturing resources and makes good business for Edison dealers.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY
and it is Rachmaninoff
Re-Created!

Every glorious color and tint of tone; every delicate shading; every perfection that distinguishes the master musician, have been preserved and Re-Created by the New Edison. Wherever shown, wherever heard, the New Edison wins public approval; and the ever-increasing demand is opening up new, profitable territories for Edison dealers.

William and Mary Console
This model truly reflects the spirit of stately olden times. Its rich, brown mahogany, with inlaid borders, its gracefully turned legs and stretcher—all are authentically typical of the period.
VISIT STARR PLANT AT RICHMOND

Delegations of Retail Distributors From Pennsylvania, West Virginia, Eastern Ohio, Indiana and Chicago Entertained at Starr Plant

RICHMOND, Va., October 6—Ideal weather, together with the enthusiasm of the visitors, made the trip of the delegation of dealers headed by H. C. Niles, of the Starr Phonograph Co., Pittsburgh, to the factories of the Starr Piano Co., a most happy and profitable occasion recently. H. C. Niles, formerly advertising manager of the Starr Co., is distributor of that organization's products for Pennsylvania, West Virginia and Eastern Ohio. The trip was the occasion for a general inspection of the great Starr factories and their products. Visitors from the company's Chicago, Indianapolis, Cincinnati and Richmond branches with dealers were also in attendance.

The day started with a breakfast at the Arlington Hotel, followed by a thorough trip through the operations of production sere observed. All visitors, officers of the company, heads of departments and factory foremen wore badges bearing their names and information as to company connections, which added greatly to the get-together spirit.

At noon a lunch was served buffet style in the phonograph inspection department. As the end of this room, amid Fall decorations, were exhibited Starr pianos, Starr phonographs and the latest Gennett records, which were admired and created much interest. The styles were demonstrated continuously throughout the day.

Late in the afternoon phonograph records were made by the party at the factory recording room, a feature which was enjoyed on account of its novelty. The visitors motored at the close of the day to the farm of the Starr Piano Co., west of Richmond. Where a barbecue of beef, lamb, pork and all the trimmings occupied their attention until train time.


The Chicago visitors were William P. Krause, Walter Melrose, music publisher; C. H. Buell, Remick's Department in Hillmans; S. A. Hein, Waterman, Berlis & Snyder; Mr. Conover, Starr branch; F. D. Wiggins, manager Starr branch.

From the Richmond retail store were W. P. Benner, manager; F. C. Tempelm; J. M. Wallace, Wallace Music Co., Marion; I. G. W. Duckwell, Palace Department Store Co., Greenville, Ohio, and E. J. Pauling, manager, Cincinnati Starr branch.

MOVES TO LARGER QUARTERS

Musical Products Distributing Co. Increases Wareroom Space at Same Address

The Musical Products Distributing Co., New York, distributor of Pooley phonographs and Vocalion records and manufacturer of the "Standex" display stands, is now occupying new and larger quarters at 37 East Eighteenth street, New York. The company has been established at this address for several years past, but increased business necessitated more adequate facilities and the entire sixth floor was leased. The interior has been attractively decorated with a handsome display room for the accommodation of Pooley phonographs. B. D. Colen, president of the company, states that the sales totals for September were far ahead of last year, with every indication that the last quarter of the year will exceed all expectations.

EDISON AGENCY TO A. C. BURGESS

The music store of the George A. Clark Co., in Oberlin, O., has been discontinued. The Edison agency, with Edison in stock, has been sold to A. C. Burgess.

The M. H. House Co., of Williamsport, Pa., is remodeling the building at 143 West Fourth street, into which it will move November 1.
Our 1924 Models Are Ready Now!

The No. 66

The Newest Heineman Motor

Five Features of the New No. 66

1. Direct drive.
2. Double Worm gears.
3. Noiseless operation.
4. Steady power.
5. Simplicity in construction.

The No. 66 is the newest addition to the large family of Heineman Quality Motors. This new model is manufactured under the same exacting conditions that have made "The Motor of Quality" the watchword of the industry.

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street,

New York
New York Sonora Dealers Hold Busy Meeting

Retailers Served by the Greater City Phonograph Co., Sonora Jobber, Listen to Instructive Talks and Discuss Trade Problems at Convention in the Hotel Pennsylvania

Sonora dealers in the territory served by the Greater City Phonograph Co., New York, Sonora Jobber, attended a convention held at the Hotel Pennsylvania on September 25. Maurice Landay, president of the Greater City Phonograph Co. and one of the most popular members of the Sonora jobbing organization, presided at the convention and in an address of welcome stated that it was planned to hold similar meetings throughout the coming year. Prior to the opening of the business sessions, the dealers enjoyed a typical Hotel Pennsylvania luncheon and an entertaining musical program furnished by Clarence Bush's Orchestra.

George E. Brighton, president of the Sonora Phonograph Co., was introduced by Mr. Landay as the first speaker and during the course of an interesting address told the dealers that the company had received enough orders from its distributors to keep the factory working to capacity until March. He congratulated the dealers present upon the aggressiveness and co-operative spirit manifested by the Greater City Phonograph Co., complimenting Mr. Landay upon the splendid strides attained by the Sonora product in his territory. S. O. Martin, vice-president and general manager of the Sonora Co., gave the dealers and their guests one of his usual forceful addresses, wherein he pointed out the necessity for the dealers to anticipate their needs as far in advance as possible, placing their orders accordingly. An interesting open forum was then held among the dealers and among those who contributed brief talks were Lamberg Friedl, manager of the John Wanamaker phonograph department, New York; H. S. Cook, manager of the phonograph department of Ludwig Baum & Co.; Herbert D. Berkeley, manager of the phonograph department of Bloomingdale Bros., and A. H. Mayer.

Among those seated at the speakers' table at the convention were the following: Geo. E. Brightson, S. O. Martin, O. S. Keyes, treasurer of the Sonora Phonograph Co.; L. C. Lincoln, advertising manager of the Sonora Phonograph Co.; Frank Goodman, E. S. White, Sonora Co., of Philadelphia; Fred Allen and Herbert C. Young, Sonora Co. of New Jersey; Robert W. Keith, president, and J. J. Schratweiser, sales manager of the Long Island Phonograph Co.

CONSOLE DEMAND GAINING STEADILY

Pathé Introduces New Console to Meet Demand for Popular-priced Instruments

The demand for the popular-priced console model of the Pathé machine, which is expected to be more insistent than ever during the present Fall season, has been met in the case of the Pathé Phonograph & Radio Corp., by the presentation of a new model known as No. 27. This console model is in the Sheraton period and built on strong and attractive lines in both mahogany and walnut. Furnished with the usual Pathé refinements, this new model is expected to be a very popular sales number. Although all numbers of the Pathé line are receiving their just share of popularity, attention is directed by the officers of the company to the all-year-round popularity that the portable is enjoying. Whereas in past years the portable was more or less a Summer or vacation instrument, it is now being purchased for the home and it is expected that in the coming holiday season the portable will play an important role among holiday gifts.

HIRSCH BROS. IN FINANCIAL TROUBLE

A petition in bankruptcy has been filed against Samuel and Joseph Hirsch, trading as Hirsch Bros., with a talking machine store at 309 Bedford avenue, Brooklyn, N. Y.

RUST MUSIC CO. INCORPORATED

Pasadena, CAI., October 5—A charter of incorporation has just been granted to the Rust Music Co. here, with a capital stock of $25,000.
Why the Widdicomb appeals to the better class of buyers

CONSIDER first of all the fact that the Widdicomb Phonograph is the product of an organization which for three generations has held a position of undisputed leadership among artificers of fine furniture.

Consider also the fact that the Widdicomb Phonograph embodies the results of years of painstaking research in the field of acoustics as related to the reproduction of recorded music.

You will then appreciate, we believe, why it is only natural that the Widdicomb should possess the qualities which appeal both to lovers of the beautiful in furniture craftsmanship, and to lovers of the beautiful in the realm of music.

To merchants who seek to build up a business among this better class of trade, the Widdicomb line of phonographs in period styles offers an opportunity that is well worth investigation. A complete catalog and full particulars regarding the Widdicomb franchise will be gladly furnished upon request.
Radio—Its Yesterday—To-day—To-morrow

Basic Principles of Radio Progress and Merchandising Discussed

by H. H. Roemer, Sales Manager, DeForest Radio Tel. & Tel. Co.

That the talking machine dealer is acting cautiously in the matter of radio goes without saying. And, I dare say, nearer in his experience as a manufacturer of reproduced music has he been confronted with quite as perplexing a problem. If he is not one who “dipped in” when the tremendously popular invention first appeared—he at least heard the unfortunate story through his less fortunate brothers who did. And right here is where the grief began. They were “burnt”—and in many cases to their good-will, and to their reputation in the industry. For other conditions which demanded closer attention in the production of radio and in the perfecting of a merchandisable product in order that it should remain with the art, that measure of technical knowledge or closeness to the “inside track,” whatever the subject.

And as we have the skeptic, so have we the “progressive” and, likewise, the “impulsive” types. It requires all types to make a people, and all types to awaken a people. Were it not for the skeptic improvement and refinement would remain ever at a standstill. The skeptic, that “show me” half-brother to conservatism, demands more than the progressive and counter-balances the impulsive.

Nor does the category of these classes apply exclusively to the buying public. It has reached out and found its way to the dealer himself, until we have as strong a classification of similar types among our dealer friends as has been described above. So when the spring came we awakened and found ourselves in the midst of a public’s clamoring demand for a practically unheard-of something—when radio burst in upon us with far greater disorder than the gold rush to Nevada or the Yukon—there was a mad scramble by the trade to get in and we all know the results.

And as we have the skeptic, so have we the “show me” half-brother to conservatism, that educational data as a part of his “selling program” should be no further included than those few points which we have interviewed have displayed their fear of the technical side of the business. Salesmen have juggled the vernacular of this new-found language—radio parlance—until the dealer has stood aghast and bewildered. I dare say the percentage of lost sales to dealers, due to technical fear, would astonish our manufacturers.

Servicing radio can be made a disease or a negligible quantity by the dealer. Talk a buyer into opening his set and by one stunt or another he can prejudice this or that and you are laying the most beautiful background for “service” that can be put over. A man goes in to buy a clock. The clerk does not open it up and expose its entrails. He sells it on its appearance and on the reputation of his place and the manufacturer behind it. He sells results backed by confidence. Radio, Mr. Dealer, is not one bit different to-day, except possibly in that a clerk or salesman should at least know the fundamentals of the art, and your manufacturer’s selling program should include that educational data as a part of his “selling helps.” This data is no heavier than your comparative sales points in the talking machine or piano industry.

Beyond the minor details of knowing each set sold functions properly when delivered there should be no further servicing (under correct usage) than keeping an eye on the batteries (the automobile has taught every man that) and the tubes.

When considering the fact that little boys, not alone the city chap, but the little fellows far back in remote spots of this country in the hills or on the plains, with the most impoverished tools and materials, without the advantages of anything more than a little red schoolhouse education, are... (Continued on page 72)
Turning to

Always Something New on Brunswick Records
The leadership of The Brunswick is being emphasized every day. Dealers recognize this fact.

The public asks for Brunswick Phonographs and Records.

The perfect interpretations of classical and popular music by Brunswick Phonographs and Records is the talk of the musical world.

The clear, perfect renditions of the so-called "difficult" tones of Brunswick Records, free of metallic suggestion, is spoken of everywhere. So people who want the best in phonograph music turn to Brunswick.

Highest musical authorities say Brunswick Records are ten years ahead of their time. Great musicians recognize this fact and the new artists of this generation have turned to Brunswick to immortalize their art.

Brunswick Phonographs enjoy the same leadership. The first phonograph to play perfectly all makes of records. The clearness, beauty of interpretation and tonal volume it reproduces is not equalled by any other make of phonograph.

So wise dealers have turned to Brunswick phonographs and records to meet the ever increasing tide of popular demand.
hooking up their home-made sets with no other teacher than a mail-order circular—it seems to me this much-discussed "service" problem is a little far fetched and is an unconscious camouflage to get away from what every talking machine dealer must know is the inevitable "writing on the wall." Facts are facts. No matter how we dress them up, they still remain as cold and immovable as the rock of Gibraltar. The talking machine dealer is not going to force what rightfully belongs to him into other channels. But there is a stern reality that is going to be made to exist if that talking machine dealer doesn't arouse himself to the call—dealers in other lines who have fathered radio becoming so thoroughly entrenched—so thoroughly established in the confidence of the people, that they will be made to believe that there is a technical side to radio that makes necessary the merchandising through the electrical trade.

There is room for both classes of trades. More than enough to satisfy both, but as assuredly as a record is best sold through the talking machine dealer just so is it true of the complete cabinet sets of the higher types of radio being a part of the talking machine dealer's merchandise.

Some Actual Experiences and Facts

Here are a few actual experiences and facts, actual conditions and not the results of so-called surveys or investigations. One of the largest and best-known talking machine distributors on the Pacific Coast became interested in radio a little over a year ago. Following a careful study of the industry he employed a radio buyer. He decided upon a line which in his knowledge best suited the particular needs of his trade. With the opening of this year's business he requisitioned his radio factory for what was considered almost three times the amount of any one month's business produced by distributors in other lines of merchandise. Within three months and up to this date this talking machine distributor has requisitioned three times the former amount per month and which equals six times the monthly requirement of any other jobber of any other class. And, mind you, the list of retail dealers he is supplying is less than seventy-five.

These points may astonish the average talking machine dealer. But there is still a more surprising condition. Out of this vast volume of sales and distribution comes the strange fact that not 10 per cent of the usual run of complaints and servicing trouble has come from this distributor. And why? Because he has avoided the "screw-driver" and "plier" technicalities. Because he has sold his dealers on the idea of selling results, not machinery—because he has touched only upon a language the layman understands—because he has pointed out "quality in tone value"—distance—simplicity—all in all, he has sold them on the idea of the purpose of the set and not what is in back of the panel.

What of To-morrow?

And what of to-morrow? Is radio here to stay? Are we going to repeat the doubts expressed in the beginning of the phonograph, the telephone and the automobile? Is not that same atmosphere prevalent in radio? The public rules in all things commercial. Public interest keyed up such demands compel manufacture and distribution. Both compel competition and competition takes up the reins and forces improvement in a product and the desire and need to pass on to the junk heap of misplaced confidence and lost endeavor. No American who understands our great country's characteristics can honestly express such a doubt.

The to-morrow of radio will be the absolute necessity of radio in every walk of civilized life, in the home, in the business and in the hours of recreation. The to-morrow of radio will be provided on by the men who realize today that they must become established in the industry. That's history. And history has never yet failed to repeat itself.

We have seen and felt the YESTERDAY of radio. The TO-DAY is here and carries with it "OPPORTUNITY" to get aboard and ride into TO-MORROW because the TO-MORROW of radio is the path to the receiving teller's window, while the doubter—the skeptic—the waiter—of yesterday and to-day will spend much of HIS TO-MORROW looking on.

NEW CATALOG OF DIE-CASTED PARTS

Booklet Just Issued by Doehler Die-Casting Co. Replete With Interesting Data

Profusely illustrated, printed in colors on super-calendered stock and bound in stiff covers, the Doehler Die-Casting Co., Brooklyn, N. Y., has just issued a very attractive eighty-four-page booklet which, among the most attractive and is, at the same time, a genuinely useful contribution to the literature of the die-casting industry. The book, entitled "Doehler Die-Castings," takes a brief review of the processes—the evolution of Do-Di brass castings, engineering and metallurgical data—and a pictorial review of recent accomplishments. Described as "the plants behind the Doehler products," the exceptional facilities of the factories, both in Brooklyn, N. Y., and Toledo, O., are shown. A description of the many parts made by the Doehler Die-Casting Co. for the talking machine industry is very interesting to the talking machine trade and the general information contained in this admirably arranged volume will be found of value.

The A. L. Cummings Music Co., Sheridan, Wyo., Victor dealer, has moved its business into a new building in a fine location.
The Jewel-Tone Reproducer and Tone Arm

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. 3
Base made reversible to avoid Glued Joints in Motor Board

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

Reproducer in position to play Edison Records with Sago 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.
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., October 8.—In the summary of exports and imports of the commerce of the United States for the month of July, 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 imports of talking machines and parts during July, 1923, amounted in value to $59,627, as compared with $49,081 worth which were imported during the same month of 1922. The seven months’ total ending July, 1923, showed importations valued at $442,185, as compared with $311,032 worth of talking machines and parts during the same period of 1922.

Talking machines to the number of 5,187, valued at $213,401, were exported in July, 1923, as compared with 4,839 talking machines, valued at $101,193, sent abroad in the same period of 1922. The seven months’ total showed that we exported 34,765 talking machines, valued at $1,387,960, as against 28,042 talking machines, valued at $1,001,030, in 1922.

The total exports of records and supplies for July, 1923, were valued at $74,440, as compared with $311,032 worth of talking machines imported during the same month of 1922.

The countries to which exports were made in July and the values thereof are as follows: France, $1,910; United Kingdom, $11,946; other Europe, $6,983; Canada, $38,240; Central America, $8,331; Mexico, $17,835; Cuba, $18,827; Argentina, $5,212; other South American countries, $9,462; China, $6,362; Japan, $25,149; Philippine Islands, $2,199; Australia, $28,807; Peru, $5,738; Chile, $3,336; New Zealand, $5,954; other countries, $15,179.

CUTLINE VICK FLOAT WINS PRAISE

CUTVILLE, ILL., October 3.—The Cline-Vick Drug Co., Victor dealer, with stores in this city, Herrin, Murphysboro, West Frankfort, Zeigler, Johnston City and Marion, Ill., attracted considerable attention to its line of machines and records by entering an artistic motor float in the Labor Day parade held here. The float was, without question, one of the most attractive in the parade and it excited much praise.

H. C. COOLEY WITH DIAPHRAGM CO.

Made Director of Sales—Company Planning to Increase Production—New Agencies Opened

Cleveland, O., October 5.—The Diaphragm Co., of this city, manufacturer of the Violin Spruce Reproducer, has announced the appointment of H. C. Cooley as director of sales. Mr. Cooley is well known in the local trade, having been formerly associated with the Columbia Graphophone Co. as assistant manager of the Cleveland branch and having occupied the same position in New Haven, Conn. His previous experience in the phonograph industry will undoubtedly enable him to attain pleasing success in developing the sale of Violin Spruce Reproducers, and it is interesting to note that the Diaphragm Co. has made plans whereby its factory facilities will be increased materially during the coming year. During the past few months dealer agencies for this reproducer have been established throughout the country and an intensive sales campaign has been inaugurated for the Fall and holiday season.

NEW RADIOLA LOUD SPEAKER

The Radio Corp. of America, New York, manufacturer of Radiola products, has just introduced a new Radiola loud speaker. This new product adequately covers a speaking range of 200-2,200 cycles and a musical range of 100-5,000 cycles. The design of the magnetic system, the shape of the horn and the material of which it is made are all such that the voice or music reproduced will be true to tone. No auxiliary battery is needed, for the Radiola loud speaker is merely connected in place of the telephones. A single adjustment by means of a large knurled nut, which can be locked in place, is provided for securing maximum efficiency on different values of signal strength.

"PHONO-VAUDES" BOOST SALES

Dealers Using Toy Dancing Figures With Excellent Effect in Window Displays

CONVINGTON, KY., October 5.—"Phono-Vaudettes" are, apparently, meeting with considerable favor throughout the trade, for, according to the Commercial Art Shop, of this city, manufacturers of these turn-table toys, repeat orders are being received from dealers everywhere. This novel toy was introduced in the September issue of The World and dealers have been quick to appreciate its value as a sales medium and for use as a window display.

The Commercial Art Shop has received a number of interesting letters from talking machine retailers, stating that through the use of the "Phono-Vaudettes" passers-by have been attracted to window displays, with the result that sales were increased materially. For example, one dealer arranged a talking machine in his window with a turn-table revolving continuously, playing the "Phono-Vaudettes" in position and at night, with the window darkened, the rays from an electric light were directed on the miniature stage with the dancers performing, to the admiration of crowds in front of the window.

OPENS IN STEPHENS, ARK.

STEPHENS, ARK., October 4.—A branch music store to handle the Edison line of phonographs and records has lately been established here by G. J. Bensberg, proprietor of the Bensberg Music Shop, of Camden. Mr. Bensberg has the only Edison agency in this part of the State.

FULL LINE of HARDWARE

FOR UPRIGHT, CONSOLE AND PORTABLE PHONOGRAPHS. IN NICKEL, GOLD AND SPECIAL FINISHES.

H. A. HUDEN CO., Inc.

227 CANAL STREET

NEW YORK, N. Y.
-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.

TALKING MACHINE DEALERS & DISTRIBUTORS


Cutting and Washington Corp.
Operating Station WLAG—“Call of the North”
Minneapolis Minnesota

Cutting and Washington Radio Receiver 11A—similar in mechanical design to the receiver used in the cabinet model but of the box type, an instrument that has already had a big sale all over the country.

Cutting and Washington Radio 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 circuits.

Cutting and Washington Radio 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 circuits.

America’s oldest manufacturers of commercial radio
The New Columbia is Superior!
Worth Waiting For!

The New Columbia Phonograph was perfected only after five years' painstaking research and experimental work by Columbia musical experts and engineers. Four hundred and ninety-one reproducers alone were made and rejected by our tone experts before the present New Reproducer was approved. But the final result of this exhaustive preparation was the most perfect music-reproducing instrument ever built—a phonograph well worth waiting for.

COLUMBIA GRAPHOPHONE CO.
New York
Radio-
The Wonderful New Field for the Talking Machine Dealer

HAVE you watched the growth of the radio business? Do you realize that this wonderful new thing will soon be in the home of every family in the land? The demand for radio is increasing by leaps and bounds, and no one is more suited to satisfy this demand than the Talking Machine Dealer.

You are accustomed to selling large units. Your customers are that class of people who seek amusement in the home. You can make them come to your store more frequently by establishing a radio department with the Crosley line of radio receivers.

CROSLEY
Better-Cost Less Radio Products

Are nationally known through consistent advertising and exceptional performance over a period of time. They are easy to sell. The public is waiting for you to supply them. Increase your business and bring new customers into your store by installing a Crosley Radio department.

Write today for dealers' proposition.

List prices on our equipment west of the Rockies 10% higher. In Canada, add duty.

CROSLEY MANUFACTURING CO.
POWELL CROSLEY, Jr., President
1026 Alfred Street Cincinnati, Ohio

CROSLEY MODEL X-J
A four tube, long range broadcast receiver, consisting of one stage of radio frequency amplification, detector and two stages of audio frequency amplification.

CROSLEY MODEL XXV
A handsome mahogany, oil finished Console Model that makes an attractive piece of furniture for any home. The instrument contains the same units as the Model X-J. The loud speaker allows the entire family to enjoy it at the same time.

Price $150.00.

CROSLEY MODEL X-J $65

This is the same instrument as the Model X-J illustrated below, fitted into a beautiful mahogany cabinet that makes the set completely self-containing.

Price of Cabinet $16.00.

List prices on our equipment west of the Rockies 10% higher. In Canada, add duty.

CROSLEY MANUFACTURING CO.
POWELL CROSLEY, Jr., President
1026 Alfred Street Cincinnati, Ohio

CROSLEY MODEL X-J $65

A four tube, long range broadcast receiver, consisting of one stage of radio frequency amplification, detector and two stages of audio frequency amplification.
CLEVELAND

Edison Sales Contest Resulted in Sales Boom—The Winners—Sonora Publicity Beat—Dealer Co-operation—News of the Trade

CLEVELAND, Ohio, October 6—That the so-called dull period during the Summer months is the result of lack of constructive effort has been proved by the accomplishments of close to 100 retailers and their sales staffs who participated in the drive for new business conducted by the Phonograph Co. Edison distributor in the Cleveland zone, which have just been made public by E. S. Hershberger, secretary, who conducted the contest.

This contest was made attractive in that cash prizes were awarded to the six leaders among contestants, and there was also a special cash prize. The contest proved to sales people that they had latent ability they had not used before, and in many instances it brought business to a par with the busiest season of the year, and finally developed a lot of prospects, many of whom were sold at the close of the contest.

To equalize the chances the district was classified into three divisions according to population. Like awards were made in each division. The contest was arranged by points, the lower number of points applying on machines that ordinarily do not move so easily.

The extent to which this worked to the benefit of contestants and business as well may be illustrated by the fact that the six prize winners in the three groups sold 218 machines during the contest, a worthwhile showing.

Accomplishment of A. B. Sauer

The greatest accomplishment was by A. B. Sauer, of the George A. Clark Co., Lorain, who sold fifty-eight machines and attained the high point record of 500. Mr. Sauer, in the opinion of Phonograph Co. executives, is the type of aggressive salesman who knows his business and knows how to go after it. Of course his work is backed by years of experience. In 1913 he started with the Columbia Graphophone Co. Later he was with the W. F. Frederick Piano Co. and the Poling Piano Co., then outside salesman for the William Taylor Son & Co.'s talking machine department, and later manager of the talking machine department of the McMillan Music Co. In 1918 he joined the Clark organization, and has been developing the business steadily ever since. Commenting on his accomplishment in the Edison drive this year, he said:

"The fact that I made more Edison phonographs during the so-called dull months (May through August) in this contest than I did two years ago in a similar contest in the so-called good months (September through December) proves conclusively to me that real salesmanship, consistently and persistently applied, will make every store a winner."

J. F. Hoppe, of C. M. Zister, Mansfield, was second to Mr. Sauer in the division for population more than 15,000. Other winners were: Population up to 5,000: C. S. Stilson, S. B. Stilson & Son, Gibsonburg; C. J. Benedict, of his own firm, Utica. H. M. Fashbaugh was third. Population from 5,000 to 15,000: O. D. Zoll, Norwalk Piano Co., Norwalk; H. E. Olin, N. E. Olin & Son, Kent. Miss Olive Laws was third. Dan Thomas was third in the 15,000 and over division. B. T. Lemox, of DeForrest & Son, Sharon, Pa., won the grand prize.

A Publicity Scoop

A notable accomplishment in the way of publicity was achieved by J. T. Pringle and J. L. Du Breuil, of the Sonora Phonograph Ohio Co., in placing a Sonora machine in the apartment of Miss America (Miss Mary Catherine Campbell, Columbus) at the Hotel Winton, during her appearance in Cleveland at a local theatre. A picture was taken of Miss Campbell, the machine and her dog, and it appeared in a local newspaper later. This story, and an original photograph of the group, were framed, and used in an exhibit of Sonora material that occupied six windows at Buecher Co., and which was arranged by Ralph H. Meade, assistant advertising manager of the Sonora Co. This exhibit will appear later at the Euclid Music Co., which supplied records for Miss Campbell, while she had the privilege of using the Sonora machine.

Sonora Executives Helping Dealers

Executives from the Sonora home office, headed by Frank J. Coupe, vice-president and general sales manager, have been calling on all Sonora dealers in the Ohio territory, planning with them how to increase their business and emphasizing the merits of the Sonora instrument. The group includes Frank J. Goodman and E. D. Coots, assistant sales managers; H. J. O'Connor and J. M. Erwin, field sales managers; and E. Roediger, mechanical expert, and Mr. Meade. From the Ohio territory they will go to the Chicago territory, where they will continue their missionary work.

Looking Forward to Big Season

Talk to the contrary notwithstanding, the 1923-1924 season will be the biggest in the history of the talking machine industry in these parts. This is the opinion of leading jobbing factors, based on the manner in which most dealers have anticipated their pre-holiday and later season needs. The product of the Sonora factor is well sold out, and those dealers who have not provided for their machine needs will have difficulty in meeting the demand when the public starts its own drive, in the opinion of J. T. Pringle, general manager of the Sonora Phonograph Ohio Co. The move by Victor in making Red Seal records double-faced has already had its effect toward stimulating interest in the talking machine itself, according to Howard J. Shartle, general manager, the Cleveland Talking Machine Co., Victor wholesaler. Already sales in both records and machines have jumped far above last year. Early requirements have been filled for several weeks now on certain models of machines, according to Edward B. Lyons, general manager, the Eclipse Musical Co., Victor wholesaler, due largely to the renewed interest in machines that the more attractive lines have created. Edison dealers have taken hold so early that they have provided for their needs well toward the end of the year, reports received by E. S. Hershberger, secretary, the Phonograph Co. show.

Dealer Co-operation

Following its program of consistent co-operation with dealers, the Sonora Phonograph Ohio Co. has been sending W. F. Carter, special representative to appear at the county fairs in the territory, supplying dealers with advertising material, literature and sales helps to close prospects attending the fairs. Meanwhile the national advertising campaign of Sonora is being augmented locally with dealer advertising, in which the local Sonora offices advertise as well.

Carola Co. Continues Expansion

Expansion plans by the Carola Co. continue to be developed by N. I. Schwartz, general manager. Five road representatives have been developing both the retail and jobbing element 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 after October 31st, being forced to conserve our stock for established dealers. Write or wire us at once for information.

THE PHONOGRAPH COMPANY

Exclusive Edison Distributors

Cincinnati, Ohio: 314 West Fourth St.

Cleveland, Ohio: 1240 Huron Rd.
in the last few weeks, and beginning October 1 they were to be augmented by three more sales operatives. Already close to thirty jobbers have been established, which is something of a feat when it is considered that the original plan of Carola to confine itself to the retail trade. Daily shipments of Carolas from the enlarged plant of the company, now being made. The chief factor in perpetuating interest in the moderate priced machine, in the opinion of Mr. Schwartz, is the new and permanent banded enamel finish which is being produced in it and the improvements to the mechanical properties of the machine.

L. Meier & Sons Co. to Celebrate
The thirty-sixth anniversary celebration are being made by the L. Meier & Sons Co. The festivities will start November 1 and last for twenty-six days, according to Louis M. Meier, manager of the firm. Through business and institution, the entire city will be covered in the drive, which will include many novelties.

Columbia Activities
Columbia activities throughout the Cleveland territory are reflected in the amount of new business being done by individual dealers. This is consistently aided by the sales promotion staff under the supervision of S. S. Lampe, district manager. At Detroit recently a nice stunt was put over by H. C. Schultz, Detroit representative. Cameron McClean, Columbia artist, was a guest of the convention of the Scottish Clans of America. A Columbia machine played McLean records during his stay with the convention. Demand for McLean records exceeded the supply.

At Detroit also a novel Columbia competition has started, between the organizations of M. McCaffery and Summerfield & Hecht, to see which can take in the most new business during a certain period. Last reports were that both were far ahead of what they started out to do.

New Columbia dealers established recently include Karl W. Roock, Cleveland; the Federal Mercantile Stores Co. and A. Friedman, Detroit.

The Brunswick Co-operative Drive
Brunswick dealers elsewhere who have been awaiting the results from the co-operative campaign being conducted from Brunswick headquarters here for dealers in the Buffalo district may gain something from the reports just received by Leslie J. King, phonograph division sales manager for Brunswick, in the Cleveland territory. This campaign has been conducted for the last five months. During that time the dealers have been guided in placing their advertising, locally, much after the manner that the Brunswick itself has been doing in national class journals and magazines.

The aim was to acquire 33 per cent of the prospects that responded. The reports now show that 71 per cent of the prospects thus obtained have been sold, more than doubling the quotas set. This was accomplished by the direct appeal of Cleveland headquarters to the prospects lined up by the dealer. Each dealer was asked to send in names of thirty prospects each month. These prospects were sent literature and pictures of Brunswick machines. They were told just why they ought to buy the particular machine pictured. This work has been confined largely to the smaller dealers. Applied to the larger interests an even better showing is not unlikely, says Mr. King.

Help Dealers Order New Red Seals
In connection with the change of Red Seal records to double-face by Victor an adequate catalog, alphabetically arranged, has been distributed among the dealers. A numerical catalog will follow at an early date, but meanwhile dealers have much difficulty in placing their orders for records, since they must be ordered by number on the usual numbered order blanks. To overcome this difficulty the Eclipse Musical Co. at once prepared a temporary numerical catalog, containing all the information about each record, with the number given first consideration, and dealers can now order quickly and easily until they get their regular catalogs.

Dealers have expressed their appreciation to Edward B. Lyons, general manager of the Eclipse Co., of the company's enterprise.

H. Fraiberg & Son Robbed
H. Fraiberg & Son, talking machine dealers and jewelers on the South Side, were robbed of $20,000 in jewels and cash, by daylight robbers who entered the store, bound, gagged and trussed Henry and Frank Fraiberg up in a talking machine booth, locked the front door and made a getaway with their loot by the rear. The proprietors were released only when customers noted their plight through the windows and summoned police.

Changes in Ohio District
Rapid development of the Ohio territory by the Somora Phonograph Ohio Co. has made for some changes in the district covered by the Cleveland headquarters. Lower Michigan will henceforth be covered by Yahr & Lange, Michigan, already the jobbing factor for upper Michigan and Wisconsin. The Cleveland office will continue to cover Ohio and Kentucky.

H. C. Cooley With Diaphram Co.
Change in organization and plans for developing its distribution are announced by the Diaphram Co., manufacturer of the violin spruce reproducer. H. C. Cooley, formerly branch manager of the Columbia in Cleveland, has been appointed sales manager. G. H. Vanderslice, who has been sales manager and secretary, will continue in the latter post.

The wider distribution of the reproducer, which has unique tonal qualities, will be accomplished through record salesmen of dealers and demonstrations in the homes of the consumers.

Fifth Store Opened by Euclid Co.
Another store to its already large chain has been added by the Euclid Co., making this the largest talking machine factor, in number of stores, in this section. The new store, its fifth, is located at 12338 Superior avenue, in a new residential and business section, with J. W. Schwindler in charge.

C. H. Kennedy Introduces Duo Vox
Introduction to the Ohio, Detroit and western Pennsylvania trade of the new Duo Vox machine of the Bush & Lane Co., is being made by C. H. Kennedy, jobbing factor for these districts. Showsrooms have been established at H. B. Bruck & Sons Co., 1240 Huron road. Already many new accounts have been added, according to Mr. Kennedy, and keen interest in the reproducing qualities of the instrument, which has the added value of being able to play both lateral and hill-and-dale cut records, without change of the reproducing device, is being shown. At the Cleveland quarters the full line of seven consoles and five uplifts is being shown and demonstrated.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

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DIRECT Quantity Importations On

D. R. DOCTOROW

The Talking Machine World

October 15, 1923

PLANNED PROFITS

Those Victor dealers who make the most profit this season are not being satisfied in merely finding buyers. They are going out and making buyers out of otherwise doubtful prospects.

No man so good, however great
The things he now aspires;
But yet can be out-distanced
By the one who creates buyers.

The Eclipse Musical & Co.

TONE ARMS
MOTOR FRAMES
HORN & THROATS

JEWEL and STEEL (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

Panderbilt Ave. Bldg.
51 Rockefeller Plaza
New York
Murray Hill 5407
The New Columbia is Superior!

Beautiful to look at!

Merely to see the New Columbia is to be convinced of its superior excellence. It is a handsome piece of fine furniture that will beautify any room.

Each individual model—and there is one for any purse—has been thoughtfully and artistically designed. Only the choicest woods are used, and the finishings are perfectly executed in even the most minor detail.

COLUMBIA GRAPHSOPHONE CO.
New York

THE VOCALION RECORD EXCHANGE

Dealers Authorized to Return 75 Per Cent of Stock of High-class Single-faced Records on a Record-for-record Basis

The Vocalion Red record division of the Aeolian Co. announced, under date of September 17, an extensive exchange plan on single-faced Vocalion Red records, under the terms of which dealers were authorized to exchange through their distributors 75 per cent of their present stocks on hand of single-faced records of the $0,000, $2,000 and $5,000 series for new records on a record-for-record, class-for-class basis, the dealer to pay the wholesaler the difference between the cost to him of the records returned and the ones ordered in their places.

The new double-faced couplings and the old single-faced records will both be listed in the new complete Vocalion record catalog now in preparation and which will be issued shortly. The exchange follows a recent announcement by the Aeolian Co. of the completion of arrangements for the issuance of all high-class records in double-faced form and is designed to enable the dealer to clean up his stock and put it in the best possible shape for Fall business. October 15 was the final date set for the return of records to distributors under the exchange plan.

In completing arrangements for the double-facing of high-class records a readjustment of list prices was made on single-faced records. The $0,000 series was being offered at $1 and the $2,000 and $5,000 series at $1.50.

FALL SALES DRIVE ON "LITTLE TOT"

Regal Record Co. Rushed to Meet Influx of Orders—Fall Sales Campaign Just Launched to Be Featured by Extensive Publicity

The Regal Record Co., Inc., manufacturer of the "Little Tot Nursery Tunes," has received orders in such volume as to require its pressing plant to work overtime. Originally this product was introduced in Eastern territory and the movement of the goods was quite heavy. Its introduction in the Middle and Far West has met with the same response.

H. G. Neu, sales manager of the company, recently made a tour through Middle West territory and booked some large orders for immediate delivery and closed arrangements whereby considerable stocks are to be shipped between now and the holiday season. The other traveling representatives of the company are also finding an active sale for these children's records.

The Regal Record Co., Inc., has inaugurated a Fall sales drive which is to continue in activity until the close of the holiday season. Publicity in numerous channels is included in this exploitation program. Particular attention is given to dealer hook-ups and special consumer literature with dealers' imprints is one of the features of this publicity. A beautiful rotogravure sign for dealers' windows or for counter use has been forwarded to "Little Tot" dealers. This is most attractive and where displayed has been the means of creating sales.

The Fay-Buchanan Music Co., taking machine dealer, is now in new quarters at 1236 Olive street, St. Louis, Mo.
The FLETCHER UNIVERSAL TONE ARM and REPRODUCER

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs
SAMPLES $8.00 Specify 8 3/4" or 9 3/4" arm
FLETCHER-WICKES CO., 116-122 West Illinois Street, Chicago, Illinois

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

FLETCHER REPRODUCER

Scientifically Constructed

Gives Perfect Reproduction of Voice or Instrument

Volume and Perfect Detail

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 3/4" and 9 3/4"
SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY
116-122 WEST ILLINOIS STREET
CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS
AUBURN, October 5.—W. M. Hartman plans to move to New York, N. Y., making his annual vacation at Atlantic City—Calls on Trade Friends at the Pennsylvania Grill.

Mr. Hartman, a prominent music dealer of Seattle, has been spending his annual vacation at Atlantic City, making his pleasure trip with Mrs. Max to England, France, Switzerland, Germany, Belgium and Italy, where he visited the Gimbel foreign offices and closed deals for a number of foreign musical specialties. Mr. Max is a student of music and while abroad he made a study of European methods, which, he stated, are inferior to those practiced by American music merchants.

E. C. RAUTH ON VACATION IN EAST

E. C. Rauth, of the Koerber-Brenner Co., St. Louis, Victor wholesaler, with Mrs. Rauth, has been spending his annual vacation at Atlantic City, making his headquarters at the Chalfonte, from which point he has made short trips to visit the Victor factory and his friends among the booking firms in New York and Philadelphia. Mr. and Mrs. Rauth motored East late in September and after a fortnight or so at the shore drove back over the northern route through the Berkshires, the Mohawk Valley and along the lake shore.

ITALIAN Popular Music

ITALIANSTYLE Music Rolls

QUALITY IS NOT AN ACCIDENT

The superior quality of our COTTON FLOCKS for record manufacture is the result of careful study of the manufacturer's requirements—diligent adherence to the use of raw materials which will produce the best Barks and scorpions. The German method is employed to the utmost. In all manufacturing processes, manufacturers are profiting by the cleanliness and uniformity of our process through retaining the production of the finest Barks.

ARE YOU ONE OF THESE MANUFACTURERS?

CLAREMONT WASTE MFG. CO.
Claremont, N. B.
Imported ODEON Recordings

of

THE OVERTURES TO

Der Freischütz and Oberon

Sold in Sets

Complete With Individual Album

So well has the album set of the complete recordings of Schubert's "Symphony in B Minor" been received, we have prepared a new album set along similar lines, featuring the complete overtures to the operas Der Freischütz and Oberon.

These splendid compositions are undoubtedly the most brilliant parts of the supreme efforts of Carl Maria von Weber, the celebrated founder of the romantic school of music. They vividly reveal the true melodic originality, sustained dramatic vigor, and tender lyrical charm that have brought immortal fame to the composer.

The complete Overtures are played by the same famous orchestra whose splendid symphonic effects are contributing so largely to the phenomenal sales of "The Unfinished Symphony" album set. The Orchestra of The German Opera House, Berlin, under the masterful direction of Eduard Moerike, is recognized as one of the finest orchestras of its kind in the world.

The matrices of these unusual records were specially imported by us from Europe, pressed in the OKeh factories and released under the ODEON label. They are sold in sets only. Each set consists of three 12-inch, double-face records contained in a handsome black leatherette album imprinted in gold and bearing on the inside cover a biography of the composer of the Overtures. The complete set retails for five dollars.

Like "The Unfinished Symphony" album set, this opportunity to possess the complete Overtures to Der Freischütz and Oberon is one that will be quickly appreciated and taken advantage of by every true music lover in the country. ODEON RECORDS are

Pressed by the Manufacturers of

OKeh Records

The Records of Quality
Are You Prepared?

Preparation is the Keynote to Success in Business

The Holiday Season is rapidly approaching and general conditions indicate that every Victor Dealer should enjoy a large volume of business. Only those, however, that have planned ahead can expect to reap the harvest.

We are ready to accept the responsibility of serving Victor Dealers in our territory and urge the immediate placing of orders with us for your anticipated needs for the balance of this year. You, of course, can revise these orders from time to time in accordance with your current needs.

THE LOUIS BUEHN COMPANY
of Philadelphia
Victor Wholesalers

"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.
in all the Philadelphia papers. In conjunction with this direct advertising the John Wanamaker department store also is featuring a regular Brunswick advertisement, apart from its usual full-page presentation. Manager Jester has just returned from a trip to Bethlehem, Allentown, Easton and other Pennsylvania points where he found a favorable Fall outlook, with orders presaging brisk business, and he is a little concerned that the demand may exceed the stock available for prompt shipment. The firm feels very much gratified over the exceptionally large number of applications for agencies on file, but decision is being made slowly because the company wants to be assured it can meet all the requirements for the supply of some others and urged that the retailer center his activities on such models as were available, calling attention to the fallacy of featuring in either window or newspaper publicity such models as were hard to obtain.

Takes on the Brilliantone Needle

The Guarantee Talking Machine Supply Co. has passed all records thus far this year in volume of sales. This company has built up good business in springs and other parts and has lately added Brilliantone needles to the lines which it distributes.

Many Visitors to Buehn Co.

The headquarters of the Louis Buehn Co., this city, was the mecca for many out-of-town visitors recently. Among those who called were T. H. Smith, manager of F. A. Winter & Son, Tyrone, Pa.; W. P. Roach, manager of the wholesale department of Lyon & Healy, Victor distributors, Chicago; S. W. Christian, Victor dealer, of Bangor, Pa., and S. S. Frank, of the Scratch Talking Machine Co., Victor retailer, of Scranton, Pa. An optimistic viewpoint of the coming Fall season is to be found in the number of retailers improving their warerooms for the development of increased business. The Louis Buehn Co. reports that the following dealers have made recent alterations in their warerooms: Ruhl Bros., M. M. Johnson and Joseph Krygie, all of Philadelphia; Frank Tollein, of Chester, Pa., and Nathan Worth, of Riverside, N. J.

Witlin M. I. Co.'s Business Drive

Exceptionally large orders are reported by the Witlin Musical Instrument Co. for its Starr phonographs and Gennett records. The increased business in the direct Philadelphia district is due to the advertising campaign in the Sunday papers, where a large space is being devoted to publicity on Gennett records. Enough orders have been procured to keep up shipments until the first of the year for the Starr Phonographs made at the Richmond, Va., factory of the Starr Piano Co. The Washington and Baltimore business is running way ahead of any year of the firm's business history of four years' standing. Several carious are being shipped to two of the leading Washington dealers. Additional salesmen will be added to the force, and two already have been secured for the Washington and Baltimore territory, with J. A. Wascow, formerly salesman with Droop & Son, of Baltimore, looking after the District of Columbia sales, and D. D. Samuelson taking care of the Monument City and surrounding territory for the Gennett records. Plans are now being developed by Ben Witlin, head of the firm, for the expansion of phonograph dealers in Philadelphia and locality. (Continued from page 83)
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 88)

graph and record business. New dealers will be appointed in Pennsylvania, south Jersey, Delaware, Maryland and District of Columbia. The salesmen in Baltimore and Washington have been successful in opening up many new connections, and other salesmen will carry on campaigns in the States not yet canvassed.

George A. Platen, of the sales force of the Talking Machine Co., has just returned from a trip over the entire country. He found the business outlook very encouraging.

Extensive advertising on the Edison and Brunswick machines is resulting in increased business for the phonograph department of the Ludwig Piano Co., 1103 Chestnut street.

Fine Sonora Demand

Demand for the Barcarolle model of the Sonora is so great that the Sonora Co., of Philadelphia, is experiencing difficulty in promptly filling orders. Manager S. S. White, who has just returned from a trip over the entire territory during the month, also found a rush of business, and is more concerned over filling orders than securing them.

Big Columbia Ad Drive

Following out its policy of national advertising, the Columbia Co.'s Philadelphia branch is running a full-page rotogravure Sunday advertisement for the entire month in the Philadelphia Ledger, and it is also featuring daily advertisements in all the Philadelphia papers and the Saturday Evening Post. This local advertising supplements the 1,373,080,000 issues carrying advertisements which are to appear in the national campaign conducted through newspapers and magazines. There are also being featured advertisements in twenty-four foreign languages, in foreign newspapers and in publications reaching the colored population for special colored records.

Dealers Preparing Tone-test Tie-ups

Edison dealers in the territory covered by the Girard Phonograph Co., Philadelphia distributor, are busily engaged these days in anticipation of their coming tone-test recitals during the latter part of October and the fore part of November.

The insistent demand for tone-test engagement this season made it necessary for the distributor to contract for two separate companies to tour the territories. Beginning October 22, Elizabeth Spencer, the popular concert soprano, accompanied by Lucille Collette, violinist, and Harold Lyman, flutist, will spend two weeks in the territory and will appear in ten separate recitals in as many different cities.

By special arrangement and as the result of numerous requests the Girard Phonograph Co. has announced a return engagement of Marie Morrisey, soprano, accompanied by Jacques Glockey, 'cellist, and Earle Beattie, pianist. Miss Morrisey's appearances last fall won for her considerable popularity among the dealers, with the result that the demands for a repeat engagement this year have been far in excess of the actual number of bookings permitted by her limited stay.

Very Effective Dealer Service

An original form of service has been evolved by the Penn Phonograph Co., of this city, Victor wholesaler. From the reports gathered from the various Penn salesmen there is a strong indication that dealers will hold out each week the supplements for the weekly releases of the Victor records. It is the plan of the company to lessen the work of the dealer in this respect by assuming the labor of addressing these envelopes for the dealers at no cost whatsoever for the work. The plan provides for the furnishing of a good grade envelope, standard supplement size with gummed flap, at a low cost, and to address the envelopes by using an Addressograph. The dealer pays for the stencil at cost. A four weeks' supply of envelopes will be shipped at one time. It is guaranteed that the names contained in the list will be carefully guarded. It is expected that many dealers will take advantage of this service and although it is entirely without profit, the Penn Co. is making extensive plans to take care of this increased work.

G. R. C. Adds Junior Operetta Records

Walter L. Eckhardt, of the General Radio Corp., is featuring the Okeh records and Strand phonographs, and has taken on the distribution of the Junior Operetta records for juveniles, the first of these being a complete operetta, "Little Red Riding Hood." A series of these operettas will be issued by the Vulcan Record Corp., of New York, and if the sales of the first of the series, "Little Red Riding Hood," are a criterion they will go over big. Large orders are being placed for holiday stocks of these records, which, by their novelty and decided merit, have deservedly won a very high place in the esteem of the purchasing public.

Victor Moore Resigns

Victor Moore, for the past six years in charge of the record department of the Penn Phonograph Co., has resigned.

Improve Estate Department

The talking machine department of the Estey Piano Co., Seventeenth and Walnut streets, has been improved and redecorated. The department is on the main floor and generally one of the most attractive in the city. Mrs. M. S. Davidson, Josiah Bacon and J. Roeger have been added to the sales organization.

Remodeling Ballens Shop

Remodeling and rearrangement of the stock of Ballens Modern Musical Shop, 2144 North
Front street, were recently completed. Modern equipment has been installed and every convenience has been added to facilitate service. Sonora, Columbia and Cheney instruments are handled.

New Edison Plan of Sample Records An announcement has just been made by the Girard Phonograph Co. that the new plan of distributing sample records to dealers, originated at the instance of Thomas A. Edison, will be inaugurated and in full swing by October 15. Under the new plan the Edison dealers throughout the Philadelphia territory have been divided into clubs of six each, according to their geographical locations. Immediately, newly released records come off the presses at the Edison laboratories they are dispatched simultaneously to dealer number one in each of the clubs, who hears them and passes them along to the next dealer, and so on.

The new plan facilitates the distribution of samples and provides each dealer with the opportunity of hearing the very latest recordings even before they have been manufactured in quantities sufficient for general distribution.

Mr. Edison has chosen the Philadelphia territory to which to determine if the plan is workable and to test its adaptability to other territories. The Girard Phonograph Co. has the assurance of practically 100 per cent co-operation among the dealers in its territory, most of whom are anticipating the plan with considerable enthusiasm.

Philadelphia Badge Co. Increases Lines The Philadelphia Badge Co., producer of record cleaners and combination cleaners and needle containers, reports that the increased demands for the Fall season have already been felt. The production of novelties constitutes a goodly proportion of the sales of this company and new items of interest to the trade are now in the course of preparation.

To Market New Type of Instruments The Solotone Manufacturing Co. plans to replace all the former designs by entirely new creations. These will be announced by President F. H. Alaman during the coming month. Expanding Business With Cheney Sales Corp. The Cheney Sales Corp., distributor of the Cheney phonograph, is now well established in its new location in the Jefferson Building, on Chestnut street above Tenth street. The increased facilities available, were appreciated, and by October 15 exceeded any year in the history of the organization. The New York and Philadelphia offices both are securing substantial business and the New England office, the newest of the three, has passed all expectations in sales volume.

Everybody Co.'s New Catalog Under Way Business at the headquarters of Everybody's Talking Machine Co., this city, continues to be active and in good volume. Contemplated changes in the facilities of the organization at the headquarters have been made and everything is set for a record Fall season. The new catalog is well under way and will probably be ready at the time of our going to press.

NEW POWER UNIT AND LOOP AERIAL General Radio Corp. Introduces Two Contributions to the Advancement of Radio PHILADELPHIA, PA., October 1.—The General Radio Corp., of this city, well-known radio distributor and manufacturer of the Music Master horn and Geraco parts, has again contributed to the advancement of radio through the placing on the market of two new products, a new power unit and a new loop aerial.

The new power unit is a triple duty amplifier which has been named the Music Master power unit. It is compact and handily finished to form a base, if desired, for the Music Master radio reproducer made by the same company. The Music Master power unit has three uses: first, as a one-stage amplifier in connection with any detector, except the crystal; second, as a two-stage amplifier with any detector or in connection with a receiving set that already has one stage of amplification; third, it can be used with the ordinary two-stage amplification, increasing signal strength to an exceptionally high volume. This unit is reported to be remarkably free from distortion and extremely simple in operation, having only one main control and a switch. It can be made selective by its switch without changing the plug. Its “A” battery is mounted inside. The “B” battery used on the radio set may be used for this unit. No field current is required. It plugs into any set with the cord in place of head phones.

The new Geraco loop aerial takes the place of the ordinary antenna and ground connection and is built to receive satisfactorily present and future broadcasting wave lengths. It measures twenty inches over all and is easily handled. It is claimed that it is the only loop equipped with a dial to record accurately the direction of the station being brought in for future reference. The Geraco loop aerial is designed for use with any ordinary or regenerative set for local programs and will even work with a crystal set if near the broadcasting station. It is claimed that excellent results have been obtained with radio frequency outfits, in one instance a station 2,000 miles away. This loop aerial is furnished in two types at present; (1) with base, direction dial and vernier condenser; (2) with base and direction dial.

ANNOUNCES THE RADIOLA VII Radio Corp. of America Adds Handsome Instrument to Line—Adaptable to Outdoor, Indoor or Loop Antenna The Radio Corp. of America, manufacturer of Radiola products, has just announced the Radiola VII, which is adaptable to outdoor, indoor or loop antenna and may be shifted from an antenna to a loop by simply turning a knob on the front of the panel. The Radiola VII provides two stages of radio frequency amplification, detector and two stages of audio frequency amplification. Special radio frequency transformers are provided whereby the entire broadcasting wave length schedule now in effect in the United States (ranging from 220-550 meters) may be covered. In addition the Radiola VII is designed for long distance reception, as well as selectivity and efficiency in amplification. Under favorable conditions reception has been obtained at 2,000 miles.

In appearance the Radiola VII is most attractive, as all of the batteries are self-contained. It is dry-cell operated, requiring no storage batteries or charging equipment, and is furnished in a polished mahogany case with Bakelite panel. The Radiola VII, including the type FH loud speaker and with batteries and tubes complete, is listed at $390.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 86)
FIGHTING FOR MILEAGE BOOKS

International Federation of Commercial Travelers' Associations Seeks to Intervene in Case Now Before the Supreme Court

WASHINGTON, D. C., October 8.—The International Federation of Commercial Travelers' Associations, representing nearly three-quarters of a million traveling men, has asked the United States Supreme Court for permission to intervene in the case brought by the Interstate Commerce Commission against some fifty railroads to enforce its order providing for the sale of non-transferable, interchangeable scrip coupon tickets.

The motion filed by the Federation asserts that it is of vital importance to American industry as a whole that the tickets should be issued and that, as the traveling men it represents are important users of railroad facilities, they should be represented in the case. The Interstate Commerce Commission issued its orders early in the year, but was unable to put them into effect as a result of an injunction issued by the Federal District Court of Massachusetts on petition by the railroads. The Interstate Commerce Commission immediately carried the case to the Supreme Court, and an effort will be made to have it heard and decided during the coming Fall term.

INCREASE IN RECORD ORDERS

Weekly Victor Record Release enjoys the Favor of the Trade and Public

David B. Roche, traveling representative of Collings & Co., Newark, N. J., is enthusiastic over the response from dealers on the new weekly record releases issued by the Victor Co. He states that while for the first few weeks the dealers ordered with great care they are now becoming used to the new situation, with the result that the records are in larger volume. This also demonstrates that the public is receiving the new releases with favor.

Business throughout New Jersey and northeastern Pennsylvania, the territory covered by Collings & Co., is quite active. Orders for machines particularly are on the increase.

JACKSON SHOP INCORPORATED

ROCKFORD, Ill., October 4.—The Jackson Talking Machine Shop, 114 West State street, this city, was recently incorporated for $25,000 to deal in talking machines, records and other musical instruments. Incorporators are Ernest H. Jackson, Perry F. Jackson and Paul Stich. No changes are contemplated in the business policies of the concern.

Forbes Magazine made a very good point in a recent issue when it said: "To win over a customer is more useful than putting over a sale."

Kendrick & Davis Electric Drive for Phonographs

Price but little higher than standard spring motor

H. A. ROBBINS

The MOTOR is UNIVERSAL, DIRECT DRIVE, 110-volts, with standard resistance unit which cares for varying voltage; the SHAFT is ONE-PIECE TOOL STEEL; the BRASS WORM with one FORMICA GEAR constitutes the simple Crank gear. The GOVERNOR is mechanically controlled. Phosphor bronze bearings. Friction idler in spindle prevents stripping gears.

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.

PROUDIT SPORTING GOODS CO.

OGDEN, UTAH

Intermountain Distributors
Utah, Idaho, and Part of Wyo. and Nev.

MARKLES SCORES AT MONTMARTRE

Michael Markels, who with his orchestra spent the Summer at Newport playing for the dances and receptions given by the society people of that resort, scored a tremendous success at his recent appearance at the opening of the Montmartre, one of New York's smart supper clubs.

There was a great gathering of society people, who had assembled to do homage to their favorite, among the patronesses being such well-known society figures as Mrs. Vincent Astor, Mrs. W. K. Vanderbilt, Mrs. Harry Payne Whitney and Mrs. Wm. G. Rockefeller. For some time the general public has been privileged to hear Markels' Orchestra through the medium of Okeh records, for which he records exclusively. Some of the most recent Markels records are "Carolina Mammy," "Love Tales," "Dreamy Melody" and "Foolish Child."

L. L. HUTTON TO OPEN IN CLINTON

CLINTON, I11., October 5.—L. L. Hutton, of Saybrook, has opened a new music store in the Sweeney Building, 100 North Center street, this city. The store is known as the Hutton Music House and is in charge of Mrs. Hutton. Mr. Hutton and his wife have recently made a trip to Chicago to select stock.

O G D E N

Excellent Prices for Big Crops Reflected in General Business Prosperity—News of the Trade

OGDEN, UTAH, October 6.—Harvesting of bumper field and orchard crops has left the farmer in a pleasant mood on the eve of gathering the sugar beet crop, which, though only a normal production is anticipated, will mean a distribution of approximately $12,000,000 in this district to farmers of Utah and Idaho.

This always stimulates business, and talking machine dealers are not the general beneficiaries. Already salesmen are in the field and they report excellent returns. It is generally reported that the farmers are making larger initial payments and heavier monthly installments on their purchases.

This new business, together with the sales from the removal sale of the Glen Bros.-Roberts Piano Co., Victor and Edison dealer, has almost depleted the company's stock of talking machines and rush orders have been placed for more instruments.

Double a normal month's turnover was accomplished by Glen Bros.-Roberts, according to Thomas J. Holland, sales manager of the company, during the first fifteen days of the firm's removal sale which is now going on.

The Glen Bros.-Roberts Piano Co. expects to move into its new three-story home at 2546 Washington avenue by October 15, or soon after. There will be ten phonograph booths, on the main floor, in addition to the display cases for small goods and an Ampico and player roll demonstration department. To the rear will be the shop and varnish department. The third floor will have a concert hall, capable of seating 500, and a stage, where talking machine concerts will be given. In the large display windows there will be a twelve-foot turntable, large enough to accommodate grand pianos or the large console type talking machines.

Marcellus Smith, of the company, has just returned from a trip into the Nevada territory, where he reported business exceedingly bright. Dan Brian, who went into the Idaho and Wyoming territory for a two weeks' trip, is finding business so good that his stay has lengthened to more than a month.

The Jones Phonograph Shop, Brunswick and Sweeney dealers, has been redecorated for the Fall trade.

C. E. Armstrong, Pathé and Edison dealer, tells of a brisk Fall business. The Williams Music Co., handling the Beiger and Pathé, reports the same satisfactory condition.

The Proudit Sporting Goods Co., district Edison distributor, reports an impetus in the Utah and Idaho territory, with prospects of an excellent business this month, due to the general stimulation of business by the improved conditions in the rural sections of the two States. Browning Bros., Brunswick dealers, report business fair in talking machines and active in the sale of records.
OCTOBER 15, 1923
THE TALKING MACHINE WORLD

for beauty—for tone—for price

STRAND
Queen Anne
Special

LISTS
at $150
Costs You $66

Two-tone shortage, we said!
(And it has come—but we can still supply you)

Business already in tells the story
(When two-tone finish is demanded, nothing else will do)

Dealers ordering now get the merchandise

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., 227 W. Washington Street, Chicago, Ill.
OTIS C. DORIAN, 321 King Street, E. Toronto, Ont.
A. C. ERISMAN, 174 Tremont Street, Boston, Mass.
W. L. EICHARDT (General Radio Corp.), Tenth and Cherry Streets, Philadelphia, Pa.
W. S. GRAY, 1054 Mission Street, San Francisco, Cal.
W. S. GRAY, 926 Midway Plaza, Los Angeles, Cal.
L. D. HEATER, 357 Ankeny Street, Portland, Ore.
IROQUOIS SALES CORPORATION, 135 Franklin Street, Rochester, N. Y.
R. J. JAMESON, 625 Seward Street, Cleveland, Ohio.
M. E. LYLE, 6096 Walton Street, Atlanta, Ga.
WICKEN, SEEGER & WIRTS, Globe Bldg., Detroit, Mich.
STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, Ohio.
GENERAL RADIO CORP., 1005 Liberty Avenue, Pittsburgh, Pa.
L. C. LE VOIE, 622 Nicollet Ave., Minneapolis, Minn.
SHARP MUSIC COMPANY, 823 Fifteenth Street, Denver, Colo.
W. O. CARDELL, Box 1271, Tulsa, Okla.
R. W. ORTZE, 310 Magazine Street, New Orleans, La.
H. J. IVEY, Box 235, Dallas, Texas.

To responsible dealers we offer a profitable franchise in localities not yet being covered. Write or wire.
MANUFACTURERS PHONOGRAPH CO., INC., GEO. W. LYLE, President, 95 Madison Avenue, NEW YORK.
The increasing demand for THE NEW EDISON is but a reflection of the ever increasing interest of the public in this quality product. Today's interest means tomorrow's sales. **Will you make those sales?**

### BUEHN PHONOGRAPH CO.
**Edison Distributors**
421 Seventh Ave.
**Pittsburgh**

**New Edison Records Every Week**

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### The New Establishment

The new showroom of this concern has attracted considerable attention and among the visitors in September were Wm. Polangin, of the C. C. Mellor Co.; Robert Jackson, Wheeling, W. Va.; Geo. W. Barnwell, Steubenville, O.; Jones & McMillen, Beaver, Pa.; John Manganelli, New Kensington, and C. F. McCaw, New Brighton.

Parker Willis, formerly a traveling representative of the Victor Talking Machine Co. in the Buffalo territory, but more recently connected with the repair department, has spent the last three weeks in the Pittsburgh territory, specializing on motor troubles and giving the Victor dealers first-hand information on this subject.

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### Comparison with Use Actual Artist

The entire first floor is given over to an unusually fine display of home furnishers, with the Victrola department occupying a large portion of the front and right stories and basement.

The new establishment is, without exception, one of the finest in any town of 10,000 population or less in the country. The building is approximately seventy-five feet from front to back, of stone and brick construction, three stories and basement.

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### Lectures on Motor Troubles

Some Live News Gleanings

J. C. Rouah, president of the Standard Talking Machine Co., motorized to Birmingham, Pa., with his daughter, Josephine, last week, where he was entertained by the Junior Motor Girls. Recent visitors to the Standard offices included G. S. Flesher, Victor dealer of Cairo, W. Va., J. H. Phillips, of N. S. Pittsburgh, and T. S. Tozwell, Eclipse Musical Co., Cleveland.

Max Willinger, of the New York Album & Card Co., Chicago, Ill., recently called on the talking machine trade in this section in the interest of his company.

C. H. Yahrling, president of the Yahrling-Rayner Piano Co., Youngstown, O., and Gus Heftler, manager of the local Victor department, were recent visitors to Pittsburgh.

Cooper Bros., of New Kensington, Pa., recently installed a Victor record folder in the popular record recorder department of the store. Some time has been in failing health, has sold his business to A. L. Chapman, Jr.

H. P. Griffith, of State College, Pa., who for some time has been in failing health, sold his music shop to Charles M. Morrill, who will hereafter conduct the business under the name of 'Victrola, manager of the Victor and Electric department has spent extensive improvements in the store preparatory to an aggressive Fall and holiday sales campaign.

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### Formal Opening of Fine New Store

Some time ago Earle Sandahl, music merchant and Victor dealer, of Crafton, Pa., recently sold his business to A. L. Chapman, Jr.

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### Formal Opening of Fine New Store

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### Business Houses Change Hands

D. O. Morgan, druggist and Victor dealer, of Crafton, Pa., recently sold his business to A. L. Chapman, Jr.
DALLAS

Jobbers and Dealers Campaigning for Business — Rural Districts in Prosperous State — Other News

Dallas, Tex., October 5.—Unusual activity in the talking machine trade in Texas and Oklahoma is reported by practically all dealers having headquarters in Dallas. Better crops than had been expected, with good prices for cotton and other farm products, have brought about a feeling of prosperity in the rural districts and small towns, and it follows that when the rural population and the people in the small towns feel prosperous, the city is soon sure to feel the difference in their daily balance sheets as business begins to pick up.

Talking machine companies with district offices in Dallas are just now staging campaigns to put on more dealers and increase sales in their territory, and in this unusual success is reported.

The Texas-Okahoma Phonograph Co., Edi

son jobber, 2025 Jackson street, is in the midst of a drive which will cover its entire territory of Texas and Oklahoma, with the exception of a few counties, a large part of New Mexico and part of Arkansas. Intensive salesmanship methods are being followed in this territory, which has been thoroughly circularized in advance, and an effort is being made to place an Edison dealer in every town of 1,000 population or over, according to F. F. Dawson, sales manager of the Texas-Okahoma Phonograph Co., who is directing the field force which is now covering this territory.

In preparation for this drive, Mr. Dawson has just completed what is declared to be the first and most complete analytical survey of the territory. This survey shows that the Texas-Okahoma Phonograph Co. is distributor for 289 counties in Texas, Oklahoma, New Mexico, and Arkansas. This territory has a population of 5,635,844. There are 477 cities and towns of 1,000 population or more, with a total population of 2,133,404. This leaves a rural population of 3,452,440 in the entire district.

The survey made by Mr. Dawson goes farther and lists the towns in which there is an Edison dealer, and the towns where there is no dealer. Towns where the Edison dealer is regarded as wide-awake and the towns where it might be desirable to change dealers are also listed. With this information thoroughly digested, Mr. Dawson set to work to increase Edison sales in his territory.

“A survey such as this is needed in order that a sales manager may direct his field force intelligently,” Mr. Dawson says, “for the same sales methods employed in the city will not bring results in the small towns and rural communities. This survey shows that three-fifths of our population is in the rural districts, and our sales methods must be designed to reach these people if we ever expect to sell our goods to anything like even one-half saturation.”

The campaign put on by the Texas-Okahoma Phonograph Co. is bringing results, Mr. Dawson says, and he reports the following:

Edison dealers during the last two weeks: Canady Drug Co., Rockwall, Tex.; Palace Pharmacy, Taquin, Tex.; Dollar Furniture Co., Chauncey, Okla.; G. W. Waldrop & Co., Abilene, Tex.; Bosaito Bros, Uvalde, Tex.

Charles Kipp, formerly Edison jobber at Indianapolis, Ind., was in Dallas last week visiting friends and looking around before he enters business again.

C. S. Holderness, of the Phonograph Co., Edison dealer at Greenville, Tex., visited Dallas offices last week and placed orders for Fall stock. L. H. Walter, of the Walter Piano Co., Hillbboro, Tex., also was a visitor to the Texas-Okahoma Co.

A. F. Beyer, Edison dealer in San Antonio, Tex., has gone to New York on a combined pleasure and business trip. He will visit the Edison factory before returning.

The Columbia Graphophone Co., 316 North Preston street, is also making a drive throughout its territory, placing many new dealers and taking orders for the Fall trade, which retailers everywhere believe will be unusually heavy. Fred R. Erisman, general manager of the Dallas branch, reports a feeling of optimism throughout the Southwest, which is being reflected in heavy orders and in this the Columbia machines are receiving due consideration.

In the retail trade in Dallas, Sanger Bros., the Edison Shop, the D. L. Whittle Music Co., Bush & Gerts, Will N. Waterkin Co., W. A. Green & Co. and other music houses are pushing sales through special drives.

All music shops and retailers of musical instruments and talking machines took part in the fifth annual Music Day activities in Dallas. Display windows for several days prior to this event, which held sway throughout the day of September 29, had music as their central idea.

All the luncheon clubs, radio programs and other activities of the city intensified the idea of music. Special sales of musical instruments and records were arranged in all the music shops and retail stores. Unusually heavy sales are reported as a result.

The new Victor and Columbia console models have met with instant favor throughout Texas, and dealers have difficulty in meeting the demand. A. H. Curry, vice-president and manager of the phonograph division of the Edison Phonograph Co., East Orange, N. J., has returned to Dallas, his former home, and he will devote his entire time to his official duties as president of the Texas-Okahoma Phonograph Co.

and other local business ventures. Mr. Curry was called to the home office of the Edison Co. to accomplish some special merchandising improvements proposed in the central organization. He has completed this work and has returned to his home in Dallas.

EACH IS A NEW EDISON.
Each will sustain the test of direct comparison with the living artist. Each is a money-maker for the fortunate merchants who represent the NEW EDISON.

TEXAS-OKLAHOMA PHONOGRAPH CO.
2025 Jackson St. Dallas, Texas

Satisfied customers are our best salesmen. They will attest to the fact that each new Edison is a money-maker. If you have not already tried the NEW EDISON, do so at once. They are not only music-makers, but they are money-makers.

What Is the Story of a New Edison?
Nothing but a story of success and profit. All it means is to better your business and win for you the confidence of your customers. Each new Edison is a money-maker. People will buy them because they are good, and they will also buy them because you are always giving them the best.

"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.

Inquiries from Dealers Solicited

TEXAS RADIO SALES CO., Inc.
2005 Main Street, DALLAS, TEXAS

The Records of Quality

Wholesale Record Division

Inquiries from Dealers Solicited

TEXAS RADIO SALES CO., Inc.
2005 Main Street, DALLAS, TEXAS

"We Serve the Southwest"
MILWAUKEE

Business Continues Active—Possible Shortage of Machine Is, More Evident—Sonora Distributor Expands—News of the Month

MILWAUKEE, Wis., October 8.—It is becoming more strongly evident every day that there is going to be a serious shortage of talking machines by the time Christmas and New Year roll around; in fact, there is a shortage already and it is growing more serious as dealers who have failed to exercise due caution in the matter of anticipating their requirements for the holiday season are coming to their wholesalers and jobbers in anticipation of their requirements for the holidays. Jobbers are busy and are finding retailers responding more alertly to their solicitation for business than usually is the case.

Current demand at retail is reported active, as early Fall usually goes. Jobbers, likewise, are busy and are finding retailers responding more alertly to their solicitation for business than usually is the case. The big selling season is still a month to six weeks away and things are moving faster as the time approaches for final gift buying.

Jobbers say that, while dealers apparently are duly impressed with the actualities of a shortage of merchandise, the buying public has not yet taken this talk seriously and in no particular hurry to place orders for holiday delivery. Nevertheless, sales are of good proportions. The call for records has picked up appreciably and dealers are pushing these with growing vigor, realizing the constantly increasing importance of the record department to the general profits accruing from store operations.

Victor Shortage Imminent

"Fall and holiday business is going to be big, if we can only get enough instruments," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "Back orders continue to grow and the factory is not able to give any material relief because it is working night and day without stopping the flood of demand. The situation is worse in regard to the console style than with the upright models, which is bad enough."

Larger Sonora Field for Yahr & Lange

One of the most important news developments in the local wholesale trade during the past month was the announcement that the Sonora Phonograph Co., Inc., New York, has awarded the lower Michigan territory to the Yahr & Lange musical merchandise division, heretofore exclusive distributor in Wisconsin and upper Michigan. This addition to its territory, considered one of the most fertile markets in the country, is accepted as a most timely step which increases the power and influence of the Yahr-Lange organization, already one of the principal outlets the Sonora Co. possesses.

Enlargement of the territory came shortly after Fred T. Yahr, president and general manager of the company, announced that he had succeeded in acquiring the services of Irving S. Leon as sales manager. Mr. Leon is a native New York City man and has been covering northern Illinois territory for a number of years. In less than three months he has demonstrated splendid capabilities, which increased the Sonora Co.'s confidence in the ability of Yahr & Lange to handle lower Michigan in the same effective manner.

Manager Leon has secured the services of R. H. Walley as representative in lower Michigan, with headquarters in Detroit. Mr. Walley has been with Columbia over ten years and was for five years wholesale representative of the Chicago branch in Milwaukee and eastern Wisconsin territory. For the present no branch store will be maintained in lower Michigan, as all shipments to dealers in that territory can easily and speedily be made direct from the Sonora factory, located at Saginaw, Mich.

Discussing general business conditions, Manager Leon is enthusiastic over current trade and the promising outlet for the holidays, commenting particularly upon the fact that the supply of merchandise will be very much inadequate to handle all orders. The Yahr & Lange organization also is distributor of the Okeh and Odeon records, which are making remarkable strides in building up volume and becoming increasingly popular with owners of all makes of talking machines.

The newest Sonora style, the Argyle console, has struck a most popular chord with Yahr-Lange dealers. At the first showing of the sample instrument dealers placed orders which absorbed the first carload shipment before it arrived.

Brunswick Demand Exceeds Supply

The local Brunswick branch is struggling against odds in filling its orders from dealers in this territory. Despite the material increase in the manufacturing capacity of the Brunswick Co. at Muskegon, Mich., output has not reached an equality with demand and, as a result, the local branch, like others, is entering the active Fall and holiday season behind on orders. P. H. McCulloch, manager of talking machine sales at the Milwaukee house, says that on some Brunswick styles it is impossible to guarantee more than a percentage of those wanted by dealers, but every effort is being made to satisfy the needs of those dealers who looked forward to the condition and had their orders in early.

The Wisconsin Panel & Veneer Co., New London, Wis., one of the largest among the numerous factories owned by Thomas A. Edison, Inc., is erecting a large two-story addition for production and warehousing purposes. The
New London factories have been operating on a nine-hour working schedule for some time and this will be continued throughout the Fall and Winter months in order to meet the heavy demands for stock and finished cases.

G. F. Ruez on Important Mission

George F. Ruez, president of the Badger Talking Machine Co., Victor jobber, accompanied a delegation of twenty-five leading business men as representatives of the Milwaukee Association of Commerce on a journey across Lake Michigan to Muskegon, Mich., to be guests of the local Chamber of Commerce. Milwaukee and Muskegon at present are developing a very important traffic arrangement, whereby the Michigan port, gateway to the East by lake, will become even a greater outlet for Milwaukee and Wisconsin manufacturers.

Expect Big Kimball Sales

Kimball phonograph sales by the Lyric Music Co., factory distributor in Milwaukee and vicinity, have established new high marks so far this year and J. Roussellot, president and general manager, says there is no question that holiday trade will be the biggest ever known, depending upon the ability of the factory to supply the necessary number of instruments.

Edison Dealers Optimistic

Edison dealers throughout this territory speak with the greatest of confidence concerning trade prospects for the remainder of the year. They are entering the last and most fruitful lap of the year with a record of achievement in sales that goes beyond anything ever known.

Cheney Favor Growing

The Cheney has been kept conspicuous in Milwaukee by Edmund Gram, Inc., and these instruments are making their way into more and more of the wealthier homes, as well as those owned by people of more modest circumstances.

Period Vocalions Popular

The Vocalion is a big seller in Milwaukee and vicinity and the art period styles are causing especially favorable comment. The J. B. Bradford Piano Co. has effected a number of sales of art styles running well into four figures and the owners, all prominent and representative families, have been responsible for numerous additional sales.

NEW ASTORIA MUSIC HOUSE

A new talking machine shop has been opened at 153 Main street, Astoria, L. I., by Thomas H. Cabasino, who has been engaged in the talking machine business for the past eight years. Brunswick phonographs, pianos, sheet music, etc., are handled. Among those present at the formal opening was H. L. Obert, of the New York branch of the Brunswick Co.

Thorson & Anderson, Victor dealers, Wahoo, Neb., have remodeled their store and removed the Victor department to the front of the establishment. Wayne Lorenz, who was formerly with R. B. Hetzel, Harlan, Ia., has been placed in charge.

We have no monopoly on virtue in merchandise—BUT—we manufacture a supreme phonograph at a knock-out price.

Write for open territory.

THE WOLF MANUFACTURING INDUSTRIES

MAKERS OF "MASTERCRAFT" PHONOGRAPH

116 NORTH THIRD STREET

QUINCY, 3, ILLINOIS
**IN DES MOINES**

**Fall Buying on in Earnest—Trade Looking Forward to Very Busy Holiday Season—Trade Changes, Visitors and Other Activities**

*Des Moines, Ia., October 6—Fall buying in the talking machine trade has begun at a lively rate, according to local jobbers. Although it is a little early in the season for the peak of the volume to be attained, early buyers are placing comparatively large orders. All orders received so far show substantial increases over those placed by the same dealers last year. This is interpreted by jobbers to mean that dealers' stocks are very low and that 1923 business has cleaned out most of the old stock in the dealers' hands.*

*There is every indication of a big business this Fall and Winter, according to local jobbers and retailers. There is a healthier note in business than was evident a year ago. Dealers are buying with good judgment, but are not overcautious as some were last year. Record sales show the same healthy increase as the machine business. The weekly release plan adopted by Edison, Brunswick and Victor has been partially responsible for the better demand for records. Dealers like the plan, as it gives them new offerings to feature each week. Since the Victor Co. adopted the plan a few weeks ago there has been a substantial increase in the sale of Victor records.*

*Console models continue to retain their popularity with the trade. This has extended to the rural districts and is reflected in Fall orders of dealers. A large percentage of the out-of-town dealers are including a fair percentage of these models in their orders.*

**DES MOINES VICTOR DEALERS MEET**

*Instructive Sessions and Interesting Talks Mark Sixth Annual Meeting of Iowa Victor Dealers’ Association—New Officers Elected*  

*Des Moines, Ia., October 6—While the sixth annual gathering of the Iowa Victor Dealers' Association, which met here recently, had its attendance retarded somewhat, what it lacked in numbers was made up by enthusiasm. Rainy weather kept many of the Victor dealers of the State from attending, but those present found a most interesting and instructive program arranged.*

*Monday, September 17, was devoted mostly to renewing old acquaintances and making new friends. Frank H. Walter, of the Morris Sanford Co., Cedar Rapids, read an exceedingly interesting paper on the subject, "The Record Overstock Situation," and told of a number of clever ideas for the disposal of surplus records, based on results from his own store.*

*An interesting discussion was made by Mrs. Jenny Vance, of Ottumwa City, Ia., on the question of operating a musical instrument department in connection with a Victor store. Mrs. Vance conducts one of the most successful music stores in the northern part of the State and her talk was based on actual experience.*

*A debate was held on the question of the Victor club plan. The affirmative side held that the Victor club plan was entirely successful as a business stimulator and won the decision of the judges on their able presentation.*

*L. E. Spencer, of Iowa City, Ia., chose the subject, "The Value of Organization Among the Victor Dealers" for his talk and told of some of the helpful ideas he had received from attending the conventions and how he adopted them very successfully in his own business.*

*The question of radio and the talking machine dealer was taken up by C. E. LeBlatt, of Clinton, Ia., who gave his experiences covering several years in developing the radio branch of his business. D. Earl Combs spoke on the negative side of the question.*

*The Victor Co. was represented by C. E. Combs, local sales manager, whose talk preparatory to an open discussion on the subject, "Which is Best—Outside Selling, Store Selling or the Combination?" In the discussion that followed many dealers joined in and gave incident based on actual experience.*

*George E. Mickel, of Mickel Bros., Victor jobbers, was called upon for a short talk and spoke on the subject, "The Outlook for Fall and Holiday Business?" John Vance and Mort Duncan each spoke on some of the problems encountered in present-day business and how solutions to these problems were found.*

*S. Boas, of Rock Island, Ill., delivered a talk preparatory to an open discussion on the subject. "Which is Best—Outside Selling, Store Selling or the Combination?" In the discussion that followed many dealers joined in and gave incident based on actual experience.*

*Mickel Bros. Co. entertained the visitors at a dinner held Monday evening, followed by a theatre party.*

*At the business session of the convention the following officers were elected: Mark W. Dun- tahan, Albia, president; Earl E. Mason, Valley Junction, vice-president, and Frank H. Walter, Cedar Rapids, secretary-treasurer.*

**FT. WAYNE FIRM CHANGES NAME**

*Spiegel Sonora Shop Incorporates and Changes Name to Spiegel Music Co.*  

*Fort Wayne, Ind., October 6—The Spiegel Music Co., 1223 Columbia street, this city, which was formerly known as the Spiegel Sonora Shop, was recently incorporated under the laws of this State and the name changed to the above. The concern has one of the most attractive stores in this vicinity. There are ten booths for the demonstration of machines and records and the whole interior has been pleasingly decorated in old ivory. Miss Ada Pickney is president and general manager of the concern and has been in active charge of the business for the last two years. Brunswick and Sonora phonographs are handled.*

*The W. J. Sanbeck Music Co., Mexico, Mo., has secured the Brunswick agency in that city, following the dissolution of the business of the Taylor Music Co., which formerly handled that line.*
A reputation for excellence in manufacturing, which is faithfully carried out down to the smallest detail, has for the past thirty-five years set the Pooley Co.'s standard of quality above all others. In superiority of figured veneers, beauty of design, solidity of construction and in its wonderfully clear appealing tone, THE POOLEY PHONOGRAPH is unequalled in the world of today.

POOLEY PHONOGRAPHs are established throughout the country today as one of the foremost and best selling phonograph lines on the market. This success has been attained through the quality of the product, the practical selling plan behind it and the splendid proposition offered to wide-awake, aggressive dealers. If you are a phonograph merchant who appreciates these important manufacturing and merchandising factors, you will find the Pooley agency the most valuable franchise you can possibly secure. Write to the distributor in your territory for further details or direct to the factory at Philadelphia if there is no distributor in your territory.

A quality product made and unqualifiedly guaranteed by one of the country's foremost manufacturers.

**POOLEY DISTRIBUTORS**

**MUSICAL PRODUCTS DISTRIBUTING CO.**
37 East 18th St., N. Y.
Greater New York and a 50-Mile Radius

**W. B. GLYNN DISTRIBUTING CO.**
Saxtons River, Vt.
New England States

**C. L. MARSHALL CO.**
514 Griswold Street
Detroit, Mich.

**VOCALION CO. OF CHICAGO**
529 So. Wabash Avenue
Chicago, Ills.
State of Illinois

**COLE & DUNAS MUSIC CO.**
430 So. Wabash Avenue
Chicago, Ills.
State of Wisconsin
DISCUSS RECORD EXCHANGE PLANS

Talking Machine Men, Inc., Endorse 10 Per Cent, Two-for-one Exchange—Trade Urged to Tie Up With Opera—Annual Ball Date Set

At the monthly meeting of the Talking Machine Men, Inc., held at the Café Boulevard on September 26, the chief subject of discussion was an equitable record exchange plan of permanent character to enable the dealer to keep his record stock in proper condition by weeding out slow-selling records at regular intervals and returning them to the manufacturer on a credit basis fair to both interests.

The record exchange plans now in effect were cited and, after a short discussion participated in by several dealers and a couple of manufacturers and their representatives, a resolution presented by the executive committee of the association was adopted, endorsing a plan providing for the return to the manufacturer by the dealer each quarter of a maximum of 10 per cent of the records bought during that period on a two-to-one basis, that is, that he order two records for each one returned. This system is already in effect with one manufacturer. The other record manufacturers will be advised officially of the opinion of the association.

Chas. D. Isaacson urged that dealers support the opera during the season, particularly the San Carlos Opera Co., now playing in New York, and tie up with it for the purpose of selling operatic records. He urged that, where possible, sets of records covering complete operas be offered to the public for sale as units. This idea was further enlarged on by Mr. Kurtz, who told of various plans of the same order that have been worked out successfully in England and were now being tried out here.

The plan for the holding of a phonograph show in New York at the time of the convention of the allied music trades next year was also presented and put over for further discussion. President Kurtz, incidentally, has been appointed on the 1924 convention committee.

It was announced that November 15 had been selected as the date for the annual ball of the association, to which the general public will be invited. Tickets will be priced at $1.65 and the affair is expected to yield a large profit for the organization.

A representative of the Artists’ Publishing Co., New York, sang several songs to be featured by that company in the near future, including “Renember, I’ll Never Forget,” “Where Can My Sweet Mamma Be” and “Down Old Chesapeake Bay.” A representative of the Gibson Art Co., manufacturer of greeting cards, also addressed the dealers.

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.

Don’t forget these facts

Perfect Reproduction of Tone
No Scratchy Surface Noise
Plays 100-200 Records
Three for 30 cents (40 cents in Canada)
Liberal Trade Discounts
DEALERS STOCKING UP EARLY IN ANTICIPATION OF MACHINE SHORTAGE AS FALL DEMAND GROWS

Auspicious Opening of Fall and Winter Sales Season—Promotions in Steinert Organization—New Models Please—Dealers Add New Lines—Visitors, and Other Activities of the Month

Boston, Mass., October 6—The talking machine business has started off briskly for the Fall and Winter and dealers for the most part are in a happy frame of mind. This year, as not in a long time, dealers are heeding the advice of the jobbers and stocking up early, but nevertheless they are purchasing rather cautiously, some of them especially stocking up on the higher-priced goods, others finding their biggest call for the lower-priced models of machines.

For the most part collections are good and there is little complaint heard along this line.

Changes in Steinert Organization

On October 1 Herbert Fleischman, who has been with M. Steinert & Sons for ten years, severed his connection with the house to begin his new duties as manager of the talking machine department of the Marcellus Rooper Co., of Worcester. Mr. Fleischman, who has wanted some time, to get into the retail business for some time, of Worcester. Mr. Fleischman, who has devoted all of his time of late to the outside interests of the Steinert Co., having had his territory southern and western Massachusetts, Connecticut and Rhode Island. He was very reluctant to sever his pleasant relations with his old associates, with whom he had established the most cordial relations, and they, in turn, were equally sorry to lose his society, so, by way of showing their appreciation of him as a man and as a friend, they presented him on Saturday with a handsome gold watch suitably inscribed.

Stepping into Mr. Fleischman’s place is Emmer Ryan, who has been with the Steinert house four years. He saw service in the late war and was on the Texas border and also in France. Henceforth he will travel through Mr. Fleischman’s territory.

James Graham, who up to now has looked after the Victor interests for the Steinerts in suburban Boston and has been with the house nearly nine years, and is, therefore, well acquainted with the Steinert way of doing business, will step into Mr. Ryan’s shoes. Charles Von Euw, who has been in charge of the record stockroom for five years and also saw service in the late war in France, will take over Mr. Graham’s territory, while Fred O’Leary will be in charge of the wholesale record stockroom.

At the Brunswick headquarters here in Boston one hears of splendid orders ahead, with the prospects most rosy for a very busy Fall. A new concern to lately sign up to carry the Brunswick line is the R. H. McWhirr Co., of Fall River, which has received its first shipment of late models. This is the first time that this Fall River concern has ever handled talking machines and, with a Unico equipment, the department is admirably adapted to take care of customers. The manager of the department is Robert Salmond, who is an experienced man in the talking machine business. Another concern to take on the Brunswick line is the W. G. Shaw Furniture Co. of Quincy, and at New Bedford there is E. J. Remillard, and still another of the new concerns to handle the Brunswick is L. N. Longe, of Springfield, Vt., and the Barton Co. of Manchester, N. H. The new Raleigh model of Brunswick is going big and dealers are constantly dropping into the Boston quarters to examine it and to place orders.

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
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 97)

The NEW EDISON

Through its marvelous REALISM, bringing to actual LIFE the subtle personalities of the artist, perfect technique, the individual tone of voice and instrument, this phonograph, The NEW EDISON, fully meets every desire of all exacting MUSIC LOVERS. It will bring increased patronage to every Edison Dealer's store.

FULL CABINET MODELS IN CONSOLE AND UPRIGHT DESIGNS, $100 UP

THE PARDEE-ELLENBERGER CO., Inc.

Edison Jobbers for New England

THE TRADE IN BOSTON AND NEW ENGLAND

There is equal enthusiasm over the new W motor with automatic stop and the new No. 12 reproducer, all of which, together with the new process records, are playing a conspicuous part in bringing the Columbia line to the fore. Manager Fred E. Mann, of the Boston branch, was over in New York toward the latter part of September, stopping in Bridgeport, Conn., on route. Manager Mann was accompanied by Frank Fiumara, who has the Connecticut and Massachusetts territory, the latter having succeeded Salesman Frederick C. Collins, who was recently transferred to the jurisdiction of the New York branch of the Columbia Co.

Many Hear Popular Brunswick Artist

Segrid Ouein, the popular artist whose Brunswick records are so popular, was in Brockton Sunday, September 30, where she was greeted by a very large audience, many of whom are familiar with her recordings. The concert in Brockton was under the auspices of the New York branch of the Columbia Co.

F. C. Collins Transferred to Gotham

Frederick C. Collins, lately traveling salesman for the Columbia's Boston branch in eastern Massachusetts, Connecticut and western Massachusetts, has gone to New York, from which he will cover southern Connecticut. This transfer is made at Mr. Collins' own request. His home is in New Haven, the headquarters city of the new territory. The dealers with whom he heretofore has been keeping in close touch regret his departure.

New Victor Red Seals Popular

Herbert Shoemaker, speaking of the Eastern Talking Machine Co.'s experience, says that the Victor weekly release system is meeting with marked favor among the dealers, who claim that it is far easier now to assimilate eight or nine records than it was the thirty or more under the old conditions. It is easier under the new conditions, too, to become acquainted with the selling value of these fewer records and another splendid advantage is that the timely hits, especially those of current musical comedies, can be put out much quicker than formerly. Mr. Shoemaker is very enthusiastic over the prospects for a big Fall business.

Erisman Co.'s Handsome Display Rooms

Here are two views of the talking machine display room of the A. C. Erisman Co., 175 Treas. Street, corner of Avery street, this city. The display room is one of the handsomest in the city and the instruments which one sees in Okeh Records

142 Berkeley Street

Boston, Mass.
October 15, 1923

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 98)

a big Fall business, and what is better, collections are coming along more satisfactorily than for some time. There are several hints that are making heavy demand, among them “Hot Roasted Peanuts” and the Mariechen waltz, as recorded in Czecho-Slovakia by the Danubia Municipal Band. The “Laughing Record,” so popular a year ago, is again coming into a large measure of favor.

Lester Jones a Busy Traveler

Lester Jones, in charge of the talking machine department of the Hallet & Davis Co., lately spent ten days in western Massachusetts and Connecticut in the interest of the product of this company. Mr. Jones has other trips planned for the near future by way of increasing interest in the Hallet & Davis line.

To Open New Victor Store

A new Victor store is soon to be opened in Rumford, Me. It is located on Main street and is to be conducted by H. W. Hanson, who has been a Victor dealer in that town for a number of years. The new store is beautifully equipped. The official opening is scheduled for October 15, when several trade members will go up from Boston for the inaugural.

Encouraging Sonora Outlook

Joe Burke, of the Sonora Co., makes a most encouraging report of business and says September was one of the best months in a long time, and the only thing that troubles him now is the possible difficulty of getting a sufficient supply of the low-priced models. A first shipment of the new two-tone Argyle model, which dealers are most enthusiastic over, has just come to the Columbus avenue headquarters of the Sonora Co. Joe’s two brothers, Tom Burke and Ray Burke, are on a fortnight’s trip through Maine, going up by automobile. They plan to thoroughly cover the territory from Portland to Fort Fairfield and will carefully study the needs of the trade in that territory.

Some Local Visitors

A Boston visitor the other day was Harry Tavouchian, who is associated with the Royal Piano Co., Worcester. He was a caller at the General Phonograph Corp. whose lines of Okeh and Odeon records this Worcester house is featuring.

Edward A. Welsh is a welcome visitor to Boston the other day when he dropped in from New Bedford, where he is associated with the M. Steinert & Sons’ store in that city. Mr. Welsh is pleasantly remembered from the old days when he was one of a live group at the Eastern Co, when the wholesale and retail departments were together on Tremont street.

Miss E. Armitage in New Post

Miss Ethel Armitage, under the expert tutelage of Mrs. Alice W. Graves, record and stock-keeping expert of the Boston branch of the Columbia Co., has become head of the record department of Lord & Co., Inc., Lawrence.

Charles H. Farnsworth's Motor Vacation

Charles H. Farnsworth, head of the Eastern Talking Machine Co., Victor distributor, has just returned from an enjoyable vacation which he took with Mrs. Farnsworth via automobile.

Record Brushes

KRAFT, BATES & SPENCER, Inc.

New Brunswick Records Every Day

No waiting now for Brunswick records—they come NEW EVERY DAY.

A constant stream of the novelties in music to bring customers into the store of Brunswick dealers every day, instead of once a month.

Always something in advance to play for the record customer. The public is pleased. The sales of records prove it. Dealers like it. Their profits prove it.

Brunswick records can be played on any phonograph. Brunswick phonographs play all records.

Today, Not Tomorrow

is the time to send in your order for Victrolas.

A shortage on certain popular types already exists which we regretfully predict will spread to other models during the busy season.

Your order should NOW be on file with your Wholesaler, assuring you of participation in shipments as they are received from the Factory.

Do It Now

M. STEINERT & SONS
Victor Wholesalers
35-37 Arch Street
Boston, Mass.
Consult Us for Proposition on DeForest Radio Merchandise

KRAFT, BATES & SPENCER, Inc.
NEW ENGLAND DISTRIBUTORS

Kraft-Bates and Spencer, Inc.
80 KINGSTON STREET, BOSTON, MASS.
New England Distributors
Steel Needles Matracas Record Brushes Khaki Covers

Brunswick Phonograph Co. and Records

Changes in Positions

Mrs. Cobb, heretofore with the talking machine department of the F. N. Jostelyn department store in Malden, is now with Henry Kahn’s Washington street store, Boston.

Le Roy Mann, formerly manager of the Conclave Store, 29 Washington street, Boston, is now operating a store of his own on Chelsea street, Charlestown, under the name of the Mann Music Co. He is handling the Okeh and Odeon lines of records.

Exhibits at Brockton Fair

The Trinity Radio Phonograph (maclite equipped) was on exhibition at the Brockton Fair, which came off early in October and is one of the great annual features of eastern Massachusetts.

Another exhibitor at the Brockton Fair was the C. C. Harvey Co., whose Brockton store is (Continued on page 100)
The success which the Cheney has achieved, the character of the merchants who sell it, the appreciation of those who have purchased it, and the fairness of Cheney prices bespeak a line of unusual merit.

Cheney success is undoubtedly due to the ability of a quality product and exclusive Cheney franchise to give more and thereby getting more. If you are interested in generous and permanent phonograph profits, we urge you to write at once.

We offer the maximum of service to Cheney dealers in the above territory.

(Distributors) Cheney Sales Corporation
378 Boylston St., Boston
1015 Chestnut St., Philadelphia
1107 Broadway, New York

usually represented there. The exhibit was under the direction of V. Merrill Jones, manager of the Brockton store.

Discuss Exhibition Plans

Members of the New England Music Trade Association were invited yesterday at luncheon at the Adams House by the officers of the National Exhibition Association, Inc., whose headquarters are at 18 Boylston street, which organization, as mentioned several times in this department, is endeavoring to foster a national music exposition at Mechanics Building the week beginning November 26. The special hosts of the luncheon were H. L. Katz, the president of the National Exhibition Association, and John A. Davis, one of the directors. Following the luncheon, Mr. Davis spoke at length, going into more or less detail what it was planned to do. He stated that several large concerns already had taken space in the exposition and it was planned to include every branch of the music industry. By way of interest, the general public there was a plan being carefully worked out whereby there would be frequent concerts, a voting contest which might start a few weeks in advance of the exhibition, and other features that might tend to keep up the interest of the public to the end. The luncheon was attended by piano men and by talking machine men, but the music publishing business was not represented.

Find Business Good

P. J. Donovan, of the traveling staff of the General Phonograph Corp., has returned from a business trip which he took into Vermont and northern New Hampshire, finding time to run over the border into Canada. Mr. Donovan found business quite good in his territory.

Miss Barr Now in the West

Miss Grace Barr, whose home is in Worcester, who was long associated with the Victorian interests in New England and who has a number of friends hereabouts, is now associated with the educational department of the Victor and according to the present time is assigned to the Western territory and is making her headquarters in Chicago.

Hudson Dealer Commands Public Attention

In the latter part of September A. E. Champagne, manager of the Grafonola Shoppe, exclusive Columbia dealer at Hudson, put across a novel advertising stunt. He took the empty talking machine cases which were piling up to an enormous extent in the rear of his store and placed them on carts owned by every boy that he could get hold of in town. These were lined up in parade formation and as the "Parade of the Wooden Boxes" the line was started from in front of the Grafonola Shoppe immediately after the supper hour and filed down Main street. On the sides of the cases were painted such catch phrases as: "Why Girls Stay at Home," "If It's Music See the Grafonola Shoppe," "George Washington Did Not Own a Phonograph—Poor George," "Prohibition Has Not Killed Champagne," "No Champagne for Champagne." The idea took immensely in the town.

Kenneth E. Reed Reviews Situation

Manager Kenneth E. Reed, of the Victor wholesale department of M. Steinert & Sons, says that as he views the field during the month of September the retail business was a bit quiet, but the wholesale business was very good, and he was glad to say that dealers were taking the advice early given them and stocking up well for the holiday trade. Of course, there always are some backward ones and, naturally, they will be the losers in the long run. The weekly release plan, he says, is being favorably received and is making for bigger sales. The first shipments of the new double Red Seal records were sold out in a few days, so eager were the dealers to acquire them.

Secure Columbia Franchise

The Prince-Walters Bungalow Shop, of Lowell, has secured a Columbia franchise and will carry a complete line of new model Columbias and New Process Columbia records. Fred H. Walters, manager, is well known to the trade in New England, having been at one time representative of the Brunswick Co. for several years before entering the retail field.

Takes on Junior Operetta Line

Arthur C. Erisman, of Boston, has taken on the new Junior Operetta line of records which is put out by the Vulcan Record Corp., of New York, and the first of the series, "Little Red Riding Hood," is being eagerly called for by dealers who see in it a splendid holiday seller. Mr. Erisman also has received the first

Edison Dealers:—

Here is a way to make extra profits. Investigate the "Perfection" and see for yourself its big possibilities.

A new gold finish by the Chesley process is now being put on all Perfection attachments. It's a good, heavy, durable gold finish—a "five-ply" finish. You can recommend and sell Perfection attachments, with a guarantee of 100% service.

Every Edison owner is a prospect.

It makes possible the playing of all makes of lateral cut records on Edison machines.

Construction and finish—the best.

This is the "Perfection" Edison Attachment (Nos. 4 and 7)

Send today for complete information, prices and dealers' proposition.

NEW ENGLAND TALKING MACHINE CO.
16-18 BEACH STREET
BOSTON, MASS.
No. 4 Tone Arm
No. 4 Reproducer

New Number Four Proves a Big Success

The initial announcement of the Number Four arm and reproducer resulted in orders from all over the country.

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.

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
The Columbia September Sales Conference was held in this city on the fifteenth and plans for the Fall and Winter advertising campaign were thoroughly discussed.

Charles Morse, Lancaster, N. H., and J. D. Symons, Skowhegan, Me., were recent exhibitors at the county fairs in their territories. Salesman Leggatt, of the local Columbia branch, co-operated in making the exhibits a success.

**News Gleanings**

Otto Piesendell, of the Victor department of the Oliver Ditson Co., has been on his vacation, which was spent mostly around home.

John White, formerly with one of Henry Kahn's stores and with Carbone Bros. in South Boston, is now associated with the talking machine department of the Bahr Piano Co., Quincy.

Charles E. Hodgkins, one of the traveling staff of the General Phonograph Corp., is back home from his vacation, which was spent at Belfast, Me.

Lloyd Spencer, of the traveling staff of the Brunswick, is home from a good trip to Maine during which he visited dealers in Bangor, Augusta, Lewiston, Holton, Portland, Bath, Biddeford and Saco, in all of which places he found the Brunswick line going strong.

**RESULT OF GOOD BUSINESS METHODS**

The Song Shop, Lowell, Mass., although in business only a year, has become established with public and is a success.

LOWELL, MASS., September 8.—One of the most successful dealers in this vicinity is H. B. Leggatt, proprietor of the Song Shop, 127 Merrimack St., which was opened less than a year ago, November 20, 1922, to be exact, the business has been a success from the start, largely through the aggressive policy inaugurated by Mr. Leggatt, and the Song Shop is now a favorite rendezvous for music lovers. The lines handled include Hallett & Davis talking machines, portable instruments, Oehl, Vocalion, Columbia and Banner records, as well as a complete line of sheet music.

John Di Fiore, of Red Bank, N. J., will soon open his large remodeled talking machine establishment at 126 Shrewsbury avenue.

**TAKING OVER STORES IN HAVERHILL AND PORTLAND**

The first New Process Columbia recordings have received with enthusiasm by both the trade and the public here.

**Oscar W. Ray, of the National Co., Boston, who already conducts stores in Athol, Fitchburg, Walpole, Somerville and Peabody, has taken over the talking machine departments in the two stores at Haverhill, Mass., and Portland, Me., conducted by Simonds & Adams, where he will carry the Edison and Columbia lines and general talking machine merchandise.

**Vocalion Popularity Grows**

The Vocalion business continues big in the New England territory. Oscar W. Ray, of the New York office, was over in town for a day the latter part of September and was the guest of Arthur Erisman. From Boston Mr. Ray went to Brattleboro, Vt., for a few days.

**Columbia Dealers Active**

Carbone Bros. and Oehl are the leading Columbia dealers, Broadway, South Boston, have remodeled their store and installed new fixtures in preparation for the expected holiday rush. Mrs. Mary Cobb, formerly with the J. W. Philbrick Co., Malden, Mass., has been added to the record sales organization of this progressive concern.

The first New Process Columbia recordings of Leo F. Erisman and his orchestra are being received with enthusiasm by both the trade and the public here.

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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.
CINCINNATI, O., October 7—The sale of talking machines in this city and the territory served by the Cincinnati jobbers has been excellent during the past month and a spirit of optimism pervades the trade. The last two weeks of September were considerably ahead of the first two weeks, but the whole month was very satisfactory from every angle. Local houses report that their volume of business during the past thirty days has run from 30 to 65 per cent ahead of the same period in 1922 and retailers are going so far as to express their opinions that the holiday trade in prospect this year will average about 30 per cent ahead of last year. The one factor that will probably have more to do than anything else with the total volume of the holiday business is the delivery that may be expected on talking machines. The trade has held up so splendidly through the Summer and retailers are going so far as to express their opinions that the holiday trade in prospect this year will average about 30 per cent ahead of last year.

Machine Shortage Imminent as Business Maintains Its Volume—Dealers and Jobbers Expect Busy Holiday Season—Trade News

Cincinnati, O.—Although the embargo on talking machines in this city and the adjacent territory has been holding up to a high standard the past month, with a fine outlook for business during October, according to C. N. North, of the Ohio Talking Machine Co., Victor jobber, states that his company's sales during the past month have shown a large increase over the same period of last year. Victrolas are in good demand at present and the company is pushed to keep up with the constant demand for new stock from dealers in the Cincinnati territory.

Okeh Record Sales Hold Up Well

The sale of Okeh records in this city and adjacent territory has been holding up to a high standard the past month, with a fine outlook for business during October, according to Ben L. Brown, manager of the Sterling Roll & Record Co., local jobber for the General Phonograph Corp. There has been somewhat of a shortage of talking machines, but this condition is expected to be remedied very shortly. W. C. Puhiri, general sales manager of the Edison record division of the General Phonograph Corp., was a visitor to the city during the past week. Special Festival Display at Widener's

Odd Fellows and Rebekahs who attended the convention received an important dividend that there will be a still larger sale this month. B. H. Oelman, manager of the Phonograph Co., Edison jobber in Cincinnati, says that the volume of business done by his company during September was very satisfactory.

Satisfactory Edison Business

Edison phonographs and records enjoyed good sales through September, with indications that there will be a still larger sale this month. B. H. Oelman, manager of the Phonograph Co., Edison jobber in Cincinnati, says that the volume of business done by his company during September was very satisfactory.

Gennett Records Convention Souvenirs

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Clever Chubb-Steinberg Windows

The Chubb-Steinberg Music Shop, East Sixth street, is one of the stores in Cincinnati which are constantly bringing out novel and effective displays in their windows. One of the latest features of this store was co-operation with the local Keith Theatre during the opening week of the vaudeville season. The first number on the Keith program was a Victrola concert with the music played on a Victrola loaned to the Keith Theatre by Mr. Chubb, manager of the Chubb-Steinberg Music Shop, and the records and furnishings were arranged by Mr. Steinberg. In return for this publicity the latter store had its window devoted to pictures of the stars appearing at Keith's. This week the store is featuring a window display of pictures of the football team at the University of Cincinnati, advertising the opening game of the season. In the window is a large sign reading, "Victrolas, like football teams, are winners when they harmonize." These up-to-the-minute window features have become very popular and the public always passes the Chubb-Steinberg store with the expectation of seeing something new and decidedly novel in window displays.

Marked Columbia Activity

Columbia records released in September registered a hit with the public in Cincinnati. Columbia machines also have been in demand locally. Sales on Columbia instruments and records, according to the testimony of several local dealers, have increased greatly during the month.
Your Slice of Victor Business

How Big will it be this Holiday Season!

The man who wins success and fame in the prize ring or the man who wins success and fame in business—each gets out of his business in life just what he puts into it. Clear thinking and good hard effort are vital essentials.

You are now in training for the Holiday season. The size of your Holiday Slice of Victor Business depends on the consideration you give now to the formation of your selling plans.

NEW YORK
TALKING MACHINE Co.
521 West 57th Street

CHICAGO
TALKING MACHINE Co.
12 North Michigan Ave
Western Division of The World, Chicago, Ill., Oct. 8, 1923.

General business continues to be prosperous, with signs that the expectations now rife about an equally prosperous winter will not be disappointed. There certainly is no boom to be anticipated, but, at the same time, there can be no doubt that, short of some calamity which is not imminent at this time, nothing can stop the orderly flow of commerce and trade. The general economic situation of the country is clearing up and there is evidence that much of the political unrest of the last two years is gradually subsiding.

When Congress meets next week we are likely to find that some of the wild and woolly bewhiskered gentlemen, who have been pawing the ground with their hoofs and snuffing the air with their nostrils, are wondering just how they are going to bring about that revolution in Congress, if not in the Government itself, of which they were talking so lustily during the last elections. The European situation, of course, remains unfortunate, but it is also not quite so bad as the isolationists would have us believe. On the contrary, there is steadily growing an enlightened public opinion which sees that American prosperity and world prosperity are one and the same, and which perceives that for a real, genuine boom we must have the purchasing power of all the world in some way brought to a common denominator. With this growing feeling one must, for the moment, remain content, realizing that general business meanwhile will not suffer. As Roger Babson has remarked, however, next year the greatest of national industries will be flourishing; with possibly adverse effects upon other industries. This industry is the Manufacture of Lies, for 1924 is a presidential election year. Till then, however, let us be of good cheer; for if we continue to be cheerful, at this time we well may, we shall perhaps be able to go on during next year quite as well, despite the overtime operations of our quadrennial Greatest National Industry.

Large promises are made for the forthcoming Chicago Radio Show and much interest will doubtless be developed. Radio interests great numbers of people, but, from the viewpoint of our industry, distinction should be carefully drawn between the two chief divisions of this interest. Radio attracts a great army of small boys, young men and others who take delight in tinkering with mechanical devices of all descriptions. But this type of enthusiast is not keenly interested in complete sets, for it is the fascination of making a radio set that appeals to the high school boy, amateur or so-called inventive genius. It is that portion of the public which is interested in complete outfits that will prove a boy, amateur or so-called inventive genius.

The Talking Machine is causing considerable concern to manufacturers and dealers alike, at the same time it is somewhat of a blessing, for it may influence merchants to sell more uprights and thereby solve the manufacturers' production problems in addition to producing tangible profits from every sale. Within the past fortnight several prominent manufacturers have commented upon the tendency of their dealers to give more attention to uprights in ordering their merchandise for the holiday season. Musically and tonally the upright is certainly on a par with the console, and talking machine dealers who have been affected by the marked shortage of consoles will find it to their distinct advantage to apply their knowledge of salesmanship to the stimulation of the demand for uprights. It is a demand that is healthy and substantial, particularly when it is almost impossible to secure an adequate number of console models.

One can never too often talk good sense or tell the truth. There are talking machine merchants who sometimes complain that there is too much preaching in the trade papers; but those who do the complaining are usually those who most need reminding of their faults. Talking machine merchants have vastly improved, during the last ten years or so, the general physical makeup of their stores. The old-fashioned gloomy, dingy room, conducted by the old-time music dealer, with its moth-eaten showcase in front and the two or three rather battered-looking pianos in the background, has about disappeared. The modern piano or talking machine store, even in small communities, is to-day commonly a place of business quite worthy the study of experts in merchandising methods. But there is one point in respect of which merchants dealing in any or all kinds of musical instruments still need to be reminded gently. And that is that a music store ought not merely to be physically as perfect as possible, but also to be a place radiating musical influence throughout the community. Music merchants are too often slow in realizing that they should be leaders, so far as they can, in the community's musical life. It is here that too often there is a lack. The talking machine dealer ought to be thinking of his store as a place to attract attention to himself is to install a "loud-sounder" above the entrance of his store and play dance music all day long to the noisy street. The reproduction is bad, naturally, for the street is very busy and noisy. The musical effect is worse than bad, for it is totally unlike the natural sounds of the talking machines which the music is supposed to be advertising. Moreover, the noises neutralize each other and the cumulative effect is simply nil. There, if you like, is a fine example of lack of imagination. Why on earth does not one of the young men in this trio of competitors stop his noise machine and try running a dance contest, or a daily afternoon concert of operatic vocal music, or a public demonstration of all the new numbers of each release as it comes out? In a word, what on earth is the matter with retailers of this type? Do they not realize that these practices are not only harming themselves but the entire trade as well? There seems to be a shortage developing, if not already developed, in practically all types of console machines. About a year ago retail merchants began to put pressure upon manufacturers to design and produce consoles which might be sold at prices scarcely, if at all, above what standard uprights previously commanded. The manufacturers responded to this demand and many styles of moderate-priced consoles were quickly placed on the market. They immediately attracted the public's attention and it might be said that the public was attracted to them, perhaps, in too great a measure, for the manufacturers and the dealers soon found themselves unable to take care of the demand. The upright was comparatively neglected which means that there is now a shortage of consoles with a fair supply of uprights on the market. While this situation is causing considerable concern to manufacturers and dealers alike, at the same time it is somewhat of a blessing, for it may influence merchants to sell more uprights and thereby solve the manufacturers' production problems in addition to producing tangible profits from every sale. Within the past fortnight several prominent manufacturers have commented upon the tendency of their dealers to give more attention to uprights in ordering their merchandise for the holiday season. Musically and tonally the upright is certainly on a par with the console, and talking machine dealers who have been affected by the marked shortage of consoles will find it to their distinct advantage to apply their knowledge of salesmanship to the stimulation of the demand for uprights. It is a demand that is healthy and substantial, particularly when it is almost impossible to secure an adequate number of console models.

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CAPACITY PRODUCTION ON THE PART OF MANUFACTURERS INDICATES GREAT RETAIL ACTIVITY

Standard and Widely Advertised Products Prove Best Investment for Dealers—Console Shortage Here—Retailers and Wholesalers Busy With

For The New Edison

N O T
Just Another Equipment
B U T
a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.
Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."
WRITE YOUR EDISON JOBBER. HE HAS IT.
Price the same. Liberal discount to dealers. GUARANTEED IN EVERY WAY.
MONEY BACK IF NOT SATISFIED.
We handle highest grade Jewel Point Needles.

JEWEL PHONOPARTS COMPANY, 160 W. Whiting St., Chicago

(Continued on page 108)
So the basis of the shortage, after all, is merely a shortage in style which may develop overnight. The question, then, is what can the manufacturers do to take care of such sudden demand? The answer is that, while the popularity of a certain style may grow overnight, an entire production plant of a concern manufacturing talking machines cannot be changed without some lapse of time. In fact, it would be foolhardy for the manufacturer to readjust his plant every time demands are made upon him for certain instruments in large quantities, as it would necessarily increase his overhead expense. On the other hand, in making the changes gradually, if after careful consideration the demand for a particular style looks as though it were here to stay, the entire change of the plant is then warranted. Therefore, if the dealers will take note of the problems facing the manufacturer, they will appreciate the various situations governing the manufacture of talking machines and much good will come from the realization.

Death of Mrs. Grace Healy Woodruff

Cable news has reached Chicago from Al- giers of the death of Mrs. Grace Healy Wood- ruff, wife of Frederick W. Woodruff, president of the First National Bank of Joliet, Ill., and daughter of Mr. and Mrs. Raymond J. Healy, of Chicago. Mr. Healy is a son of the late P. J. Healy, founder of Lyon & Healy, Inc., and is president of the Knabe-Edison Shop at Adams and Wabash on Piano Row. With her parents the former Miss Healy sailed for Europe on the Leviathan on July 4 and three weeks before her death she became the wife of Mr. Woodruff in Cairo, Egypt. When the horrible details of the recent Japa- nese calamity reached Chicago the Hall Mfg. Co. sent Okamoto, Ltd., a cablegram inviting them to continue its ship- ment of fibre needles until the business situation of Japan had righted itself. A few days afterward the New York representative of Okamoto, Ltd., ad- vised the Hall Mfg. Co. to continue its ship- ments, as there was every evidence that Japa- nese business is quickly recovering itself and that, although the business and residential dis- tricts of Tokyo and Yokohama were practically

in ruins, commercial activity was going on as well as ever. The communication also enclosed an advertising proof from a Japanese newspa- per, which gives a sample of how enthusiasti- cally the Okamoto Co. is going after business.

Celebrate Twenty-first Convention

The twenty-first annual convention of the In- ternational Lyceum and Chautauqua Associa- tion was held, from September 17 to Friday, September 21, inclusive, at the Auditorium Ho- tel, with a large registration and eighteen ex- hibits of sheet music publishers, who occupied the entire ninth floor of the hotel for exhibiting purposes.

The exhibitors had a separate room with pi- ano and artist to play their numbers, of which they had complete selections on display. Among these exhibiting were the following: W. W. Kimball and Sons, New York, N. Y., with N. V. Joseph in charge of exhibit; Oliver Ditson Co., Chicago, with C. F. Manor in charge of exhibit; J. Fischer & Bro., New York City, with Joseph Fischer in charge of exhibit; Leo Feist, New York City, with Harry Coon in charge of exhibit; Jack Mills, Inc., New York City, with Clara Edwards in charge of exhibit; Will Ros- siter, Chicago, with T. Van Gelder in charge of exhibit; Sam Fox, Cleveland, with L. Green- berger in charge of exhibit; the Heidelberg Press, New York City, with C. Harold Loder in charge of exhibit; Jerome Renick, New York City, with Harry Holbrook in charge of ex- hibit; G. Schirmer, Inc., New York City, with E. G. Marquard in charge of exhibit; the John Church Co., Cincinnati, with W. L. Coghill in charge of exhibit and Chas. Gilbert Spross at the piano; Hinds, Hayden & Eldredge, New York City, with John A. Usher in charge of exhibit; Chas. R. Roat, Battle Creek, Mich., with F. W. Clement in charge of exhibit; Clay- ton F. Summy Co., Chicago, with Harry Bar- nett in charge of exhibit; Sherman, Clay Pub- lishers Co., San Francisco, with Ford Rush in

KIMBALL PHONOGRAPHS
Fall Buying Now Active

Be prepared for phonograph business that is sure to come at this season—Send your orders Now and avoid disappointment in getting the particular styles and designs that meet the demand of your local trade.

We manufacture a variety of models and have a wide distribution, but in your own field you know best the demand—therefore anticipate your needs.

The Kimball Phonograph, either of the Upright type, or Console type, has greater value for the money in comparison with others.

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
repair parts for all and every motor that was ever manufactured

we can supply any part. the largest and most complete assortment of repair parts—in the united states—on hand, for old and obsolete and present-day motors. if your order cannot be filled from stock, we will make it up special.

special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

expert repairing on all makes of phonographs and motors.

consolidated talking machine co.

227-229 w. washington st., st. charles, ill.

your trade wants these wonderful needles

talking machine owners who appreciate the marvelous musical value of their machines want to bring out the best in records—the way to accomplish this is to play with hall fibre needles.

semi-permanent: play 30 to 50 records with each needle.

profitable—will sell more better-class records.

hall fibre needles combine quality and service.

stock them at once and avoid disappointment by not having them during the holiday period.

ask your wholesaler for circulars or send direct to us for the needle the "tongue of a talking machine" and "records on approval" for your trade.

hall manufacturing co.

successors to b & h fibre mfg. co.

33-35 west kinzie street, chicago, ill.
ORO-TONE AUTOMATIC No. 16
THE PERFECT TONE ARM FOR YOUR PHONOGRAPH
(PATENT PENDING)

AUTOMATICALLY
Adjusts reproducer to
correct weight on rec-
cord for both vertical
and lateral cut records.

AUTOMATICALLY
Centers needle on rec-
cord—no coasting to
center.

AUTOMATICALLY
Adjusts reproducer to
correct angle or posi-
tion on record. No
weights to shift, no ad-
justments to make.

POSITION FOR LATERAL CUT RECORDS
Note the dotted line showing correct angle and perfect needle center
when reproducer is turned to play Victor or other lateral cut
records.

POSITION FOR HILL AND DALE RECORDS
A turn of the hand and the reproducer is in the
correct or Edison position with correct angle and perfect
needle center—note dotted line.

Give Your Phonograph More Selling Power

The Oro-Tone Automatic No. 16 Tone Arm and Reproducer represents
the highest achievement in principle, scientific construction, operation and
tone quality. The manufacturer who offers this arm on his phonograph
will receive a quick response from dealers.

It is human nature to want something new and better. The most exhaust-
ive tests have been made among dealers and phonograph users proving
that the attractive appearance, perfect operation and rich, powerful tone of
the Automatic No. 16 are preferred both by the dealers and the public.

Equip your phonographs with this perfect automatic tone arm and repro-
ducer and note the increased interest your line will create.

We will send you a No. 16 Automatic on 30 days’ trial. Write us on your
letterhead today.

The Oro-Tone co.
1000-1010 George Street    Chicago, Illinois, U. S. A.
NEW ORO-TONE No. 4 AUTOMATIC
IT OPERATES WITH THE RAISING AND LOWERING LEVER THE SAME AS THE REGULAR EDISON REPRODUCER
(PATENT PENDING)

The Most Scientific Edison Equipment Ever Produced

PEOPLE who buy an Edison do so because they are convinced that it does re-create the original. In comparison with the living artist there is no difference. This is not only admitted, it is a positive proven fact.

It is an established conclusion, therefore, that the customer who buys an Edison wants the best. They also want the best attachment for playing such lateral cut records as they want to hear.

The new Oro-Tone No. 4 Automatic is worthy of being associated with the wonderful Edison. It reproduces lateral cut records beautifully, giving a deep rich tone quality, eliminating the thin mechanical tones often so pronounced in ordinary phonographs.

With the No. 4 Automatic you can play Edison records with the ordinary fibre needle.

Dealers who are selling the new Automatic say that it is a valuable asset in closing sales for Edison phonographs.

A sample No. 4 Automatic equipment will be sent to you on 30 days’ trial. All equipment packed in fancy boxes with our two-year guarantee seal on every box.

Prices are as follows:

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
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<tr>
<td>Nickel</td>
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<td>Gold</td>
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<tr>
<td>Oxidized (Antique Bronze)</td>
<td>$9.00</td>
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LESS USUAL DISCOUNT TO DEALERS

Order Your Sample Today on 30 Days’ Approval

The Oro-Tone Co.

1000-1010 GEORGE STREET :: CHICAGO, ILLINOIS, U. S. A.
Christmas holiday trade. This special package is of cardboard and is beautifully decorated with holly leaves, etc., in color, making a very neat Christmas article.

Change in Lyon & Healy Management

After many years of active service as manager of both the wholesale and retail Victor departments of Lyon & Healy, Inc., L. C. Wiswell has relinquished a part of his duties, particularly those of manager of the wholesale department, and will, in the future, confine his activities exclusively to handling the retail Victor department of this concern. As wholesale manager, Mr. Wiswell is succeeded by his former assistant, Walter F. Roche, who for the last several years has been Mr. Wiswell's right-hand man.

This separation in the Victor department was occasioned by the increased demands made by the retail department upon Mr. Wiswell. Release from activities in the wholesale field comes as a relief to him. When he first came with Lyon & Healy Mr. Wiswell's activities were devoted practically entirely to the retail division and his success was very noticeable. Through his unremitting efforts, in fact, Lyon & Healy's retail Victor department became a very important factor in the musical merchandising field in this territory.

Mr. Roche comes not as a stranger to fill the position vacated by Mr. Wiswell, as he has been connected with Lyon & Healy for the past eighteen years. He began as a stock boy and was rapidly promoted to the retail department, thence to the wholesale department and from there to traveling salesman. Then he became assistant to Mr. Wiswell. His long activities and good work in these various positions have now obtained complete recognition in his appointment to succeed Mr. Wiswell in the Victor wholesale department.

New Cole & Dunas Catalog

A sixty-four-page catalog, one of the largest ever published by local distributors in the Chicago section, has just come from the printers for Cole & Dunas. This catalog has everything from talking machine parts and accessories to small goods of every description. It is being mailed out to dealers throughout the country. Everything handled by the Cole & Dunas Co. is shown within the pages and many of the items shown are among the best of their kind throughout the music industry.

Doing Well With the Pooley Line

Cole & Dunas report very favorable progress with the Pooley instruments, of which they (Continued on page 114)
SERVICE Departments can soon eat up profits, and in the phonograph business most troubles are motor trouble.

Users of United Motors have cut and cut the number of employees in their service department until today they are mere skeletons of the old departments.

All because United Motors do not require attention.

Dust-Proof — Air-Tight. The entire mechanism is housed in a dust-proof, air-tight cast iron box. Dust and needles cannot get in. Air is kept out, with the result that the oil in United Motors does not dry up or become full of grit, but stays moist and does not have to be replaced. Our automatic self-feeding oiling system keeps oil on the gears at all times.

This means longer service to the user — less servicing by the seller.

Our special spring construction enables spring to be replaced in a few minutes. We supply our customers with complete spring assembly — all that is necessary is to slip out the old barrel and slip in a new one.

So it is that United Motors increase the net profits.

Is it any wonder that we are working day and night to fill orders from the world's best phonograph makers?

Send for Samples, Prices and Discounts

UNITED MANUFACTURING AND DISTRIBUTING COMPANY
9705 Cottage Grove Avenue, Chicago, Illinois
secret of Success

F. R. Decker, sales manager of the Ampliphone Co., has returned to Chicago headquarters from a protracted trip which took him throughout Canadian and northern States territories. Mr. Decker reports increased demand for instruments in every section he visited, and this is especially true of American-made goods in the Canadian territory. There is every indication that the coming Christmas will see one of the biggest sales periods for talking machines, according to Mr. Decker, and many of the dealers believe that this increased activity will continue well into the new year.

Broadcasters in New Home

From S. S. Zax, general manager of the Brodaster Corp., we get the information this week that the terrific moving job on the hands of this concern is practically finished and that the corporation is now comfortably housed in its new plant at 2414-2430 North Collerton street.

During the move there was no let-up in the manufacturing of Brodaster instruments, as the old plant was kept working steadily while the new one was being fitted up. The new

WHY NOT

Look about you and see the number of very successful concerns marketing original or modifications of original BLOOD ideas—there's a reason:

BLOOD ideas and products are accepted and recognized by the trade as being mechanically perfect—that's why they're big sellers and keep our factory working night and day.

When in need of high grade tone arms and reproducers why not come to the original source of production.

Save Money—Worry—and Confusion

The Blood Tone Arm Company
326 River St.

yes, we have no bananas

one of Mr. Schoenwald's "bobbies" overseas, who is a direct descendant of the founder of Brooklyn. The latter statement has been questioned several times, but Mr. Schoenwald maintains that it is absolutely correct.

New Brunswick Cut-out List

The sales promotion department of the Brunswick-Balke-Collender Co. has announced the new one-for-one cut-out list to dealers. Any record listed in this cut-out list can be exchanged for any other number listed in the catalog up to and including the September supplement. This department is also supplying (Continued on page 115)
In his or her mind, an idea which may be ex-
coming months: 
lowing to say regarding the outlook for the
issue of G. Dunbar Shewell, of the Cheney Sales
Corp., of Philadelphia, Boston and New York,
Eastern Cheney distributor, who has the fol-
pointed out an article appearing in the October
issue of the Cheney Resonator from the pen
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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

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

The Hall Mark of Dependability, Service and Quality

WW Kimball Co.

Records of Quality
We have the records, best sellers, latest "hits," famous singers and instrumentalists.

306 S. Wabash Ave.
growing business the Blood Tone Arm Co.
has found it necessary to look about for in-
creased room and has been successful in obtain-
ing additional space in the building where it is already located. This company's force of
mechanics has lately been largely augmented by
additional workers, and several of the depart-
ments, particularly the soldering and plating
department, which hitherto were at some dis-
tance from the factory, are now under one roof,
which permits greater efficiency throughout the
entire plant. This concern is working two shifts
a day at present in an effort to meet the influx
of orders for its products.

Upon arriving at the plant of the Sterling
Devices Co. we discovered Fred. Keller, Jr.,
up to his ears behind a pile of correspondence
which cluttered up the whole top of his desk.
Upon asking the "why fo r" of all the literary
efforts we were escorted into the assembly de-
partment of this concern. Here we found activi-
ties going on at full tilt in spite of the fact
that every bit of assembly space was being
utilized to turn out Sterling devices. This con-
cern recently announced to the trade its new
Edison attachment and as a result orders have
been coming in from every section of the coun-
try, which have in turn caused the intensified
activity.

Our next venture was through the plant of
Barnhart Bros. & Spindler, manufacturers of
the well-known Scotford tone arms and superior
reproducers. Accepting the kind invitation of
R. N. McArthur, sales manager of the phono-
reproducers.

The Psychology of Advertising the Store
(Continued on page 118)

Sterling Attachments and Tone Arms

STERLING Edison Attachments operate with the lever
the same as the Edison. Needle is always central. Made
in heavy nickel, gold and oxidized. Satisfaction guaran-
teed or money refunded.

STERLING Tone Arms are made in several different
styles to satisfy all requirements.

STERLING Tone Arms combine Quality, Appearance
and Price.

STERLING Reproducers play Victor, Edison or any
other record perfectly.

We will be glad to
send samples and let
manufacturers make
any test they want.

It pays to be an
Edison dealer. See
your jobber or
write us.

STERLING DEVICES MFG. CO. 412 Orleans St., Chicago, Ill.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

personal calls. The others are followed up by mail. "As to handling collections, this is the easiest part of our work. If one will insist on at least a 10 per cent down payment and a like amount every month one will always get a sale that is worth while having. If we cannot get these terms from our prospects we let the other fellow have the sale and, incidentally, the worry of collecting from one who we believe cannot afford that certain instrument. "We are great believers in direct-by-mail advertising. Occasionally we get up a circular descriptive of our line and put one in each letter box in our immediate neighborhood. This is rather expensive, so far as direct results are concerned, but the publicity we get is well worth the money and effort." New Retail Store in Chicago

The latest retail establishment in this city is the new and attractive store recently opened at 11015 South Michigan avenue, better known as Roseland, by J. O. Twichell, formerly connected with the Wade-Twichell Co. Mr. Twichell has been in the business for over forty years. Some time ago he retired from the Wade-Twichell Co., but evidently finds it hard to leave the field of battle, for he has opened one of the handsomest stores in this section, carrying a full line of uprights, grands, reproducing pianos, talking machines, records and radio. Charles E. Newman, widely experienced in the business, is manager of the store.

To Manufacture Portable Talking Machines

The McKenzie Co., 311 River street, this city, was recently incorporated in this State with a capital of $5,000, to assemble portable talking machines. Incorporators are W. S. McKenzie, D. W. McKenzie and E. B. Burger.

Enthusiastic Welcome for B. E. Bensinger

B. E. Bensinger, president of the Brunswick-Balke-Collender Co., received an enthusiastic welcome at the offices of the organization recently upon reaching his desk, after a ten weeks' stay in Europe. Mr. Bensinger, accompanied by Mrs. Bensinger, arrived on the French liner "Paris," after a delightful European trip devoted principally to a well-earned vacation. The accompanying photograph was snapped in New York.

The "Turntable" Appears

The Turntable is the name of a house organ issued by the Reinclke-Ellis Co., of this city, for the use of the sales staffs of the nineteen Vic.

INTRODUCTORY OFFER

OF

THE KRASCO ASSEMBLED UNIT

$24.30

For a nickel-plated sample unit consisting of a powerful, silent, four-spring Krasco motor containing 64 feet of spring, a perfect brass tone arm, without die-cast parts of any kind, a reproducer of the finest quality possible to make and a dependable in-built automatic repeater and stop, all mounted upon a black enamelled 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 PLAY TEN 10-INCH RECORDS

WITH ONE WINDING.

The greatest single talking machine improvement since the invention of the disc record.

B. E. Bensinger Arriving in New York

The accompanying photograph was taken in New York.

LICENSED, UNDER THE

Brooks-Klemm Patents

WILL GO IN ANY CABINET

Manufacturers, Jobbers and Dealers using the KRASCO ASSEMBLED UNIT are more than doubling sales. Ask for full particulars—THE PRICE IS LOW.

KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO, ILL.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

The Second Annual
Chicago Radio Show
Coliseum, Chicago

November 20-25, inclusive

Every dealer in musical instruments is interested in Radio, either directly or indirectly, and this exposition of all that is newest and best in the Radio field will afford a positive demonstration of the fact that the general public no longer regards the Radio Receiving Set as a toy or novelty, but as a Music in the Home Instrument

Acquaint yourself with every detail of this new industry!

Be prepared for the calls you are certain to receive for information, supplies and service!

The field is far broader than was the talking machine field twenty years ago!

Are you taking steps to reap your share of the harvest?

Manufacturers who have not as yet obtained space allotment are advised to get into immediate touch with the Management of The Show.

Office: Suite 520
127 N. Dearborn St.
Chicago

James F. Kerr
Manager
Telephone State 4161
and begins with the first furniture ever made, the date of which is said to be 3000 years B. C. In bringing this out the Windsor Co. has developed the well-known graphic scheme of the "family tree." The graphic lines go forward from the origin and branch out, from time to time, into the various ages, until the chart has shown every period up to the present. By following this outline one can easily appreciate the various influences governing the history of art in furniture.

The Windsor Furniture Co. is a pioneer in the making of console cabinets. In fact, it is said that this concern can lay claim to being the originator of this type of instrument.

For many years the Windsor Co. has been internationally known for its artistry in furniture and practically every employe has been "born and raised" in the factory. There is a homelike feeling prevailing throughout the entire plant, due to the long associations of the employes with each other, and methods of instruction have been handed down from father to son. For example, it is said that the general manager of the plant learned the trade from his father, who was, in turn, an employe of the Windsor Co. Both father and son are still in that concern's employ. The same holds true of the general foreman and many other employes throughout the institution. An idea of the long service record of the Windsor employes may be gained when it is taken into consideration that there are ninety-two employes now in the concern who have seen continuous service ranging from twenty-five to thirty-eight years. When this record is taken into consideration it can be easily seen that there is bound to be a thorough appreciation of art work. It predominates throughout the Windsor plant, and it is because of this appreciation on the part of its employes that the Windsor Co. has been able to maintain its high standards throughout the present era of increasing art appreciation in talking machine designing.

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Semi-Permanent Needles are now being sold by over 8,000 dealers.


THE TONOFOONE COMPANY
110 So. Wabash Ave., CHICAGO, ILL.

VALUABLE SALES AID FOR DEALERS
Health Builders, Inc., producer of the Health Builder record sets of Walter Camp's "Daily Dozen" exercises, has provided an exceptionally attractive sales aid for its dealers. This new aid is a pictorial news service to be pasted on the dealer's window. The first of a long series that has been prepared is entitled, "Merton Has Ten Minutes Fun Each Day." Merton Gill, in the big comedy hit, "Merton of the Movies," does Walter Camp's "Daily Dozen" in each performance of the show. The picture shows Merton Gill in the stage scene doing the "Daily Dozen." The "Daily Dozen" is receiving considerable publicity through this comedy, as it has played in over 80 performances at the Cort Theatre, New York, to capacity audiences, and there is a second company on the road also playing to filled houses.

In a Christmas Box.

Each Spencerian comes packed in a beautiful holly designed Christmas box. Get your share of this big portable holiday business.

Liberal trade discount. Splendid dealer proposition.

Cole & Dunas Music Co.
430 South Wabash Ave.
Chicago, Ill.
Greater Profits from the New Emerson Console Line

Live merchants are finding the new Emerson line the most valuable Console line ever created.

Because we are building and delivering the most practical and attractive period designs which at list prices of from $110 to $225 are unequaled by competition.

Because Emerson exclusive features, such as the "Fount of Pure Tone," are sales makers.

Because our remarkable discounts allow you long profits on "quick turnovers" popular-priced Consoles.

Order promptly to insure prompt delivery

Since we offered the new Emerson Console our distribution has increased beyond expectations. This valuable merchandising opportunity has attracted carload orders from Coast to Coast. To insure full advantages of special service and discounts order now.

List of Models and Prices

**List $110** — "Wayne"*  
Adam design. Brown Mahogany finish. Height 35 inches, width 33 inches, depth 21 inches.

**List $125** — "Lady Churchill"  
"Queen Anne" period. Brown Mahogany finish. Height 35 inches, width 33 inches, depth 21 inches.

**List $135** — "Piedmonte"  
Italian Renaissance design. Brown Mahogany finish or American Walnut finish. Height 35 inches, width 36 inches, depth 21 inches.

**List $150** — "Blenheim"  
"Queen Anne" special. Brown Mahogany or American Walnut finish. Height 35 inches, width 36 inches, depth 21 inches.

**List $175** — "Beverly"  
"William and Mary" design. Brown Mahogany or American Walnut finish. Gold trim. Height 40 inches, width 36 inches, depth 21 inches.

**List $200** — "Alaric"  
"Georgian" design. Brown Mahogany or Walnut finish, gold trim. Height 40 inches, width 36 inches, depth 22 inches.

WASMUTH-GOODRICH COMPANY  
Peru, Indiana  
Manufacturers of Emerson Phonographs  

Emerson Phonograph Co.  
101 West 20th Street  
NEW YORK, N. Y.

Southern State Sales Representative  
L. W. Freeman  
115 Candler Building  
ATLANTA, GA.

United States Distributor  
L. C. Samuels  
22 Quincy Street  
CHICAGO, ILL.

WASMUTH-GOODRICH CO., Peru, Indiana  
Gentlemen: Please send me complete catalog and your special introductory offer.

Name
Address
City State

The Fount of Pure Tone
The New Columbia is Superior!

True to international pitch!

The New Columbia Reproducer is absolutely true to international pitch.

This is the pitch to which pianos and other musical instruments in the home are tuned. It is the pitch to which the ordinary voice is accustomed. With the New Columbia, music lovers can accompany their favorite artists without inconvenience or tonal discord—an immensely appreciated feature.

COLUMBIA GRAPHOPHONE CO.
New York

INDIANAPOLIS, INDIANA, October 9—The month of October opened with the most favorable indications for a record-breaking business for talking machine dealers. Indiana is an agricultural and mining State, the central part being chiefly mining communities are generally active and interested mainly in mining and agriculture. The extreme northern, or industrial, section is more properly included in what is considered Indianapolis territory, is interested mainly in mining machine dealers.

Sales for the first nine months of the year beat the volume of Summer business, in most cases their yields are tuned.

The Baldwin Piano Co., of Indiana, Brunswick dealer, has also placed a large order for machines, anticipating a rush season. According to C. P. Herdmann, sales manager of the talking machine department, this order will not be sufficient to cover their needs for Fall business. The Raleigh console has been a particularly popular model and there is a great demand for this machine.

Sonora has added two Indianapolis dealers during the month, the Banner Furniture Co. and Widener's Grafonola Shop, now handling this line, in addition to the Charles Mayer Co., which has heretofore been the only retail representative in the city. The Banner Furniture Co. has not handled any talking machines in the past and the new department will be in charge of P. E. Leffler, the Widener Co. now handles Victor, Sonora and Columbia machines and Victor, Columbia and Vocation records.

SALES RESISTANCE is more easily overcome by confining Sales Effort to a Standard line of merchandise

The Edison Line gives any merchant

Prestige-Price-Profit-Progress

Better get in while the getting-in is good!

Your inquiry will receive prompt attention—without obligation to yourself. Write right now!

Phonograph Corporation of Indiana
325 North Delaware
Indianapolis, Indiana

Victor dealers report business in excess of last year's sales. The console model selling at $150 is the best seller at this time, according to R. M. Fol-lis, manager of the Victrola department of I. S. Ayres & Co., one of the city's leading department stores.

Miss Minnie Springer, who for some time has been manager of the Victor department of the Taylor Carpet Co., has resigned this position, which in the future will be taken care of by W. A. Armstrong. The Taylor Carpet Co. features a complete display of Edison phonographs, violin and orchestra, in a large window display, which had considerable effect on sales.

The Brunswick Shop featured the appearance of the Oriole Terrace Orchestra at a local function on October 5 and 6.

L. P. Brock and H. G. Anderson, of the Phonograph Corp. of Indiana, recently became the Edison dealers in the State and report splendid prospects for an unusually good Fall business. The Mestzell Music Co., local Edison representative, is in every ward of the Central Indiana Hospital for the Insane.

This house was represented by an exhibit at a local Industrial Show, held last week. F. C. Pullen, manager of the Phonograph Corp., is moving his family to this city from Orange, N. J. He will make his permanent home here.

The Pettis Dry Goods Co., celebrating the seventieth anniversary of its founding, as a novel advertising feature for the week, offers to deliver any model Victor for a 70-cent cash payment.

Albert Graham has been appointed manager of the Indianapolis Talking Machine Co., taking the place of W. C. Hawkins. Mr. Graham comes from Philadelphia. This house handles the Victor line and has recently added the Unique Gift Shop to its store.

Miss Ida Gear has resigned her position in the sales department of the Baldwin Piano Co. to become the bride of C. F. Silver, of Duluth, Minn. Her place with the Baldwin organization will be filled by Miss Roebina Sample. Miss Sample was for some time with the wholesale branch of Columbia.

C. B. DUNBAR, NEW SALES MANAGER

The American Radio & Research Corp., Boston, Mass., producer of the well-known Amrad sets, has announced the appointment of C. B. Dunbar as general sales manager of the organization. Mr. Dunbar, for the past fifteen years, was connected with the office appliance field and has taken an entire charge of sales while the corporation is changing its selling plans and building a substantial national organization for merchandising Amrad products. The country is being divided into territorial divisions, with division headquarters, from which sub-branches will be directed. Twelve offices have already been opened in various parts of the country and this part of the company's reorganization schedule is rapidly being perfected.
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.
The TALKING MACHINE WORLD
October 15, 1923

THE TWIN CITIES

Campaigns of Retailers and Wholesalers Bring Up Sales Volume—Cardozo & Bros.' Fine New Store—New Agencies and Other News

MINNEAPOLIS and St. PAUL, MINN., October 6—One of the most prepossessing talking machine shops in the Twin Cities opened in St. Paul September 22 when R. N. Cardozo & Bros. introduced its exclusive Victor store. Great activity and gratifying purchasing activity featured the store's opening, which is situated at 136 East Seventh street, adjoining the big furniture store owned by Cardozo's. A five-foot horsehoe of flowers, the gift of the Victor Co., occupied prominent space and conveyed greetings from Camden, N. J. A large bouquet from the George C. Beckwith Co., jobber, and a profusion of garden flowers provided further decoration. At the formal opening Saturday roses were given to women visitors and balloons to the children. An oil painting of the Victor dog was displayed, as well as paintings of four famous Victor artists.

The event was heralded in the newspapers by full-page advertisements featuring the Victor console, 210. An interesting sidelight was that the firm on the opening day sold a half dozen models No. 215, retailing for $50 more than the advertised machine. The record sales, according to report, went into three figures.

Roy Swanstrom, popular and experienced, is in charge of the Victor shop. The store is equipped with fourteen hearing rooms fitted with electric fans and other conveniences. The whole is decorated in old ivory in paneled effects. The place is given prominence by an electric Victor sign which can be seen for two blocks in either direction. Cardozo's, which is noted for its enterprise in selling not only furniture, but talking machines, also operates the Brunswick Shop.

Victor Dealers Ordering Heavily

"Business in Minnesota and Wisconsin is very good," states Charles K. Bennett, manager of the George C. Beckwith Co., Victor distributor. "The new Victrola art models are selling very well and the only concern of the dealers that they may not be able to get enough to supply the demand," he continued. Fred. H. Steun, salesman, reports business much improved after a trip through Wisconsin and Minnesota, where he booked many orders. He was particularly impressed with the prosperity in Wisconsin.

F. K. Dahlberg, sales manager of the Victor Co., spent two days in the Twin Cities and left encouraging assurances for Victor deliveries for the balance of the year. C. C. Hicks, of the Victor Co., has been in town for a fortnight.

Victor Educators Lecture Here

Miss Grace Barr and Miss Conn, representing the Victor educational department, have been arranging meetings with the Teachers' Institutes all over Minnesota. Miss Barr spent two days in Faribault, where she gave talks not only before the grade and high, but before the well-known private schools, including St. Mary's School for girls and Catholic institutions. She also talked at the State School for the Blind.

Brunswick Business Improves

"Doc" O'Neill, of the Brunswick Co., states that conditions are improving, especially along collection lines. The dealers in the larger towns are starting to build up their holiday stocks. The purchasing power of the dealer in the very small town is a very dubious question. Most of the smaller town merchants have extended credit to the farmer up to their capacity and their purchasing power will depend largely on collection during the next sixty days. One real trouble with the farmer is that he bought land during war time at 30 to 50 per cent above its real productive value when grain alone is raised. The tendency, however, is upward.

Fred Nelson, Brunswick salesman, in his travels finds conditions better in Wisconsin than in Minnesota and pretty fair on the Iron Range.

Big Brunswick Advertising Drive

The Brunswick full-page advertisement appeared in Sunday, September 30, Minneapolis Tribune with tie-ups with most of the local dealers. Large advertisements also appeared October 1 in the St. Paul Pioneer Press and Dispatch, the "Duluth Herald and the Butte (Mont.) Miner, as well as special advertisements in connection with the appearance of Frederic Fradin, violinist, playing on the Orpheum Circuit, the week beginning September 30 in Minneapolis and the week of October 7 in St. Paul. The Brunswick two-page spread in the Saturday Evening Post, September 15, has been posted in the windows of a number of dealers. The trade is enthusiastic about the new "Raleigh" model.

Meanwhile the Brunswick girl, familiar to all readers of the company's advertisements, has been fitted with the ingenious "Doc" O'Neill and apparently places records on the nearby phonograph. The girl has been on display in the Davis and Ruben windows and will continue her visits to the various Brunswick stores.

Many New Edison Agencies

"Business the first half of September has been pretty good," secondo a bulletin of the Laurence H. Lucke Co., Edison distributor. "The warm weather caused a falling-off of the middle of the month, but the results of the entire month operated in accelerating profits. The wholesale business is fine and results in Wisconsin are very good. Record business is improving throughout the country, I believe."


George A. Mairs, manager of the Victrola department of W. J. Dyer & Bro., jobbers, has no complaint to make of business and states that local dealers are doing a nice trade in talking machines.

Death of W. L. Harris

Of great concern to talking machine men was the recent death of W. L. Harris, president of the New England Furniture Co., one of the earliest dealers here and a Victor jobber until about ten years ago. Mr. Harris dropped dead in the midst of a very profitable business at mid-life on the corner of Sixth street and Hennepin avenue. He was born in Boston and came here thirty-five years ago.

Festivals Tie-up Pays

Joe Nylin, aggressive Victor dealer in East St. Paul, recently co-operated in sponsoring the Payne Avenue Merchants' Annual Harvest Festival. Joe had two window displays, one at an appropriate setting of the Victor model 400 with a background of pumpkins, corn stalks and the other with smaller Victor instruments. Several sales were made and many prospects obtained.

The Victor dog will be on exhibit at the Winter circus which the St. Andrew's Club, an organization of northeastern Minneapolis merchants, is arranging for the near future.

Many Prospects From Fair

The Hennepin County Fair, at Hopkins, yielded M. B. Hagen, Hopkins Victor dealer, a raft of prospects for Winter work as the result of a contest which the firm conducted in

Edison Dealers Enjoy Every Advantage

The New Edison is recognized as the foremost phonograph of all time. It means prestige to the merchant who sells it.

The new low priced models—upright and console—new increased discounts, quick turnover and timely release of the latest hits offers steady increasing profits.

We have a liberal proposition and open territory for live merchants of the Northwest. Write now. Cash in on the Fall and Holiday demand.

LAURENCE H. LUCKER
Northwest Edison Distributor
Established 1902
17 South Sixth St. Minneapolis, Minnesota

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its display booth a fortnight ago. Among the entrants was the new Senator Magnus Johnson, farmer-senator from Minnesota. Mr. Hagen has left for Los Angeles to join his family, which has been in California for some time, leaving the store in charge of his sister, Miss Lillian Hagen.

**Biggest Per Capita Business**

Lucas Kenee, of Roscoe, Minn., which boasts a population of 186, claims the championship for per capita sales in Victrolas. His sales ran more than $5 per capita for 1922 and so far this year the figure has been doubled. It is said that hard work is his secret and that he does not consider he has done a day's work until he has traveled 100 miles in his car.

**News Gleanings**

Sewall D. Andrews, of Doerr, Andrews & Doerr, Sonora distributors, left September 29 for the East, accompanied by Mrs. Andrews and their daughter, Miss Mary Andrews. Miss Andrews will sail Wednesday from New York on the "Conte Rosso" for Naples, where she will attend Miss Moxley's school. Mr. and Mrs. Andrews have closed their Summer home at Ferndale, Lake Minnetonka, and will remain in the East for some time.

Milton Swanson, who has been with the Beckwith Co. for some years, is representing the firm in central and northwest Minnesota. John Lang, manager of the phonograph department at the Dayton Co., is the proud parent of a new eight-pound daughter. Congratulations!

Harold Ruben, of Davis & Ruben, has just completed a new home on a bluff overlooking Lake Harriet.

**TAKES ON THE SONORA LINE**

The Ober Furniture Co., at Chagrin Falls, O., has taken on the Sonora line of talking machines, and alterations to the store to permit the opening of a Sonora talking machine department have been started. Modern fixtures will be installed throughout.

**C. H. DITSON BUYS BUILDING**

The New York building which houses the music publishing firm of Charles H. Ditson & Co., 8-12 East Thirty-fourth street, has been purchased by that organization from the estate of William Waldorf Astor. The Ditson Co. occupies the ten-story building built in 1912, close to Fifth avenue, near the shopping center. Although the Ditson Co. held a long lease on the land, it deemed it more advantageous to control the ownership of both land and building.

**NEW STORE OPENS IN AKRON**

AKRON, O., October 5.—A complete talking machine department will be a feature of the new music store of the Smith & Mitten Piano Co., which will open late this month at 78 East Mill street, in the new Masonic Temple Building. Ernest E. Smith and Carr E. Mitten, both long experienced in the music game, are interested in the new firm.

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**THE SEASON'S BEST BUY**

**Dealer's Price, $45.00**

**CHARMAPHONE No. 18**

This offer for the new Charmaphone has placed this high-grade product in hundreds of stores. Send for sample at once and get your share of sales.

Fine mahogany finish—excellent workmanship—double spring motor—fine nickeled parts—Charmaphone tone arm and sound box.

This is a fast seller—act at once.
BALTIMORE, Md., October 8—Business is good in the talking machine line here, and, according to the majority of dealers, has steadily increased. Dealers generally are looking forward to one of the best Fall and Winter seasons in several years. The only thing that now bothers some of the established firms in the con-ception of being able to supply the orders already booked for early delivery.

Another encouraging feature of the retail trade at present is the fact that the public is now turning to the higher-priced machines and in a great many cases paying cash for them or on short time. The Kranz-Smith Piano Co. reports in the last several weeks an increase in the sale of the higher-grade models and many of these are for cash.

Cohen & Hughes, Inc., Busy

Practically the same condition prevails with the firm of Cohen & Hughes, Inc., another local Victor jobber. I. Son Cohen, head of the firm, said he had not opened any accounts during the past month for the reason that he wanted to take care of his old customers and orders on the books now before going after new trade. He also reports shortage of 80's and 210's but feels that he will be able to catch up on deliveries before long. September business, Mr. Cohen said, was about the same as last year and that it did not run ahead considerably more was due entirely to the fact that the firm could not get enough machines to fill orders already booked.

The new double-faced records are going big and it is about impossible to supply the demand on some of the more popular pieces," said Mr. Cohen. "Our business has just about doubled in the past month and I keep asking the firms to give us more stock and it feels that I will be able to catch up on deliveries before long. September business, Mr. Cohen said, was about the same as last year and that it did not run ahead considerably more was due entirely to the fact that the firm could not get enough machines to fill orders already booked.

Edward Keefee machine business for four years, starting with Kranz-Smith as an outside salesman. He is a violinist of note and leader of a jazz orchestra, and he has the distinction of being the youngest manager of a music department in the city.

Brunswick Ad Drive Resultful

The local Brunswick branch is gradually catching up on deliveries, according to Manager C. F. Shaw, who hopes soon to be in a position to fill Fall orders more promptly. The advertising campaign which the Brunswick has been conducting in this territory is producing big results and dealers generally are placing larger orders than has been the rule in the past. New accounts opened during the past month included the Reynolds Music Co., of Clifton Forge, Va.; Martin Music Store, of Annapolis, Md., and the Sprinkle Piano Co., of Norfolk, Va., which firm has just opened its handsome new store at 440 Grandby street. The whole first floor of the establishment is devoted to the sale of talking machines with twenty-four booths and one of the largest window displays in the city. The opening was attended by H. A. Beach, of the Brunswick Co., and Manager Shaw, of the local branch.

The Lexington Talking Machine Shop is making a drive on the single-faced Red Seal Victor records. Cherry Westminster and Salisbury models are being featured in the advertising in the daily papers of the Chickerling, Kranz-Smith and Knahe wareerrooms.

THE PORTABLE AS A CHRISTMAS GIFT

The Plaza Music Co., New York, manufacturer of the Pal portable phonograph, which has been sponsoring an aggressive sales and publicity campaign among its dealers, based on the idea that this phonograph is an appropriate Christmass gift. The response to the campaign has been far beyond expectations and the orders received by the Pal dealers indicate that the company will receive practical co-operation from its representative in making the campaign a signal success.

Dealers' Repairs

FINES STOP IN THE CITY

Facilities for the repair of every make of southern domestic motor

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

IDEAL REPAIR SERVICE

284 East Houston St.

New York City
"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.
The musical possibilities of the talking machine are commonly understood by almost any class of the community better than by the one class of men and women which is naturally expected to know most about them. Musicians, as a rule, are vastly ignorant concerning anything more than the veriest superficialities of the matter and, in consequence, both they themselves and the music industries fail to obtain advantages which await being grasped.

The failure of musicians generally to recognize the beauties of the talking machine and its power as a teacher and inspirer is largely due, of course, to the innate conservatism of the profession; a conservatism which itself is to be traced mainly to the narrowing effects of the current system of musical education. Musicians are trained to play the piano or the violin, of course, to the innate conservatism of the power as a teacher and inspirer is largely due, as a rule, are vastly ignorant concerning any-
Leaders in the Orsenigo Line

WREST GOTHIC
Beresford
Buckingham
Donatello Desk
Chinese Chippendale
Belmont
Loreto
JUNIOR OPERETTAS IN THE SCHOOLS

Records Made by Vulcan Record Corp. Endorsed by School Authorities—Robert Foreman Joins the Vulcan Organization

The Vulcan Record Corp., New York, manufacturer of the Junior Operetta series of records, has been attaining excellent results in the introduction of these records to the various educational authorities throughout the country. Robert Foreman, a well-known educational authority, has joined the forces of the Vulcan Record Corp., and in conjunction with F. E. Hedinger, secretary and treasurer of the company, has been responsible for the endorsement of the records by many well-known educators.

The "Little Red Riding Hood" records in the Junior Operetta Series have been carefully tested by the different departments of education in the leading cities and the letters of endorsement received by the company have been highly gratifying. An interesting letter received recently from Edwin N. C. Barnes, director of music for the public schools of the District of Columbia, Washington, D. C., read as follows: "I have listened to the new operetta, 'Little Red Riding Hood,' with absorbing interest and a great deal of satisfaction. I believe that your new Junior series of operettas is destined to fill an important place in the musical development of the children of the land. I am delighted with your initial number. The members of my department are all equally pleased with it. Of course, the home is the real place for the operettas as they come along, but I see a place for them also in the schools, and I shall be very glad to recommend the purchase of 'Little Red Riding Hood' for the schools of the city by our department. I shall watch the development and growth of this new movement in amusement and music education with great interest. You can count on my cooperation and assistance at all times. Very truly yours (Signed) Edwin N. C. Barnes."

From New Rochelle, N. Y., an interesting communication was received from Albert Leon-ard, superintendent of schools, who referred to the Junior Operetta series as follows: "I am delighted with the idea on which 'Little Red Riding Hood,' a Junior operetta, is based. In these days of endless so-called pedagogical devices it is refreshing to find one certain to be so useful to the school and home as this appeal to the literary sense of the child through music. This will be particularly useful in the literature work in the elementary grades. I am so confident that this will prove helpful in our schools that a set will be placed in each school in this city. It is my opinion that the authors and publishers of this plan to foster in our school children a love of folk-lore and story through music are to be congratulated on the service they are rendering. (Signed) Albert Leonard, superintendent of schools."

The National Council of Women, Inc., which is affiliated with the International Council of Women, and which is recognized as one of the most important and influential women's organizations in the world, is keenly interested in the "Little Red Riding Hood" records. Mrs. Olub. Campbell, chairman of the department of music of this organization, after hearing the records, wrote as follows: "I have just listened to the records of 'Little Red Riding Hood.' The operetta is a revelation. The adaptation of the story is equal to any of our dramatists, while the music has a remarkable charm. The whole thing is a creation of highest standard. I congratulate you on the co-operation you have received in the manufacture and make-up of the records. Too often the commercial interests come in and break down the finest conception. You have surely been fortunate in this respect. When the operetta is completely finished I will be glad to have you send me a set for the office where I can bring it to the attention of the various women's organizations throughout the country that make my office a sort of national headquarters. I thank you for bringing this beautiful work to my attention. The country is ready for it and I am positive the venture will meet with the commercial success its artistic qualities merit. Yours sincerely, (Signed), Ola B. Campbell, Chairman Music Dept., National Council of Women."

"AD" SECURES SPEEDY RESULTS

Gourlie Music Co. Sells Columbia Phonograph Five Minutes After Ad Appears

The general sales department of the Colum-bia Graphophone Co. received an interesting communication recently from the Gourlie Music Co., of Tampa, Fla., referring to the consumption of a remarkably quick sale. Within five minutes after an eighty-pitch advertisement had appeared in the Tampa Times a lady came into the store and purchased a Columbia Graf- onola No. 2, referring directly to the advertise-ment. The following day the company sold twenty-nine Columbia phonographs as a result of the advertising and the response to the campaign was so great that further insertions of the copy were found inadvisable.

OKEH RECORD HAS NEWSY CONTENTS

The October issue of the Okeh Record, the house organ issued by the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, contains a number of interesting items that can be used to advantage by the company's dealers. The first page of the house organ features the complete recordings of the overtures to "Der Freischiitz" and "Oberon," now issued in a special album by the Odeon Librar-y. The Markels Orchestra, an exclusive Okeh organization, is presented to the dealers through the medium of a good-sized photo-graph, and photographs are also shown of Kiraly Erno, Hungarian tenor, and Thomas La Rue, a negro singer, who has made records in the Hebrew, Polish and Russian languages.

The New 1924 Wolverine Phonograph

"The Standard of Comparison"

EERE is another of the nine 1924 WOLVERINE PHONOGRAPH models that are showing the trade what can be done when a manufacturer really sets out to give value received.

A Portable machine listing at $35.00, upright conventional models listing at $100.00 and $150.00, and period console models listing at from $100.00 to $215.00, the Wolverine Line furnishes a range of price and design to fill any demand.

L. J. Wolverine Phonographs are covered by a manufacturer's Guarantee that enables the dealer to sell Wolverines with the utmost confidence. Customers appreciate the protection of the manufacturers of the goods they buy.

The following day the company sold twenty-nine Columbia phonographs as a result of the advertising and the response to the campaign was so great that further insertions of the copy were found inadvisable.

LIND & MARKS COMPANY

Manufacturers

Wholesale Distributors Aeolian Vocalions and Vocalion Red Records

Congress and Bates Sts., Detroit, Mich.
A. H. Curry Signally Honored by Associates

Testimonial Dinner Given to Retiring Vice-president of Thomas A. Edison, Inc., by His Friends in the Edison Organization—Presented With Loving Cup—Will Devote Time to Texas Business

As reported more extensively in the September 25 issue of The Talking Machine World, a very sumptuous testimonial dinner was given on Thursday evening, August 20, to A. H. Curry by his friends in the Edison organization, who have been associated with him during the two-year term he has served as vice-president in charge of the phonograph division of Thomas A. Edison, Inc. The dinner was held in the large private dining room of the Washington Restaurant, Newark, N. J.

At the conclusion of the dinner all those at the speakers' table and several others made short speeches, in which much warranted emphasis was placed upon the superior qualities of Mr. Curry as a man, as a friend and as a business executive. A telegram of similar port was read, which was sent by Charles Edison, Jr., executive assistant at the booth.

A. H. Curry and Edison Executives at Testimonial Banquet

Loving Cup Presented to Mr. Curry acted as toastmaster. When the speeches had been ended a formal presentation was made to Mr. Curry of a loving cup in token of the love and friendship and good wishes which his associates wish him to take with him to Texas, on the occasion of his retirement from an official capacity in the Edison Co. and a resumption of his duties as head and owner of the Edison jobbing institution located in Dallas, well and favorably known as the Texas-Oklahoma Phonograph Co.

ADVERTISING HELPS SPECHT'S CASE

Orchestra Director Wins Lawsuit by Showing Buescher Publicity—Window Cards and Hangers Used as Evidence in the Case

Paul Specht, well-known orchestra director and exclusive Columbia artist, recently filed a damage suit against the Recreation Amusement Center Corp. of Baltimore, Md., during the course of which his attorney was obliged to prove to the satisfaction of the court that Mr. Specht had made diligent efforts to insure the success of his appearance with his orchestra by advertising co-operatively with the defendant in the suit. This was accomplished through the introduction of handsome window cards issued by the Buescher Band Instrument Co., which had been placed in Baltimore store windows, announcing the local appearance of Paul Specht and his Orchestra. Buescher lobby displays and local advertising were also shown. Mr. Specht won his case, proving to the satisfaction of the court that Mr. Specht had made diligent efforts to insure the success of his appearance with his orchestra by advertising co-operatively with the defendant in the suit. This was accomplished through the introduction of handsome window cards issued by the Buescher Band Instrument Co., which had been placed in Baltimore store windows, announcing the local appearance of Paul Specht and his Orchestra. Buescher lobby displays and local advertising were also shown. Mr. Specht won his case, proving to the satisfaction of the court that Mr. Specht had made diligent efforts to insure the success of his appearance with his orchestra by advertising co-operatively with the defendant in the suit. This was accomplished through the introduction of handsome window cards issued by the Buescher Band Instrument Co., which had been placed in Baltimore store windows, announcing the local appearance of Paul Specht and his Orchestra. Buescher lobby displays and local advertising were also shown. Mr. Specht won his case, proving to the satisfaction of the court that Mr. Specht had made diligent efforts to insure the success of his appearance with his orchestra by advertising co-operatively with the defendant in the suit. This was accomplished through the introduction of handsome window cards issued by the Buescher Band Instrument Co., which had been placed in Baltimore store windows, announcing the local appearance of Paul Specht and his Orchestra. Buescher lobby displays and local advertising were also shown. Mr. Specht won his case, proving to the satisfaction of the court that Mr. Specht had made diligent efforts to insure the success of his appearance with his orchestra by advertising co-operatively with the defendant

PLANS TWO NEW DAVEGA STORES

The S. B. Davega Co., prominent New York chain store concern, in line with its policy of expansion, is planning to open two additional establishments, one at 102 West Thirty-second street, and the other at 10 Wall street. The first store will be located in one of the busiest shopping centers in the city and the second will be in the heart of New York's financial district. The Victor line of talking machines and records will be handled here, as in all of the Davega stores.

UNIQUE ODEON RECORDING

Dajos Bela, the famous European gypsy conductor, has made a complete recording of the "Light Cavalry Overture," which is featured in the November Odeon record list, issued by the General Phonograph Corp. Practically all of the recordings of this famous overture that have heretofore been presented have been made by bands, but the Odeon record is presented by a symphony orchestra featuring the complete overture, including the Hungarian motif, which has seldom been recorded.

ROSE BUYS ROCKFORD CO. STOCK

The M. J. Rose Co., operating furniture stores in Canton and Akron, O., has purchased the entire stock of the Rockford Phon. Co., Rockford, Ill., including several hundred machines.

The Morris Music Shop, 659 Lenox avenue, New York City, has added the Brunswick line.

Positively Sells Edison Phonographs

Correctly Plays Lateral Cut Records on Edison Phonographs

Edison dealers everywhere recognize this attachment as best ever. Claravox Diaphragm gives results never before heard on lateral-cut records. One Edison dealer in a small city averaged a phonograph sale a week, during August and September, directly credited to demonstration of this No. 1 Edison attachment. Every dealer customer repeats. Usual discounts to dealers. Retail price complete, nickel-plated, $7.50.

- STANDARD DIAMOND POINT
  Original Claravox Reproducer. Employs a genuine flawless diamond and CLARAVOX stylus and diaphragm.
  Usual discounts to dealers. Retail price, nickel-plated, $7.50.

- SPECIAL JEWEL POINT
  Special jewel which nearest approaches permanence of diamond. New CLARAVOX diaphragm and stylus.
  Usual discounts to dealers. Retail price, nickel-plated, $7.50.

A post card will bring any of these products on 10 days' trial.

THE CLARAVOX COMPANY, Youngstown, Ohio

CLARAVOX—MAKES PHONOGRAPH'S SOUND REAL
Van Veen Equipment for Phonograph Dealers and the Musical Merchandise Trade

For those who cannot afford to experiment. Efficiency assured at the lowest consistent cost. Hearing Rooms, Record Racks, Dealers' Service Counters and general equipment for the sale of musical merchandise.

Our guarantee adds to the value but not to the cost.

VAN VEEN & COMPANY, Inc.

EDISON

The Key to Opportunity!

Do you know that right now—this very day—in your town, the opportunity to develop a highly profitable Edison business is before you? You should know—and you should act.

Nominate yourself for this opportunity of profit before it is too late. Find out all about this "once-in-a-lifetime" Edison sales opportunity.

Write or telephone today. Don't delay finding out all you would like to know about an Edison franchise.

AMERICAN PHONOGRAPH CO.
707-09 BROADWAY, ALBANY, N. Y.
Frame, antique mahogany. Wire, our own specification (green, silk-covered). Stand, lustrous black, crystal finish. Equipped with standard plug-connection and dial, stand, jack and leads.

Price .......... $10

Base, antique mahogany. Cover, lustrous black, crystal finish. Serves as a perfect sub-base for the MUSIC MASTER Reproducer.

Price .......... $50

**distance!**

**New GERACO LOOP AERIAL**

Solves the Antenna Problem

The new GERACO LOOP AERIAL has perfect "aim" and extraordinary "reach." It brings into the home broadcasts from distant cities easily and quickly.

Users of radio-frequency sets report receiving distances up to 2,000 miles with the GERACO LOOP. Also loud-speaker reception of as many as fourteen stations in one evening. Works with ordinary regenerative sets for local programs and with crystal sets if close to broadcasting station.

Its range includes all present-day broadcasting wave-lengths. Takes the place of the usual antenna and ground connection. Neat and compact, measuring only 20 inches over all.

The GERACO LOOP is the only indoor aerial with a dial. This makes direction-recording easy. Local stations are tuned out readily when D-X stations are wanted.

Send today for full information and trade prices!

**volume!**

And here is another recent radio improvement—the MUSIC MASTER POWER UNIT, one of the most highly developed items in radio.

It has three uses: 1—as a one-stage amplifier in connection with any detector; 2—as a two-stage amplifier with any detector or with a receiving set that already has one stage of amplification; 3—with the ordinary two-stage amplifier, thus greatly increasing signal strength. One or two of its steps may be used as desired.

Contains "A" Batteries. Requires two UV 199 Raditrons, but price does not include tubes. No field-current required; operates on "B" batteries used with set.

Write at once for further description and prices to the trade.

**GENERAL RADIO CORPORATION**

Walter L. Eckhardt, President

Makers and Distributors of High-grade Radio Apparatus

CHICAGO

PHILADELPHIA

S. W. Cor. 10th and Cherry Sts.
SAINT LOUIS

Early Holiday Gift-buyers Selecting Instruments — Concerts by Record Artists Help Trade — Dealers and Jobbers Busy — The News

St. Louis, Mo., October 8—With the air in and about St. Louis early in October filled with a mixture of jazz records, vocal records and airplane speed records, it seems to be growing a record call also for a "console for Christmas." Early holiday planners are already visiting the talking machine shops in this district trying to select the "best to be found" model of talking machine to present to "the folks" or some other recipient-to-be of the "big present." And the console models are much in demand at this time.

The first talking machine artist concert of the season was on October 4, when the Eight Famous Victor Artists—Henry Burr, Rudy Wiedoeft, Frank Croxton, Billy Murray, Albert Campbell, John Meyer, Frank Banta and Monroe Silver—appeared at the Odeon. Victor dealers made capital of the event.

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This seems to be the season for the local appearance of artists. Ben Bernie and His Orchestra, Vocational artists, recently appeared in a local theatre. Paul Whiteman's Collegians, Victor artists, are playing at the Hotel Chase and others are scheduled to make their appearance here during the present season.

The Silverstone Music Co., Edison distributor, with headquarters in this city, is rushed at the present time. The more expensive Edison models are the leaders at the present time.

The Artophone Corp., jobber of Okeh and Odeon records, is enjoying its busiest season of the year. H. S. Schiele, vice-president, has just returned from a ten days' trip through the Arkansas and Louisiana territory.

The St. Louis Symphony Orchestra announces the signing of a contract with the Victor Co. to make records.

Miss Marie Auberman has returned to her charge of the record department of the Adams Kieselhorst Piano Co., Victor dealer, Canton, Ill., lost her life in an automobile accident recently.

A. Crossett, Victor dealer, of Mounds, Ill., is cashing in on educational work in the schools.

At the close of the institute at Mound City the committee on resolutions incorporated the following in their list of resolutions adopted by the committee: "Whereas, practically all of the progressive schools use the Victrola for different purposes, we urge the teachers to purchase a Victrola, if possible, and use it in the many ways we have seen it used in this institute."

Mark Silverstone, of the Silverstone Music Co., left on September 29 for a ten-day visit to the Edison Laboratories, Orange, N. J.

Mr. Perkins, of the Keach Furniture Co., Hopkinsville, Ky., arrived in St. Louis October 3 for a one week's schooling in the sale of Edison phonographs and records.

THE ARTOPHONE CORPORATION

Complete stock of all

OKEH and ODEON

Records

The OKEH policy of "Hit numbers when they are Hits" is a tremendous advantage to the dealer. There are still some very valuable OKEH agencies open. WRITE FOR FULL PARTICULARS.

THE ARTOPHONE CORPORATION

1213-15 Pine Street

St. Louis, Mo.

203-5-7 Kansas City Life Bldg., Kansas City, Mo.

Complete stock of all phonograph accessories and supplies

"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"

"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"

St. Louis, Mo.
The CHENEY
The Master Instrument
The most perfect music-reproducing instrument

The Salisbury
A Lovely Adaptation from the Work of Sheraton and Shearer

Retails for $200—East of the Rockies

A Beautiful Cheney Console Model

Unusual in treatment—remarkably rich in its effect—made in both mahogany and walnut

The country-wide reputation which The Cheney has earned for designs of elegant simplicity is enhanced in the addition of The Salisbury to the line.

The two-tone effects which have proved so popular are perpetuated in this model, yet with a richness of handling which befits the most carefully furnished home.

Cabinet against cabinet, phonograph against phonograph, value against value, The Cheney is more than a match for any other phonograph. Consider these five great selling features:

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

THE CHENEY TALKING MACHINE COMPANY
CHICAGO

CHENEY PHONOGRAPH SALES CO.
1907 E. 66th St., Cleveland, O.
820 Pennsylvania Ave., Pittsburgh
Elm, W. Va., Western Pa.

CHENEY SALES CORPORATION, Jefferson Bldg., 1015 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D.C.

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

EDW. G. HOCH & CO.
27-29 Pacific St., New York City
Greater New York, Western Conn., New Jersey

CHENEY PHONOGRAPH CO.
Provo, Utah

ROLYAT DISTRIBUTING CO.
Jelliffe Bldg., 1311 S., Denver

RIDDLE PHONOGRAPH CO., 1205 Elm Bldg., Dallas, Tex.

MUNSON-RAYNER CORP., 643 S. Olive Bldg., Los Angeles
California, Western N. Mex., Ariz.

MUNSON-RAYNER CORP., 80 Third Street, San Francisco, Cal.

All territory not listed above is handled directly by The Cheney Talking Machine Company, Chicago.
Give the Public the Best Value

That's the secret of the most successful dealers! Give them Gilt Edge, the needle that plays ten records gives ten times the satisfaction and ten times the value of the ordinary kind!

From the first record to the tenth, each Gilt Edge Needle will bring out every tonal beauty originally put in the record—a feature that creates many more satisfied customers.

100% PROFIT BRINGERS

Besides being a quality product that once introduced, becomes a steady repeater—Gilt Edge allows you a liberal profit. Our assortment (four tones) of 100 packages sells for each—the cost—$10.00 total.

C. Bruno & Son, Inc., 800 Westchester Ave., New York, has been featuring the "Treasure Chest," twelve selected Victor records of the music of the world packed in special containers originated by C. Bruno & Son.

The window display is probably one of the most effective, from the standpoint of sales of both the "Treasure Chest" and other records, and even talking machines, that have ever been staged in this section of New York. The floor of the entire window was covered with white tiles. In the center was a "Treasure chest" filled with coins and scattered about were the colorful containers of the records. During the evening "Captain Kidd," a man dressed as an old-time buccaneer, stood in the window and the curious of the entire neighborhood gathered outside to gaze at the display. They crowded the sidewalk and street in front of the store and many came in to secure further information, a number going out with "Treasure Chests" under their arms, as well as various other records which they remained to purchase. During the first evening talking machines were sold. Such is the power of a desirable product, plus a good window display.

During the first week a number of prominent members of the trade visited the store, including W. J. Haussler, general manager of C. Bruno & Son; Miss H. Marjorie Brown, E. G. Evans and Phillip Silverman, of the same concern; B. F. Blighaus, of the New York sales organization of the Victor Co., and Mr. and Mrs. N. Shilkret. Mr. Shilkret is in charge of the Victor foreign record department, with headquarters in New York.

SPECIAL COLUMBIA PUBLICITY

Complete Advertising Campaign Features Records by Race Artists—Bessie Smith and Clara Smith Among Headliners of the Company

Special material, including monthly supplements, bearing-room hangers, special lifters and a complete campaign of Victor advertising material, is now being issued by the Columbia Graphophone Co. in connection with its "blues" recordings made by negro artists. For more than two years the sales volume of this class of records has increased rapidly and among the Columbia headline artists to-day are Bessie Smith and Clara Smith. Records by these artists are meeting with popular reception everywhere, especially in the South, where it is not surprising to hear of dealers ordering as many as 2,000 of a selection within a period of a week or two.

In preparing these special monthly supplements and hangers to feature the records made by its various race artists the Columbia Graphophone Co. recognized the remarkable strides in popularity attained by this type of record during the past few years. The Columbia library includes records by many well-known negro artists, and their distinctive rendition of the leading "blues" selections have won enthusiastic praise from Columbia dealers.

COLUMBIA ARTIST IN STORE CONCERT

York, Oct. 6—The Delta Furniture Co., of this city, sponsored recently an interesting concert by "Lasses" White, Columbia artist, who with his company arrived in this city for a two days' engagement. Manager Franklin, of the Delta Furniture Co., invited the public to visit his store during Mr. White's appearance in Vicksburg and, following the rendition of several of his hits on a Columbia phonograph, Mr. White sang "Sweet Mama" and his own composition, "Broken Blossoms," which has not yet been recorded.

The Ellis Reproducer is recognized by the critical musician and the music lover as the most perfect sound box made. Adapted to all tone arms. Dealers and manufacturers proposition submitted upon request.

Manufactured by
Arthur Brand & Co.
1602 Race St.
Cincinnati, O.

Distributors of Talking Machine Repair Parts and Supplies

FEATUREING THREE MODELS

Mayer Bros. & Bramley Concentrating on Three Period Designs—Walnut Finish Proving Popular—Many Dealers Adding Fischer Line

Mayer Bros. & Bramley, Inc., New York, manufacturer of the Fischer phonograph, is concentrating all of its activities upon three models, designated as the "Peter Pan," a compact design for metropolitan homes, where floor space is limited; the "Rosemary," a phonograph in the popular two-tone wood effects, and the "Isabelle," a high-grade instrument of exceptionally artistic design. The company states that walnut finishes are gaining rapidly in favor and in many sections of the country are running mahogany a close race for first honors.

The early part of this year Mayer Bros. & Bramley adapted a policy whereby its factory and sales facilities were concentrated on the three period models mentioned above and this policy is working out very satisfactorily. New dealers are being established in all of the important trade centers and, in addition to closing a splendid Fall business, the company states that the outlook for the new year is very gratifying.

CLEVER CARD BOOSTS RECORD SALES

POHIBA, Ill., Oct. 8.—P. A. Bergner Co., this city, has issued an interesting card advertising Victor records. A list of two dozen records is given on a card of shopping list size and each record number is followed by some mysterious letters, such as V.V.G.—V.V. A key at the bottom of the card explains this to mean "very, very good Waltz." It certainly holds the attention long enough to register the idea.

John Chas. Thomas, the popular concert and operatic star and Vocalion record artist, arrived from England on October 3, after filling an engagement at Albert Hall, in order to appear in recital at Aeolian Hall, New York, on October 14.
Federal Radio helps the Phonograph Dealer

The beauty, finish and workmanship of Federal radio sets place them on a par with the finest phonographs made. And just as piano dealers, years ago, learned that the sale of phonographs stimulated their business—phonograph dealers today have learned that the sale of Federal radio sets helps their business to an even greater degree.

Phonograph dealers also know that the day of experiments in selling radio apparatus has ceased; that they may now buy with assurance, and safely take on the Federal line.

Today the Federal Telephone and Telegraph Company has an offer of great interest to dealers who can qualify. It is suggested that dealers who are interested write to the Federal Telephone & Telegraph Company at Buffalo, New York.

Federal Telephone and Telegraph Co.

BUFFALO, N. Y.

Boston  New York  Philadelphia  Chicago  Pittsburgh
San Francisco  Bridgetown, Canada  London, England
SALT LAKE CITY

Trade in Healthy State—Dealers Reorganize to Increase Efficiency During Holiday Rush—General Prosperity—Month's News

Salt Lake City, Utah, October 6.—The talking machine business here seems to be in a very healthy condition. Most of the leading musical organizations of the city have been reorganized for their Winter activities and this has created a demand for records and machines, too. But good as business is, it is only good to those merchants who go after it. Most of the local houses have staffs highly trained in both salesmanship and musical directions. These are the firms that are getting the business.

As regards the industrial situation, there seems to be nothing one could say that is not of a highly optimistic nature. Even wheat, which is not an altogether vital crop in this State, but the low price of which many thought would affect the purchasing power of the farmer to an appreciable extent, is bringing more money than it did some weeks ago and wheat is about the only agricultural crop here that did not turn out entirely satisfactory. Mining, manufacturing and building are in good shape, furnishing employment for all who care to work, while the tourist business this season has been the biggest in the history of the State.

Miss Beth Erickson, representative of the John Elliot Clark Co.'s educational department, is very active these days. She recently returned from Medicine Bow, Wyo., where she went to talk to the delegates to an educational convention and demonstrate the possibilities of the Victor machine. Miss Erickson is in great demand at these conventions.

Walter Robinson, of Robinson Bros. Co., with stores in Salt Lake City and Provo, will hereafter run the two establishments on his own account. Victor talking machines and pianos are handled.

The Bates Stores Co. is to have a fine new display room for its "period" models in connection with its Provo store. It handles Brunswick and Edison's. P. S. Heilbut, secretary-treasurer, and manager of the phonograph department, was formerly with the O'Loughlin people, of Salt Lake City, Brunswick dealers.

W. P. Berry, assistant manager and head of the phonograph department of the Gamma Roberts Piano Co., has just returned from a duck-shooting expedition. He was accompanied by A. L. Card, of the firm.

The O'Loughlin store on Main street, until about a year ago an exclusive phonograph establishment carrying the Brunswick line, but later adding musical merchandise and pianos, has done considerable remodeling of late. There is an entirely new floor—a very small affair—and a neat, attractive mezzanine floor for offices and display purposes. The phonograph booth on the ground floor have new French windows and the entire establishment has been re-decorated and improved.

The Clayton Jewelry Co., of Sugar House, is adding a piano and talking machine stock. The Dixon-Taylor-Russell Co., of Provo, has moved its phonograph department from the front to the back of the store, where it occupies more space. It recently added the Sonora line. Miss Jessie Russell, a cousin of S. W. Russell, of the firm, has been placed in charge of the department.

R. F. Perry, of the phonograph division of the Brunswick Co., has returned from a trip into the Idaho territory and reports business as most satisfactory.

The local Brunswick office announces the appointment of a new Brunswick dealers in Idaho, the P. M. Williams Co., of Montpelier, and the Frank Popma Music Co., of Boise.

The Jenkins Furniture Co., Brunswick dealer, Boise, Idaho, which operates the radio broadcasting station KBFJ, has arranged for weekly record releases.

Edward Thoreson, of the Palace Drug Store, Brunswick dealer, Blackfoot, Idaho, was a recent visitor to the local branch.

O. C. Shippard has joined the sales force of the T. C. Martin Music Co., Pocatello, Idaho.

The Bruce Music Co., Brunswick and Sonora dealer, Pocatello, expects to be in new and larger quarters by the 1st of next month.

The Ferry Furniture Co., Brunswick dealer, Glenn's Ferry, Idaho, expects to be in its new building soon.

The Boyd Drug Co. has arranged for an attractive Brunswick display at the Coaldale Utah Fair to be held the last week in this month.

Frank Cere, Columbia dealer, of Cleveland, O., has opened a new store at East Seventy-ninth street, in which the complete Columbia line is carried.

SALT LAKE CITY

DIAPHRAGMS

Are, without doubt, the finest Diaphragms manufactured.

 Samples and Prices on Request

WILLIAM BRAND & CO.
27 East 22nd Street
New York City
Telephone, Ashland 7466

Our A A A Quality

India Ruby Mica

NEW STORE IN EL DORADO, ARK.

El Dorado, Ark., October 2.—Terry's Music Shop started business operations here recently in its new quarters and is now one of the most modern and complete music establishments in the State. The store is equipped with five booths for phonograph demonstrations and additional booths are being completed for pianos. Four makes of talking machines will be carried by Terry's Music Shop, including the Victor, Edison, Brunswick and Columbia lines. R. H. Blanton is manager of the establishment.

OUTING TALKING MACHINE CO., Inc., Mount Kisco, N. Y.

OUTING TALKING MACHINE CO., Inc., Mount Kisco, N. Y.

E. S. C. O. RISHAN CO. 134 Tremont St., Boston, Mass.

BRISTOL & BARKER CO., INC. 3 East 14th St., New York, N. Y.

CABINET & ACCESSORIES CO., INC. 3 West 100 St., New York, N. Y.

GENERAL PHONOGRAPH CORP. 1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle

WILLIAM BRAND & CO. 210 Franklin St., Buffalo, N. Y.

WALTER S. GRAY & CO. 52 W. Market St., Wilkes-Barre, Pa.

C. L. MARSHALL CO. 227 Washington St., Chicago, Ill.

TEXAS RADIO SALES CO., INC. 303 Second St., Des Moines, Ia.

CONSOLIDATED TALKING MACHINE CO. 1121 Nicollet Ave., Minneapolis, Minn.

OUR A A A Quality

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WILLIAM BRAND & CO. 27 East 22nd Street New York City
Telephone, Ashland 7466
DOWN SOUTH MUSIC CORP. FORMED

Opens Offices in Roseland Building, New York—Fletcher Henderson and Andrew Sissle the Managers of New Publishing Corporation

The Down South Music Publishing Corp. has opened offices in the Roseland Building, 1658 Broadway, New York, and will henceforth devote itself to the exploitation of characteristic "blues," by race artists and composers and stage and record stars.

Fletcher Henderson will be general manager of the company and Andrew Sissle, formerly connected with the Clarence Williams Music Co., will be business manager. The leaders of the new company's catalog will be "Down South Blues" and "I Want My Sweet Daddy Now." Now in preparation are "It Won't Be Long Now," "Every Woman's Blues," "Kind Lovin' Blues," "Potomac River Blues" and "Awful Moanin' Blues."

NEW OFFICES FOR JACK MILLS, INC.

New offices have been opened by Jack Mills, Inc., in Chicago and Boston. The Chicago office is located in the Grand Opera House Building and is managed by Roy Thornton.

MARKS CO. NEW BERLIN OFFICES

The Edward B. Marks Music Co. has just opened offices in Friedrichstrasse, Berlin. It is the purpose of the company to gather a series of German songs which will later be exploited in the American market.

BRINGS RESPONSE FROM DEALERS

Feist Window Display Contest on "Saw Mill River Road" Participated in by Many Dealers

The sales campaign and window display contest recently announced by Leo Feist, Inc., has already brought a heavy response from sheet music retailers throughout the country. The window competition will be in effect during the entire month of October and the number selected for this special exploitation and publicity is one of the biggest successes in the current catalog of the publishers, namely, "Saw Mill River Road." Some unusually effective advertising material is being placed in retailers' hands and the campaign under way, considering the enthusiasm, promises to be one of the most successful ever arranged by this enterprising organization.

NEW NUMBER BY IRVING COHN

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 with vaudeville artists.

Jack Mills, Inc., has accepted a song from Mickey Calvo, a young composer from Utica, N. Y. Mr. Calvo's first production is entitled "In Old Bombay," a novelty Oriental number that promises well.

STRONG PUBLICITY FOR FOX SONGS

"Nights in the Woods" and "Just One More Kiss" Being Backed by Publicity Campaign. Including Richly Lithographed Cut-outs and Special Symphonic Orchestrations

The Sam Fox Publishing Co. is now concentrating on two distinctly promising numbers, namely, "Nights in the Woods," and "Just One More Kiss," which have been taken up strongly by dealers. The campaign of the Fox Co. includes particularly attractive advertising matter such as large and small cut-outs lithographed in several colors and supplied free to dealers all over the country. The leading orchestras have been provided with symphonic dance arrangements which have been well received and the regular straight dance arrangements have been made available to the smaller orchestras.

The Fox Co. ballad "Isid of the West" was featured recently at the I. L. C. A. convention held in Chicago, where it was introduced before several hundred Lyceum and Chautauqua artists from all sections of the country attending the convention. The number was sung by the well-known Chicago tenor, Walter Pontius.

NEW LEO FEIST, INC., NUMBERS

Among the new songs issued by Leo Feist, Inc., is "Tell Me a Story," a fox-trot by the writers of the well-known "Whispering." Another new issue added to this catalog is "Every Night I Cry Myself to Sleep Over You." The writers are Howard Johnson, Leo Wood and Irving Bibo. Others are coming.

Stasny's International Hits

Sun-Kist Rose
Sensational Fox-Trot Hit

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

ORDER NOW
A. J. STASNY MUSIC CO., Inc.
56 WEST 24TH STREET, NEW YORK CITY

Featured by Vincent Lopez and his Hotel Pennsylvania Orchestra

Released by Leading Record and Roll Companies
NEW HEARST OFFICES ARE OPEN

The new quarters of Hearst Music Publishers, Ltd., 1658 Broadway, New York City, are now open to the profession and the Fall campaign for performers and bands and orchestras in Eastern territory is well under way. Among the numbers that are being featured through the New York offices are "Wonderful Child," "Beautiful Rose," "Always Looking for a Little Sunshine" and "She’s Got Another Daddy.

Among the orchestras featuring the above selections are Al Epstein’s Orchestra at the Hotel Astor Roof, Benny Selvin’s at the Moulin Rouge and Nathan Franke’s Orchestra at the McAlpin Hotel.

The entire musical score of "That Casey Girl," a production in which Eddie Foy and the Seven Little Foys will be featured, will be published by Jack Mills, Inc.

BYRON WARNER VISITS OKEH OFFICES

Director of "Warner’s Seven Aces" calls on Okeh Executives—Orchestra Is Popular in Atlanta and Throughout South

A recent visitor to the office of the General Phonograph Corp., New York, manufacturer of Okeh records, was Byron Warner, director of the Atlanta orchestra known as "Warner’s Sev-

"Warner’s Seven Aces," a Popular Southern Orchestra

"Warner's Seven Aces" call on Aces," recording exclusively for the Okeh library. Mr. Warner, although a young man, has achieved signal success with his orchestra and it is recognized throughout the South as one of the foremost dance organizations in that part of the country.

"Warner’s Seven Aces" have won thousands of admirers through their broadcasting from Station WGM, sponsored by the Atlanta Constitution. The orchestra has also appeared on several different occasions as vaudeville headliners in and around Atlanta and its services are in popular demand for dance purposes throughout Georgia. The "Seven Aces" were added to the list of Okeh orchestras during the recent Atlanta visit of R. S. Peer, of the General Phonograph Corp.’s sales force, who spent quite some time there with a special recording outfit.

STASNY SONGS IN NEW ZEALAND

Lewis R. Eady & Son, Ltd., of Auckland, to Feature One Stasny Number Each Month

Alfred R. Eady, managing director of the New Zealand music firm of Lewis R. Eady & Son, Ltd., who was a recent visitor to New York, completed arrangements with the A. J. Stasny Music Co., Inc., to feature one song from that catalog each month, in the principal cities of New Zealand. As part of the campaign on these issues, advertisements will appear in leading trade journals and newspapers of New Zealand on the selected songs; beautiful color slides will be shown at the leading motion picture houses. They will be used in pamphlets and orchestras will also program them. The above New Zealand firm represents practically all the leading talking machine records and player rolls, as well as other musical material manufactured in the United States.

LEO FEIST PURCHASES ORPHEUM NUMBER

"Oh, You Little Son-uv-er-Gun" Taken Over From New England Publishing House

Leo Feist, Inc., has purchased from the Orpheum Music Co., Boston, Mass., the New England song and dance success, "Oh, You Little Son-uv-er-Gun." This song has proved an active seller in New England territory and has been accepted for mechanical recording by most of the leading talking machine record and music roll manufacturing organizations which, undoubtedly, were waiting for the purchase of the number by some large publisher.

"Be First With a HEARST"

Songs That Spell Profits

POPULAR

In the Land of Sweet Sixteen (new)
Some Day You'll Cry Over Somebody Else (new)
When She Talks About Seeing Father (new)
If I Had You (new)
Many Years (new)
Ginny (new)
Wonderful Child
She’s Got Another Daddy
Always Looking for a Little Sunshine
Home (My Lovin’ Dixie Home)
Beautiful Rose
Lonesome Two
Just a Little Gold Watch and Chain
Broken Hearts
Piano Dreams (Instrumental Waltz)
Step (Instrumental One-Step)
Dansopation, Instrumental Fox Trot (new)

STANDARDS

Someone Like You (new)
Sunset, The Hills and You (new)
Mother, My Own (new)
Honey-Brown Eyes (new)
Love is Love For Ever

HEARST MUSIC PUBLISHERS LTD

1658 BROADWAY • PHILADELPHIA • NEW YORK • WINNIPEG • TORONTO
STEALING to VIRGINIA

A Dancing Song

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

Words by
GUS KAHN

Music by
WALTER DONALDSON

I've got a feeling that I'll soon be a-stealing to Vir-gin-ia.

NEW FORSTER NUMBERS FEATURED

"Hula Dreams" and "Lou' Siana Blossom" Two New Hits Published by Forster Music Publisher, Inc., Featured in Attractive Window Display by the Song Shop in Petoskey, Mich.

CHICAGO, ILL., October 8.—The two new waltz numbers that have recently been added to the catalog of the Forster Music Publisher, Inc., are fast becoming two of the most popular songs of the season. The first was written by Will Callahan and Lee S. Roberts, writers of the famous "Smiles," while of the second, a semi-dialect crooning song, the lyric was also written by Mr. Callahan and the music by Rose Richardville.

The Forster Music Publisher, Inc., reports that these numbers are making a very creditable showing in view of the fact that they have just been issued. Their popularity is shown in the large number of sales over the counter; in their being taken up by orchestras for dance numbers and by singers and glee clubs as vocal offerings; also by their reproduction on player rolls.

The title pages of these two songs lend themselves admirably to window displays and seem to go hand in hand. The accompanying photograph shows a very attractive display by N. J. Stone, proprietor of the Song Shop, Petoskey, Mich., who featured the two songs together in an exclusive window. To this dealer the result of the display proved three things: that window advertising pays, that the waltz song is coining into popularity again and that the Forster House has two exceptional numbers in "Hula Dreams" and "Lou' Siana Blossom."

The Hearst Music Publishers of Canada, Ltd., Winnipeg, Man., has been incorporated with capital stock of $1,000,000 to engage in the business of music publishing.

J. WITMARK BACK WITH GOOD NEWS

Finds Big Demand for Witmark Numbers Throughout Entire West

Jay Witmark recently returned from an unusually successful trip West and brought back with him abundant evidence of the tremendous popular interest in M. Witmark & Sons' publications. Orders for the leading successes were prodigious. Among the popular numbers the leaders are "Bebe," which is a fox-trot success. Other active numbers are "Midnight Rose" and "Long Lost Mamma," which is especially big in the West, "When Will the Sun Shine for Me?" and the latest successes, "I'm Sitting Pretty in a Pretty Little City" and "That Bran' New Gal of Mine." Both in Chicago and Detroit Mr. Witmark found that already the new rearrangement and organization of the professional departments of the firm had borne remarkable results, reflected in enormously active demand and a fine enthusiasm on the part of the trade.

SPECIALIZING IN "BLUES" MUSIC

The Demand Indicates That Goodly Proportion of Public Favors Such Compositions

The list of "blues" numbers being published by the Spencer Williams Music Co., Inc., New York, of which a half dozen or so stand out prominently, are meeting with general favor from that portion of the public appreciating music of such character and the rolls and records that have been made of several of the numbers are selling in substantial numbers, according to reports received. The Spencer Williams Co. specializes in blues and plans some early additions to its catalog of such numbers.
"SWINGIN' DOWN THE LANE" ACTIVE
Receiving Wide Exploitation in Display Windows of Retail Music Dealers

Kresge "Swingin' Down the Lane" Display

"WE HAVE NO BANANAS" IN COURT
Even the Judge in Suit in Maryland Smiles When Witness Calls Attention to the Superior Merits of That Very Popular Song

SCHOOLS ADOPT CONFREY COURSE
Christensen Music School to Use Course in Novelty Piano Playing in All Its Branches Located Throughout the Country

THREE SNAPPY, PEPPY TUNES
"You Darling You"
The Song Everybody Is Talking About

"Sittin' in a Corner"
Positively Another "All by Myself"

"My Old Tomato Can"
By Far the Greatest Comedy Song in Years

IRVING BERLIN, Inc., 1607 Broadway, New York City

"Down -hearted Blues."

The Gus Kahn and Isham Jones number "Swingin' Down the Lane," which had its original popularity in the Middle West, has suc-}


cently introduced, has proved very popular and the first edition was so quickly exhausted that even in some cases they had difficulty in getting sufficient copies to meet the demand, although this condition is being overcome.

PHILADELPHIA BRANCH ACTIVE
Feist Branch in That City, Since Entering New Quarters, Increases Sales by 75 Per Cent

There has been reported by Quaker City Manager Floyd Kinney the biggest season in the history of Leo Feist, Inc., whose local branch occupies the fourth floor of the building at 1228 Market street, Philadelphia. Just at the present moment the big sellers are "Swingin' Down the Lane," "Wonderful One," "Carolina Mammy," and these are being distributed through the M. D. Swisher Co., Tenth street above Walnut street, and the United Music Co., Cherry street above Sixth street. The Feist house has arranged with William Shepphard, director of the music department for the various Stanley theatres in and out of Philadelphia, to feature Feist's hits both in the performance and by orchestral accompaniment. The Feist concern recently acquired the larger quarters at 1228 Market street, having outgrown its former location on the floor above the Globe Theatre Building at Juniper and Market streets. Since its removal to the larger quarters there has been an increase of 75 per cent in sales.

NEW BERLIN PHILADELPHIA BRANCH
The fifth floor of the building at 1228 Market street, Philadelphia, has been acquired by Irving Berlin, Inc., music publishers, as a Philadelphia headquarters. It is under the supervision of Harry Pierson, who for the last several years has been the Philadelphia representative. The Berlin headquarters occupy the same building as Leo Feist, Inc., and are on the floor just above.
THIRD ANNUAL "MUSIC BOX REVUE" PROVES A SUCCESS

New York Critics and Public Acclaim Third Production—Press Devotes Large Space to It

The "Music Box Revue" opened its third season at the Music Box Theatre on a recent Saturday evening and, as was the case with its predecessors, it created unusual comment for its gorgeousness, humor, tuneful music and originality.

There are two acts and twenty-seven scenes, the latter giving effective settings to the lyrics and music of a number of songs provided by the inimitable Irving Berlin himself. The songs, too, are well sung, as the cast not only includes some well-known vaudeville and concert artists, but also a number of newcomers who have been hailed by dramatic critics as exceptional finds.

The principals include Frank Tinney, John Steel, Florence Moore, Joseph Santley, Ivy Sawyer, Sally Ward, Grace Moore, Hugh Cameron, Florence O'Denishawn, Phil Baker, Dora Sonderson, Brona Sisters, Nelson Snow, Charles Columbus, Dorothy Dilley, Frances Mahan, Helen Lyons and a new Russian operatic singer, Miss Grace Moore.

From a publisher's standpoint there are certainly not too many songs, but those that are included are sung so well and are so tuneful that they undoubtedly will be remembered by audiences to the advantage of the sales. Some of them make particularly effective dance numbers, carrying as they do a Berlin rhythm. Doubtless, a means will be found of releasing at least one or two of them for use by dance orchestras of the country, with the result that "Music Box" show numbers will be heard in various sections of the country long before the road show in which they undoubtedly will appear later in original form.

Among the songs are "An Orange Grove in California," "Learn to Do the Strut," "Little Blonde Mama," "First, Last and Always" and "My Lady and Me." This department had a visit from Bill Jacobs, representing the Irving Berlin publications. He had a good list of new numbers, among them "That Old Gang of Mine," "Indiana Moon" and "Love, I Hear You Calling." Miss Elliott's department was also visited during the week by Bob Cole, of Stark & Cowan, and by Nick Lang, the representative of the B. F. Wood Publishing Co.

HARRY VON TILZER REORGANIZED

James Fero and Sammy Smith Enter Publishing Firm—Active Campaign Planned

The Harry Von Tilzer Music Publishing Co., of 719 Seventh avenue, New York, was recently reorganized, with James J. Fero and Sammy Smith joining the concern as stockholders. Fero has been prominently identified with the amusement business in general, while Sammy Smith is well known in the publishing industry. He will be professional manager of the Harry Von Tilzer Co. Edgar Selden, a music salesman, has been chosen sales manager. The Harry Von Tilzer Co. will concentrate its advertising and plugging campaign on "Hear Old Lady," a fox-trot ballad, and "Chief Hokum," a novelty fox-trot.

TWO NEW MARKS CO. NUMBERS

The Edward B. Marks Music Co. recently accepted for publication two new songs from the pen of Eddie Leonard, entitled "Oh, Didn't It Rain" and "Oh, What Eyes." Eddie Leonard, who is probably the best-known minstrel singer appearing in vaudeville, will be remembered for his great song success, "Ida." He is now appearing in a featured vaudeville production comprising a number of dancers, a band orchestra and Mabel Russell.
"LOVE TALES" WIDELY FEATURED

Johnston's Music Store in Los Angeles Gives
It a Striking Window Display

"Love Tales," from the catalog of Leo Feist, Inc., has had its original success on the Pacific Coast. Later the number became quite popular in the Middle West and East. Its success, however, as a Pacific Coast issue has continued, so much so that the dealers in that territory have found it one of the most active numbers of the fall season.

"Love Tales" has been featured by Max Fisher's Orchestra in Los Angeles and in one of the most successful fox-trots of his nightly program. In connection with the featuring of this number by the above orchestra, Johnston's Music Store, of Los Angeles, recently made a full window display showing "Love Tales" advantageously. The title pages of the number were effectively grouped around a large placard carrying the title with descriptive matter and mentioning the authors, Vincent Rose and Ben Ryan.

According to Sid Johnson, the proprietor, the sales of the song during the past few weeks have increased considerably and the fact that the numerous orchestras in Los Angeles territory have shown unusual interest in this fox-trot number undoubtedly will be the means of keeping the song active for weeks to come in that locality.

DEALERS—ATTENTION
NOW READY
Zez Confrey's Modern Course
in NOVELTY PIANO PLAYING

Embodied by:
Lee 
R. Roberts
Pier Wending
Tyrus Arison
Max romant
Phil Ishman, etc.

Containing more than 50 pages of explanations of figures and breaks used by the famous composers in his recent songs of Yesteray and QRS piano rolls, as well as an original and never before published waltz solo, and Mr. Confrey's conception of some of the old favorites.

For Students and Advanced Pianists as well as Professionals, Teachers, Conservatories, etc.

WHOLESALE PRICE 90c. Each ($1.50 RETAIL)

JACK MILLS, Inc.
MUSIC PUBLISHERS

Jack Mills Building
148-150 W. 46th St., New York, N. Y.
BERLIN GETS “YOU DARLING, YOU”

Extensive Publicity Campaign on New Number to Be Started Immediately—Advertising Material Now in Course of Preparation

Irving Berlin, Inc., has purchased from James Brockman the new song entitled “You Darling, You.” It has been said in publishing circles that there were several bidders for the number, but the enthusiasm shown and the appropriation planned for publicity by the Berlin organization made Mr. Brockman decide in favor of placing it in its hands.

The band and orchestra, professional and sales departments of the Berlin Co. state it is a song of real merit and expect, with the exploitation campaign now being arranged, to make it one of the best known popular airs of the current season.

The campaign will not only involve the activities of the above departments, but the various branch offices of the Berlin Co. will aid in giving “You Darling, You” national publicity. Orchestrations are now being forwarded to all parts of the country and it is expected in a very short space of time to have the campaign well under way.

Special advertising material, covering every channel of sheet music publicity, has been planned. This will include consumer literature, window strips, hangers, streamers and other effective matter. Many vaudevilleias will be induced to sing the song and, with the aid of dance orchestras, motion picture houses, cabarets and other entertainment resorts, a response to the number’s merit is looked forward to shortly.

The acceptance by Irving Berlin, Inc., of the above song, “You Darling, You,” brings to mind a little of the earlier history of the number. Originally it carried an entirely different title and was presented to the Berlin organization for publication. Owing to the fact, however, of the wealth of material then in the Berlin catalog, its publication was refused. Brockman, though, decided to make some changes and give the song early exploitation through his own efforts, with the result as outlined above.

There have been several instances where songwriters have carried out some preliminary work on numbers in which they had the greatest of confidence.

NEW CANTOR STARING VEHICLE

“Kid Boots” is the new musical comedy in which Eddie Cantor will be starred this season by Flo Ziegfeld. Arrangements have been made to put the show into rehearsal October 15 and open out of town about November 1. After three weeks on tour Ziegfeld proposes bringing the show into New York. The book for the show was written by William Anthony McGuire, lyrics and music by Tierney and McCarthy. Leo Feist, Inc., will publish the score.

SHERMAN, CLAY NUMBER IN DEMAND

PORTLAND, ORE., October 6.—The new waltz number of Sherman, Clay & Co., “The West, the Nest and You,” is being put over big in Portland and all of the local dealers report large sales. The local Sherman, Clay music house, at Sixth and Morrison streets, has an attractive window display of the number and the George Olsen Orchestra, of the Hotel Portland, plays the waltz out every occasion. Portland music lovers always follow George.

SONGS HAVE WON GREAT VOGUE

Chappell-Harms, Inc., New York, has an impressive number of successful songs in its catalog which will make a wide appeal to dealers and to the general public which has rapidly become acquainted with them through the theatre, the music roll and the talking machine record. Some further “hits” will soon be forthcoming from this house.
NEW STASNY CO. REPRESENTATIVES
Frank Gibney Handling Stasny Catalog on Pacific Coast.
With Billy Newsome Rendering the Same Service in Chicago
Frank Gibney, recently connected with J. H. Remick & Co., Seattle, has arranged to represent the catalog of the A. J. Stasny Music Co. on the Pacific Coast, making his headquarters in San Francisco. He has a fine tenor voice and will exploit the Stasny feature numbers "Sun-Kist Rose" and "Waltz Me to Sleep in Your Arms" in the theatres and over the radio. Harry Tobias, New York salesman for Stasny, who is now on the Coast, is sending in good orders for various numbers in the catalog. Billy Newsome, formerly connected with Waterson, Berlin & Snyder and Irving Berlin, Inc., is now representing the A. J. Stasny Co. catalog in Chicago and surrounding territory and is arranging some effective exploitation stunts for the various numbers.

WIDE "INDIANA MOON" CAMPAIGN
Berlin Undertakes Heaviest Exploitation on Number in History of That Publishing House
According to reports from Rochester, N. Y., during a week's featuring of "Indian 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, there were exceptionally heavy sales of the number, 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 publicity and sales exploitation methods are to be supplemented by a newspaper campaign there and some surrounding cities.

This 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 the theme of "Indiana Moon." In all territory where this advertising will appear the usual publicity, through the aid of the theatres, motion picture houses and orchestras, will be a part of the program.

PRINCE DANCES TO "SUN-KIST ROSE"
Prince of Wales Among Those Who Have Danced to Music of Stasny Number as Placed by Jack Hylton's Grafton Galleries Orchestra
One of the leading foxtrot hits in England for some time past has been "Sun-Kist Rose," the A. J. Stasny Co publication which, in addition to being featured by a number of orchestras in and about London, has been recorded for His Master's Voice record by Jack Hylton's noted Grafton Galleries Orchestra, the organization which plays dance music for royalty, which patronizes the Galleries regularly to dine and dance. The Prince of Wales and other members of the royal family have danced to the music of "Sun-Kist Rose" while at Grafton's, and it was there that White Man and His Orchestra appeared for a time while in London, playing alternately with the Hylton organization.

Another Stasny number that has won a place for itself in England as well as in the United States is "Waltz Me to Sleep in Your Arms," which is being featured by a large number of orchestras and was also recorded on records and music rolls.

SPECIAL BANNERS TO BOOST RECORDS
In connection with the special release of the Okeh record of the fox-trot success, "Sun-Kist Rose," as played by Vincent Lopez and His Hotel Pennsylvania Orchestra, the A. J. Stasny Music Co., the publisher of the number, has provided attractive banners announcing the release for the use of Okeh record dealers, the banners being supplied through the regular distributors.

TALKING MACHINE MEN'S BALL
Plans Completed for Gala Event on November 21—Many Prominent Orchestras Will Attend—Sol Lazarus in Charge of Details
The entertainment committee of the Talking Machine Men, Inc., held a meeting at the Hotel Pennsylvania October 3 at which plans were made for the forthcoming annual ball. After a conference with the management of the Hotel Pennsylvania it was found that November 21 was the best date available and the committee thereupon decided to hold the affair on that date. Arrangements are now being made for the orchestras that will appear that evening and it is quite probable that Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okeh artist, will be the resident orchestra of the evening. Among the orchestras which will contribute to the evening's entertainment are the following organizations, all of which are well known to the talking machine trade and to the dance-loving public (this list being arranged alphabetically): Ben Bernie, California Ramblers, Colombians, Coleman's Montmartre, Dixie Land Jazz, Carl Fenton, Bernie Krueger, Ted Lewis, Memphis Five, Ray Miller, Gene Rodemich, Ben Selvin, Joseph C. Smith, Paul Specht, Paul Whiteman and the Yerkes Five.

It was decided that tickets to the annual ball will cost $1.65 each and an aggressive publicity campaign will be instituted with the idea of making this event the most successful that the Talking Machine Men, Inc., has ever held. The details of the ball will be in the hands of Sol Lazarus, chairman of the entertainment committee, and among the members of the committee were present at the recent meeting were the following: E. G. Brown, Chester Abelnitz, A. Gallicie, J. J. Darn, W. C. Conn, N. Goldfinger, Erwin Kuts and Otto Goldsmith.

NEW IMPROVED Fulton "AUTOMATIC" Portable Model No. 25
Sample to $12.50 Discount in Dealing for Wholesale Quantities
CASH WITH ORDER
This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play. We still have a limited quantity of our Model 25 at the same prices. $12.50, Plated Graphophone and Accessories, Repair Parts for All Makes, Phonocone and Trounce Needles at 25c per M. in lots of 10 M and up.

Fulton Talking Mach. Co. 253 Third Ave. New York City
T O L E D O

Delayed Machine Shipments Hurt Business—General Sales Gains—Trade Activities of the Month

TOLEDO, O., October 8.—A fact about the immediate future which is contributing to the enthusiasm of talking machine dealers, and at the same time giving satisfaction with the splendid showing of the past weeks, is that sales increases average about 12 per cent. Some say, however, that if deliveries of certain new models were more rapid orders now held up could be filled. Christmas Clubs for customers desiring to have machines delivered during the holidays, are now being formed in several stores, the idea meeting with general favor.

The Toledo Talking Machine Co. is regularly receiving shipments of new model Victrolas, according to W. L. Hunter, general sales manager is so great that they are shipped out immediately. Chas. H. Womel, commenting on conditions, pointed out that a year ago machine stocks in the warehouse of jobbers amounted to a four months' supply, giving distributors plenty of goods to work on. This year, however, the available supply totals only sufficient merchandise for one month, with no surplus.

The opening of the Rivoli City concert series, with Mme. Ernestine Schumann Heink as soloist, a grand opera drawn a crowd of 3,200 persons to the Rivoli Theatre, but also produced a handsome volume of record sales for dealers. She visited Victor dealers during her stay in the city and autographed a number of photographs.

The Lion Store Music Rooms staged a successful tie-up with the concert and, as a consequence, a large number of her records were sold. The annual Christmas talking machine club was launched on October 1. Full-page display newspaper advertisements were employed for the push. Harry Reeves, formerly with the department, has rejoined the organization as a member of the sales organization.

Recent visitors included Wm. C. Hutchings, assistant general sales manager, and H. G. Burr, of the Brunswick Co. of Chicago; H. Kane, of the Chicago Talking Machine Co.; Geo. Deagon, of the Cleveland Talking Machine Co.; C. K. Whitter, of the Musical Instrument Sales Co.; Chas. Kennedy, of the Bush & Lane phonograph division; Harry Levy, of the Aeolian Co., and Harold Goldie, of the Columbia Co.

At the Goosman Piano Co. talking machine and record sales the past month have showed a splendid growth. Miss Kirschner is now in charge of the record department.

Miss Grace Greenman, formerly manager of the Goosman talking machine department, has opened a service bureau for dealers. This is a merchandising service, which will teach better store management and sales promotion. At present she is conducting a thirty days' sales campaign for Compton Bros., music dealers, Findlay, O.

Don Vau Breiner, connected with Toledo music stores at various times, has been appointed manager of Compton Bros.

Miss M. Plotkin, formerly with the Whitney-Blaine-Wildermuth Co., has joined the sales force and will have charge of the records of the Peoples Piano Co., who has been in charge of the department, is ill at a local hospital.

The Cable Co., October 1, launched an aggressive program of Victor Phonograph demonstrations. The registers, which feature the Columbia establishment of R. O. Buehl, are stressed as a consequence, started Red Seal libraries.

Grinnell Bros., in order to properly serve their growing clientele, have added two Victrola display rooms to the second floor.

The United Music Store, which caters largely to foreign buyers, experienced a pleasing sales volume in the past month, according to Harry Wasserman, proprietor. While experience has shown that the foreign patron is always sensitive about inquiring about new records, curiosity and a knowledge of his language break down his natural timidity. Permitting customers to play records and respecting their tastes are other points which create patronage, Mr. Wasserman declares.

The Frazelle Piano Co., Adams street upstairs music house, will soon occupy a store on the first floor under the present location, in addition to the double upstairs store now used. Sonora and Vocalion machines are featured by this progressive dealer.

The J. W. Greene Co., on September 25, invited the public to inspect its enlarged store. Almost double the former space is now occupied. New booths have been added and service facilities have been increased. A story of the opening appears elsewhere in this issue.

The conductor of the column appearing daily in the Toledo Times, under the caption "The Town Crier," on last Monday eulogized the Linn Store service. Valuable publicity!

MOLINE, ILL., FIRM BANKRUPT

Bankruptcy proceedings have been started against Thor Norberg, who formerly conducted music stores on Fifth avenue, Moline, and Third avenue, Rock Island, Ill. Liabilities are $38,177.23 and assets are estimated at $10,456.38.

TAKES OVER R. O. BUEHL STORE

The Columbus establishment of R. O. Buehl, Buffalo, has been purchased by J. R. Pancok, who has inaugurated a sales drive on Columbus.

Why Advertise a Registering Piano in a Phonograph Journal?

For just this reason: we are able to present a product with an active, profitable market, merchandised on much the same lines as are talking machines.

Your merchandise, generally speaking, is Nationally advertised. So is the Gulbransen.

Your merchandise, generally speaking, is at a point where the service expense is so small as to be practically negligible. This is the same true of the Gulbransen.

Your merchandise opens a way to continued profit from the original transaction through the sale of records. So does the Gulbransen.

Your manufacturers, generally speaking, concentrate on a few styles, requiring minimum investment in stock of machines, by the dealer. So do we, making four models only.

In the phonograph field are some of the world's greatest "human interest" trade marks. The Gulbransen also has such a trade mark — the famous Baby that means "Easy-to-Play".

These are a few reasons why the Gulbransen "fits in" with the average retail talking machine business, and why it is now handled in so many stores of this type. Many merchants heretofore handling talking machines exclusively have changed their policy on account of the Gulbransen opportunity.

You may find that there are many points of similarity in your own case — enabling you to sell the Gulbransen at a very slight increase in overhead.

Why not find out? We'll gladly send the full details to any dealer in communities where representation is available. Just fill in the handy coupon.

GULBRANSEN-DICKINSON CO., 1356 W. Chicago Ave., Chicago

GENTLEMEN: Tell us how the Gulbransen "fits in" with a talking machine business.

Name
Address
City
SPRINKLE PIANO CO.’S NEW HOME
Progressive Brunswick Dealer Occupies Handsome Building—Uses Extensive Newspaper Publicity to Feature Brunswick Products

NORFOLK, Va., October 5.—The Sprinkle Piano Co., 442 Granby street, recently completed an addition to its large store and this concern, which is one of the leading retail music establishments in the South, now occupies two three-story buildings, twenty-five by ninety feet, with an additional story extending into another building fifty by ninety feet. The company handles but one line of furniture and its music business is by far the largest part of its activities. Several lines of pianos are carried, and in the phonograph department Brunswick phonographs and records are featured exclusively. The Brunswick department is one of the most attractive in the entire establishment and in its newspaper advertising, which calls for full pages almost invariably, Brunswick products are prominently displayed.

THE TRINITY
Radio-Phonograph
(Maclite Equipped)

The Trinity Triumph
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 phonographs.

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 five-ply 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) with exceptional clarity and without distortion. The “A” and “B” batteries are of the highest standard (Maclite).

Representatives Desired Everywhere
Trinity Phonograph Company
142 Berkeley Street
Boston, Mass., U. S. A.
Long Console Cabinet No. 90

*Designed to accommodate the VICTROLA IX*

The most attractive console cabinet on the market

List Price $40

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.
NEW ORLEANS

The Lull Before the Fall Buying Rush Hits City—Conditions Generally Are Good—J. J. Briou to Wed—Month's New Budget

NEW ORLEANS, LA., October 6.—The humming continuity of the engine of business in the local music world seemed automatically to become interrupted during the last few days of September and the initial ones of this month. The pause was not totally unexpected by the dealers who were affected in this manner. September, particularly waning days of the month, is considered a very difficult month in which to promote or carry on business up to the normal standard. It peculiarly unhers in a season that is universally accepted as a signal for the annual changes that take place in the daily life of a city. In other words, it is the criterion of the knowledge that Summer vacationists are returning to their homes amidst rather upstart conditions. This causes thoughts of musical and, as a matter of fact, much other merchandise to be subordinated to the one single thought—getting settled, jointly with a financial refteinement—after the warm weather pleasures. Additionally, this time of the year is considerable moving, which forbids buying until the individual is settled in the new abode.

The Automatic Phonobrush

has been sold from coast to coast, because it cleans all dirt and grit automatically from every groove ahead of needle, which doubles the life of the record; eliminates the surface noise, and produces the tones as the artist intended.

Attached in an instant, and lasts as long as the machine.

Made to fit the various machines.

What kind do you handle? List price $5.00, to Dealer $2.00 per doz. Interesting quotations to Jobbers.

STURGIS NOVELTY WORKS

Medina, N. Y.

Parham Werlein, president of Philip Werlein, Ltd., has been in the East for several weeks on a combination business and pleasure trip. Mr. Werlein subsequently visited the Victor factory at Camden, N. J., where he conferred with officials of the company and inspected the latest models of machines that are proposed or under construction.

The New and the Old

A study in contrast as a means of vividly impressing upon the public the rapid progress that has been made by the Victor Co. in the development of the talking machine is being given by the Werlein house to persons visiting the store. In the retail department, where it may be viewed easily, stands the latest creation in talking machine manufacture—a glass-topped instrument, through which the curious may gaze and note the entire operation of the machine. It is known as Model No. 130. On exhibition beside it stands a copy of the first talking machine ever manufactured by the Victor people. This is one of the old horn type that served satisfactorily before the introduction of the modern, exquisite case, which masks the sound amplifier and is much more compact and easier to handle than the old.

A great deal of enthusiasm is manifested by Victor dealers generally in this territory over the new $550 and $300 art models that are arriving. Victor people feel that they possess the goods the public demands and sales are being pushed on that theory. The new double-faced Red Seal record releases, distributed at a greatly reduced price, are enjoying extreme popularity. Weekly releases are also serving to stimulate a heavy business in disc entertainment.

J. J. Briou to Wed

The friends and associates of J. J. Briou, traveling representative in Mississippi and Alabama for the Werlein house, are looking forward with a great deal of pleasure to his marriage to Miss Hilda Schaeffer, a charming young lady of this city. The nuptials are scheduled to be celebrated on October 10. The announcement of the wedding was the signal for a great flood of congratulations and well wishings to pour to the young couple.

Conditions Good

Frank L. Hough, Victor representative in this territory, has been touring the States of Texas and Louisiana. Mr. Hough reports excellent conditions existing, with the exception of a great favorite in the portions of the States he has called upon.

New Brunswick Model Pleases

The Raleigh, one of the latest creations in the Brunswick console types, has been received by the firm of L. Grunewald & Co. According to Manager E. L. Staples, of the talking machine department, the Raleigh seems destined to become one of the most popular of the $200 class of console models. Several have been disposed of with the Grunewald house appears to retain its normal strength, although "off days" pop up at intervals.

Edison Sales Grow

September proved to be a very satisfactory month for the Diamond Disc Shop, retailers of Edison products. According to Manager J. K. Bille, it is stated, due to the month's business, compiled to the twenty-fifth of September and compared with the same period of the previous month, showed a clearance of several thousand dollars for the $50 manufacturer's remaining days were expected to substantially bolster up that figure, making the sum total for the entire thirty-day period a great favoring.

Edison Jabber Visiting Factory

Manager W. W. Twigg, of the Diamond Music Co., Edison jabber in the Southern territory, is away on a business trip to New York and Eastern points for a duration of about ten days. He will probably confer with Edison officials before returning to the city in preparation for the expected heavy traffic in Fall and Christmas business.

Maison Blanche Contest Delayed

The proposed essay contest that was to be held by the music department of the Maison Blanche Co. during the month of September was pigeonholed by Manager J. D. Moore in order to make way for some other business that required the preference. However, Mr. Moore has no intention of abandoning the plan and will probably introduce and announce it for November, the announcement to be finally decided upon at a later date.

The house has been disposing of some Columbia stock which it secured and Manager Moore reports that excellent results have been obtained from a short special-priced sale that was put on.

Experiencing Starr Shortage

Mrs. B. J. Tremblay, in charge of the talking machine and record department of the Collins Piano Co., reports that Victor Models 400, 405 and 410 are exhibiting some activity. The house has disposed of a number of these models. The record business remains in excellent state. The firm has only the Victor products on hand, as they have been unable to obtain consignments of Starr machines, due to the inability of the factory to make deliveries.

W. C. Fuhri a Visitor

W. C. Fuhri, general sales manager, General Phonograph Corp., manufacturer of Okeh and Odeon records, with headquarters in New York, was a recent visitor here. He is on a tour of the Southern territory. During his stay Mr. Fuhri made his headquarters at the Junius Hart Piano House, the local distributor for Louisiana and Texas.

The name of the Karr Drug Co., Victor dealer, Christopher, Ill., has been changed to the Finis Hindman Drug Co.
FOURTEEN IS THE NEW LUCKY NUMBER

FOURTEEN times you can please the customers to whom you have introduced Bubble Books. And long before they have bought all fourteen of them they're talking about Bubble Books and you to their friends.

For you have introduced in Bubble Books a means of keeping the children amused long hours at a time. When they tire of other play-things they return with added zest to the books "that sing" all their loved Mother Goose rhymes and games.

Once a mother knows that she can buy freedom for herself by buying Bubble Books for her children, she is one of their strongest advocates. She will think pleasantly of you who introduced them to her.

And one pleased customer brings another. That's why fourteen is the new lucky number. Make it yours!

We are telling your customers about Bubble Books, through the magazines they read. You can bring them to your store for these books "that sing," through a Bubble Book Hour. We mention it in our ads. Ask us about this plan to bring customers into your store during your dull hours. Also send for list of other free selling helps.

THIS handsome stand is yours free with an order for three gross of Bubble Books—a smaller stand is given free with one gross.

Bubble Books
“that Sing”

by RALPH MAYHEW
and BURGESS JOHNSON
Illustrated by Rhoda Chase

Retail at $1.00
with three records

When you sell one you sell a habit and when you sell a habit you're building business.
ATTRACTION NEW VOCALION POSTER FOR DEALERS’ USE

For the benefit and convenience of Vocalion dealers who believe in outdoor advertising the Wholesale Vocalion department of the Aeolian Co. has prepared a most attractive twenty-four sheet poster in several colors designed for billboard use, which is supplied free to those retailers who see fit to provide suitable display space for this effectively designed poster.

HELPS TO MERCHANDISE NEEDLES

The problem of increasing needle sales is one that is being given considerable attention by the talking machine retailer. An obstacle has been always met, however, in the reluctance of the salesperson to give time to the selling of such small articles as needles, not realizing the cumulative profit. The silent salesman or counter display has, therefore, arisen to fill this need. Many needle manufacturing and distributing firms have evolved attractive stands for this purpose. Among the newest is one produced by the Wall Kane Needle Mfg. Co., Brooklyn, N. Y., which provides for 100 packages of this ten-time needle in a variety of tones. These needles are stocked at the back of the stand and only a fair proportion of the packages are on display. This also provides against the casual removal of packages by others than the salesperson. Through its general attractive color scheme and display it is expected that this new stand will materially aid the sales of the brand of needles that it contains.

NEW WALL KANE NEEDLE DISPLAY STAND

It is the Blackman Policy to so inspire the confidence of its Victor Dealers that they will never question our motives though they may at times disagree with our methods.

OPENS "TALKER" DEPARTMENT

Utica, N. Y., October 9.—An attractive talking machine department has been opened on the third floor of the John A. Robert Co.'s store in this city. There are seven sound-proof machine and record demonstration booths, in addition to a large central machine display room. Victor talking machines and records are handled.

The Shecter Music Co., of Cumberland, Md., has been putting on a big Columbia sales campaign. Several outside canvassers were employed and not only a large number of actual sales were made, but a good list of prospects was secured.
FEATURES BUESCHER INSTRUMENTS

Whiteman's Leviathan Orchestra Exhibits Instruments in Buffalo Dealer's Window—Stimulates Instrument and Record Sales

Paul Whiteman's S. S. Leviathan Orchestra, which records for the Victor library, recently played a week at Shea's Hippodrome Theatre, in Buffalo, N. Y., where it received an enthusiastic reception at every performance. This theatre directly adjoins the music establishment of Denton, Cottier & Daniels and the accompanying illustration shows the set of Buescher band instruments used by the Leviathan Orchestra.

The "parking" of these instruments in the store window mornings and between the afternoon and evening performances attracted a great deal of attention from passersby and stimulated the sale of Victor records and Buescher band instruments. Denton, Cottier & Daniels maintain an extensive musical merchandise department wherein Buescher instruments are featured.

HOFER REGISTERS "MUSIC BOX"

WASHINGTON, D. C., October 8.—The firm of M. Hohner, distributor of the Hohner harmonicas and accordions, New York City, has obtained registration for the words "Music Box" to be used as the name of a harmonica, it was announced by the Patent Office. The name has been used by M. Hohner for the past year.

TIME PAYMENTS ON SAXOPHONES

Talking Machine Dealers Widen Scope of Sales Possibilities by Granting Credit

Saxophones and trap drum outfits are proving particularly good sales numbers in the line of the Fred. Gretsch Mfg. Co., importer and wholesaler of musical merchandise, Brooklyn, N. Y. E. E. Strong, sales manager of the company, in a recent interview with The World, stated that talking machine dealers in particular were finding these items big sellers. "The talking machine retailer," stated Mr. Strong, "is selling these high-priced instruments on the deferred payment plan, which greatly widens the scope of prospects. Time payments on musical merchandise are just as necessary as time payments on talking machines and pianos. In fact, it is the higher grades of all musical instruments that are selling best. For instance, our professional banjo is far more in demand than the cheaper numbers in the line."

INSTALLING DEALER EQUIPMENT

The Zimmerman-Bitter Construction Co., New York, manufacturer of equipment for musical merchandise departments, has closed a number of important orders during the past few weeks for this type of installation. A. Bitter, of this company, states that the dealers are installing sheet music, musical instrument and small goods departments in preparation for a banner Fall and holiday trade and that, in order to display musical merchandise advantageously, the use of store display cases is considered almost imperative.

LARGER QUARTERS IN DECATUR, ILL.

DECATUR, ILL., October 6.—With the addition of the Lyon & Healy line to its piano department the William Gushard Co., one of the leading music houses here, has been forced to enlarge its quarters. For this purpose the mezzanine floor has been remodeled and is now given over entirely to the display of musical merchandise. New record-demonstrating booths have been built along the north wall, where the Brunswick department is situated.

W. R. McClelland, president of the National Music String Co., manufacturer of Black Diamond strings, has returned to the New Brunswick, N. J., headquarters from a business trip through the Middle West.
POPULARIZING HOHNER HARMONICAS

Extensive Publicity Campaign of M. Hohner

Reaching Millions of People—Newpapers, Magazines and Theatre Play Part in Drive

An impressive example of dealer co-operation and the creation of the demand, nation-wide, throughout the buying public is to be found in the varied and extensive publicity conducted by M. Hohner, manufacturer of harmonicas and accordions, New York City. This campaign was inaugurated solely for the purpose of increasing Hohner harmonica sales for the dealer. It is wide in scope and represents well-laid plans. In the national magazine advertising conducted by the company forty-five national periodicals are used, with a circulation of over 50,000,000. An idea of how all classes are reached through this publicity is found in a few of the publications selected, such as Life, American Legion Weekly, Literary Digest, Amalie's, Photoplay, Detective Stories, Moving Picture Magazine, Boys' Life and The Christian Herald.

The advertising appearing in leading newspapers in strategic trade centers all over the country is also increasing demand for the Hohner harmonica. Combined with this paid publicity is a great volume of free publicity, editorial comment, photographs and rotogravure pictures, etc., which have appeared, due to the general interest aroused by this effective campaign. The radio has been used to broadcast harmonica playing. In the moving picture field Wesley Barry, celebrated juvenile star, is giving the Hohner publicity on the screen. Forty-five vaudeville stars are entertaining the public with the Hohner harmonica and it is estimated that 117,000,000 people annually are entertained in this way.

The progress of Borrah Minevitch, well-known harmonica player, from city to city, is creating considerable interest and receiving much comment in the daily press. Mr. Minevitch will appear in Kansas City at an early date, where, through the combined efforts of Mr. Minevitch, the daily press and dealers, it is planned to feature Hohner harmonicas in a particularly big way. Demonstrating artists, therefore, are an important part in the campaign.

Of course, the usual dealer aids, such as window display charts and instruction booklets, are used and, in keeping with the extensiveness of the whole plan, these are very attractively prepared. Artists' testimonials and the selection of the Hohner harmonica by such well-known organizations as the Boy Scouts contribute their share. But perhaps, the most important part in increasing the popularity of the harmonica and, therefore, the demand upon the trade, are the harmonica contests that have been and are continuing to be held in various cities with the combined co-operation of M. Hohner, newspapers, civic and State authorities and other organizations. It is reported at the headquarters of M. Hohner, New York City, that dealers find a decided increase in the demand for harmonicas since this campaign was inaugurated. Dealers, too, are doing their part and it shows how the combined efforts of dealer, distributor and manufacturer are creating an interest in a product in the music field that is sweeping from coast to coast.

Your Trade Wants Drum Outfits

And We Have the Assortments That Sell!

Practical drummers select our new trap-drum outfits—there is no essential trap left out—no unnecessary article retained. Each outfit is equipped with Twentieth Century GUARANTEED Drums, and this in itself is assurance of satisfactory value for the dealer who handles them and the drummers who play them. These outfits meet practical drummers' needs. And believe us—drummers buy them.

Pictured Here

Is Our New

"DANCE"

Drum Outfit

—a $60.00

Retail Value

Write Us For

Dealers' Prices

on This and

Other Popular

Outfits, Retail-

ing $50.00 and

up.

The FRED, GRETSCH MFG. COMPANY

60 BROADWAY

Musical Instrument Makers Since 1883

BROOKLYN, N. Y.

EXPANDS CITY DELIVERY SERVICE

C. Bruno & Son, Inc., 351-353 Fourth avenue, New York City, the large wholesale musical instrument and Victor Victrola jobbing house, has recently made a great improvement in its city delivery service department by the addition of several trucks.

The recent additions to Bruno's fleet of auto trucks now give them one 5-ton Pierce-Arrow, three 2½-ton Whites and one Dodge and one Chevrolet light delivery truck.

SMALL GOODS MEN ORGANIZE


BUESCHER FACTORY EXPANDING

ELKHART, Ind., October 1.—The newest addition to the mammoth Buescher factory is now in process of construction. Ground was broken for this addition in May last. It will house correspondence and clerical departments now in the main building, whose removal to the new wing will allow expansion of various mechanical departments heretofore crowded.

GOOD PROFITS

BANJOS VEG TRUMPETS

MANDOLINS VE TRUM-PETs

LUTES VEG TROMBONES

GUITARS VEG SAXOPHONES

NEW Catalogs—Just Out

GOOD PROFITs

THE VEGA COMPANY

155 Columbus Ave.

Boston, Mass.
INSTALL SMALL GOODS DEPARTMENT

Sherman, Clay & Co. have been known in Portland for years as a musical concern and well can it be said that they have just made a music department a separate and well-equipped department as a part of their store. "Everything now in music" is the slogan of the Sherman, Clay & Co. store since the installation of its new musical department. Mr. Towner reports excellent business in spite of the fact that the department is in its infancy.

Band Instrument Section

The new department carries all musical instruments and accessories for band and orchestra and the stock is complete in every detail, including King band instruments, King saxophones, Bacon, Gibson and Orpheum banjos, Martin guitars and mandolins, Bacon and Gibson mandolins, Robert, Penzel-Mueller & Buffet clarinets, Haynes flutes and piccolos, Christenson oboes, Heckel bassoons, Ludwig drums and traps, Victor drums, Deagan marimbas and xylophones, imported and domestic violins, 'cellos and string basses, with a full and complete line of strings and reeds, as well as a complete line of Lifton cases.

In the Sherman. Clay Small Goods Department and he is looking forward to a very busy Fall and Winter trade. Palmer S. Smith is first assistant to Mr. Towner. The department is allotted a generous amount of window space for display purposes and some most attractive arrangements of the department's goods have thus far been featured with excellent effect in so far as sales are concerned.

Solo Records Demonstrate Buescher Saxophones

Two new Saxophone Solo Records (Victor) made by Clyde Doerr should be used by every Record Dealer to demonstrate to prospective Saxophone purchasers the fine qualities of the Buescher Saxophone.

The Record Dealer is in an especially favored position to make many sales of Saxophones to customers who ask for these Doerr Records, and to sell Saxophones and Band Instruments to all buyers of Dance Records.

BUESCHER BAND INSTRUMENT CO.

ELKHART, INDIANA
KANSAS CITY, Mo., October 8.—All talking machine jobbers in Kansas City report that business during September has been exceptionally good and that their establishments have been very busy stocking up the dealers with goods for Fall trade. In nearly every case the report is to the effect that the orders of a year ago have been exceeded and in some cases the increase is more than 40 per cent. The increase is attributed to the improved conditions in business generally, the growing interest in music and the introduction of new styles and better service.

The weekly releases of the Victor Co. are resulting in a substantial increase in record sales.

One of the means by which dealers have been stimulating the demand throughout the territory were displays at the county fairs. These displays have been made this year almost exclusively for the purpose of directing attention to the merits and attractiveness of the goods themselves. This is in sharp contrast to some of the stunts put on in the past, where contests were the feature, and the interest centered in who would win the prize.

According to Manager Schoenly, of the Brunswick Co., dealers report that scarcely 10 per cent of the cards which have been signed in the past where the interest centered in the contest and prize were really prospects for the sale of phonographs. These contests occasioned a large amount of work, not only in putting them on, but also in weeding out the names of those who were not interested in buying a machine. Learning their lesson in the past, the dealers are appealing to the public interest in music and showing their machines as instruments which will produce it in the most attractive manner. The cards, though less in number, are of much more value, the dealers say. Among the dealers who have had considerable success with their fair displays are the Topeka Music Co., the Schroeder Music Co., of Bethany, Mo.; Chappell Music Co., of Salina, Kans., and L. H. Peck, of Carthage, Mo.

The Herbert A. Kroh Music Co., of Muskogee, Okla., one of the oldest music establishments of the State, has installed a complete line of Brunswick instruments and records.

The new Columbia models are being received with enthusiasm by the public and the dealers have been sending in orders to such an extent that jobbers have been kept very busy in meeting the demand.

V. K. Henry, formerly field representative of the Brunswick Co., in Kansas City territory, is now with Geo. A. Anderson in the Exclusive Brunswick Shop, in Kansas City.

Under the management of Roy Oliver, the talking machine department of the Rorabaugh-Brown Dry Goods Co., Oklahoma City, has become so important it has been moved to the main floor.

C. M. Williams, formerly manager of the talking machine department of the Rorabaugh-Brown Co., is now manager of a similar department with the Leader Department Store, St. Joseph, Mo.

R. L. DuBois, manager, called on several nearby dealers in the past month and received very nice orders for immediate delivery. Business is better than it was last year at this time and all dealers interviewed so far seem to be very optimistic.

A new Edison agency has just been opened at Hillsboro, Kans., with Hoeppner Bros.

The Moberly Music Co. is now an authorized Edison dealer at Moberly, Mo.


Mrs. M. M. Paul recently opened the Paul Record Store, Inc., at 1103 Walnut street, in Kansas City.

The Steinola Co., of this city, manufacturer of phonographs, has enlarged its sphere of activities and is now furnishing a number of distributors of radio machines with walnut cabinets.

Miss Roe Wise, formerly secretary of the Artophone Co., is now appearing in orchestral concerts, playing the saxophone.

NEW ARGYLE CONSOLE POPULAR

Two-tone Sonora Model Meets With Immediate Favor—Now Being Shipped to Trade

The "Argyle," a two-toned console model, is the latest addition to the Sonora line and the jobbers and dealers are delighted with its perfect proportions, artistic lines and its beautiful panelings, which embody two shades of walnut. This instrument was added to the Sonora line featuring the Areca plant, which is sold in various colors, including an electric light, gold-plated two-spring motor, envelope filing for sixty records, etc. The instrument, which lists at $275, is now being shipped throughout the country and promises to be a leader in the Sonora line this year.

ISSUES ATTRACTIVE CATALOG

Frank Netschert Features Products in Color—Areca Plant a Favorite With Dealers

Four pages in color which faithfully reproduce the various flowers in their original shades are among the several features of interest in the new 1924 catalog of artificial plants and flowers for store decoration, which has just been issued by Frank Netschert, Inc., of New York City. The remainder of the catalog is given over to descriptive matter and prices of the full Netschert line. The company is at present featuring the Areca plant, which is sold in three colors—red, orange and green. The leaves are changeable and may be substituted to correspond to the different seasons of the year.
$35 RETAIL
Made in Genuine Dupont Fabrikoid
(A fine imitation leather)
LIBERAL DISCOUNTS

A Premier CHRISTMAS Gitt!

Its outstanding quality—its remarkable tone—its beauty make it as ideal a phonograph for the home as it is for the outdoors.

This, together with its low retail price, produces a Christmas gift that will bring you a sale well worth while!

For the rest of the year there is no phonograph that is so certain to produce profits as the PAL PORTABLE.

Holiday Orders Are Being Filled Now!

PLAZA MUSIC CO.
18 WEST 20th STREET
NEW YORK
IN SYRACUSE

Business Continues brisk—Exposition Proves Business-getter—Advocates Canvassing as a Sales Aid—New Accounts—The News

SYRACUSE, N. Y., October 8.—The talking machine business in this city and the surrounding territory is most satisfactory, according to reports of retailers and wholesalers. The latter are finding it difficult to supply some of the most popular models of talking machines, orders coming in so rapidly and for such quantities of instruments that they are shipped out almost as quickly as they are received. The trade situation, insofar as holiday expectations are concerned, is the cause of considerable optimism throughout the trade. Record business also is holding up well. Briefly, there are a good many factors working to the advantage of the trade and this, coupled with the energy of dealers, practically assures an unusual busi-ness for the remainder of the year.

Cash In on Exposition

Fowler, Dick & Walker, Edison dealers in Binghamton, N. Y., recently staged a profitable display at the Binghamton Exposition which resulted in considerable publicity and the securing of a number of live prospects. The Baby console is especially popular, according to Jas. E. Greene, popular and progressive manager of the phonograph department.

Fowler, Dick & Walker also had the pleasure recently of supplying an Edison phonograph to the American Legion, of Johnson City, after that organization had compared and tested a number of other makes.

Live Dealer Advocates Canvassing

Curt C. Andrus, Edison phonograph dealer at North Tonawanda, N. Y., recently employed A. H. Stanley as an outside salesman. He has made sufficient sales to date to make his services mutually satisfactory, and is securing a large number of desirable prospects for the holiday trade. With business conditions as they are in most cities it will prove profitable to any dealer to put on one or more outside men to make a thorough canvass, in the opinion of Mr. Andrus. This live dealer reports selling five phonographs on a recent Saturday and reports business increasing right along, with good prospects for a big holiday trade. Mr. Andrus is now selling more Edison than needle type of instruments, for which he also has the agency, due principally to the seven Edison tone tests which he has put on in the Tonawandas. The baby console model Edison is proving the leading seller with this style and he just placed his order with his jobber for thirty of this particular style. The city just installed a new lighting system on the main business street here and the Merchants' Association engaged two dance orchestras of six men each, and two comedy singers, and advertised the celebration widely. A large crowd came up to witness the turning on of the new lights and to hear the music. The cash record sales this night were the largest so far this season and the extra profit more than covered the contribution made to the expense of the celebration. Mr. Andrus pays four clerks on Saturdays to handle his cash trade, and pays his clerks a commission on the instrument sales they make.

Heavy Orders of New Red Seal Records

Victor dealers throughout this territory are keenly enthusiastic regarding the new Victor double-faced Red Seal records and the orders placed for them indicate that during the coming holiday season there will be as large a shortage of records as there is of Victrolas during that time of the year. The W. D. Andrews Co., Victor wholesaler, is doing everything possible to co-operate with the Victor dealers in this territory in making the coming season the most prosperous period in history and the results to date are very gratifying.

Many New Edison Jobbers Appointed

Frank E. Bolway & Son, Inc., Edison distributors, with headquarters on South Clinton street, this city, have recently opened a number of new agencies here and in the surrounding territory which they serve, as a result of an intensive sales drive which was recently inaugurated. Among the dealers who have signed up in the last few weeks are B. L. Bush, Jordan & Camillus; L. W. Culver, Chittenango Station; W. H. Denison, Petchboro; E. A. Field, Altmar; Nettie M. Gates, North Syracuse; Hamilton & Clark, Wilson; Wm. H. Griffin, Norwich; Joiner & Hiscock, Sandy Creek; Edward F. McCormack, Mexico; H. B. Shapley, Eastville; W. E. Strong, Oweeko.

The Gibson-Snow Co., Inc., of this city, Sonora phonograph and Vocalion record distributors for New York State, has received many large orders for Sonora products from the dealers in this territory. Syracuse dealers report healthy conditions all along the line, with the majority of sales leaning towards the higher-priced instruments.

Edison Wins in Competition

Tribute was recently paid to the merit of the Edison phonograph when that instrument was selected by the Rome High School, Rome, N. Y., after three makes of talking machines had been thoroughly tested and compared. The

THE PERFORMANCE OF SERVICE

is the test of any organization

The Gibson-Snow Co. as distributors for New York State, for the Sonora phonograph and Vocalion records, accomplishes this test of service that does help the dealer merchandise his product in an efficient manner.

We are prepared to help you. Ask us for our co-operation.

Sonora phonograph and Vocalion record distributors for New York State.

GIBSON-SNOW CO., Inc.
SYRACUSE, N. Y.
deal was closed by Schuderer & Castle, live Edison dealers in that city. This concern, through its aggressive policies, has enjoyed a steady growth in business and it is looking forward to the biggest year-end business, both in machines and records, in its history.

LITTLE TOTS’ RECORD DISPLAY

The accompanying illustration presents an attractive window display used by Eisenberg’s store, Baltimore, Md., to feature Little Tots’ records made by the Plaza Music Co., New York. This display not only attracted considerable attention from passers-by, but was directly responsible for the sale of a large number of Little Tots’ records. These records and their albums are particularly adaptable to unique displays and Eisenberg’s window presents the product to excellent advantage.

CELEBRATES FIFTH ANNIVERSARY

The Kings Highway Music Shop, 1408 Kings Highway, Brooklyn, N. Y., H. A. Freyman, proprietor, recently celebrated the fifth anniversary of the opening of the store. Invitations were sent to the large circle of customers, prospects and friends of the concern and a special program of music and entertainment was enjoyed. Among the attractions was Main M. Rountree and His Orchestra, and Jack Eagen, author of the song hit, “Three Thousand Years Ago.” The store has just been remodeled and the celebration was staged immediately following the reopening. Victor talking machines, records and pianos are handled, and these were attractively displayed.

LARGER QUARTERS IN AKRON, O.

AKRON, O., October 5.—With the acquisition of 3,000 square feet of floor space, which includes the possession of the adjacent building, the Music Shoppe, South Main street, will have much more space available for its talking machine department. This store features the Brunswick line exclusively. The enlarged talking machine section will be ready for occupancy about November 1.

BUILDING EXTENSIVE BUSINESS

Although it has been in business only a few months the Specialty Phonograph & Accessory Co., New York, manufacturer of the “Specialty Brand” phonograph parts and products, has established a good-sized clientele throughout the country. The company states that during the past few months there has been a steadily increasing demand for springs, motors and motor parts and the outlook for the coming year is very promising.

The Grand Pharmacy, of Du Quoin, Ill., has opened a talking machine department. The booths, record racks and counters are Unico construction. Ray Kennedy is the proprietor.

The NEW EDISON

in

New Models, New Prices

EDISON FEATURES

Permanent Diamond Point Reproducer.
Plays all Makes of Records Better.
Edison Records Play Longer, Wear Longer.
New Improved Records.

Dealrs proposition submitted upon request

Frank E. BOLWAY & Son Inc.

SYRACUSE

Jobbers

Est. 1889

IRVING KAUFMAN WITH VOCALION

Well-known Vaudeville Star and Record Artist
Signs Exclusive Contract

The Aeolian Red record department of the Aeolian Co. announced on October 1 the signing of a contract with Irving Kaufman, the well-known record artist, whereby he will in future make Vocalion Red records exclusively.

Mr. Kaufman, who is particularly popular in the vaudeville field, has for some years been making records for various companies and has achieved marked success in that line, creating a substantial following among record buyers. Mr. Kaufman will make his first Vocalion record upon his return from a Canadian engagement.

The Dixon Music Shop, 518-520 Dewey street, North Platte, Nebr., has added Victor machines and records to its stock. In addition the concern handles the Edison and Columbia.

BUBBLE BOOKS CAMPAIGN STARTED

Harper & Bros., New York, publishers of the popular Bubble Books, are well pleased with the outlook for the Fall and holiday trade, and Bruce McClure, publicity director of the company, is in personal charge of an intensive sales and advertising campaign that is meeting with exceptional success. It is interesting to note that the sales of Bubble Books have increased steadily for the past four years, with the figures for the first nine months of 1923 showing a substantial increase over the corresponding period of 1922. Mr. McClure is particularly interested in the fact that talking machine dealers are featuring Bubble Books as appropriate gifts during the Christmas season and the timeliness of the present campaign is proving an important factor in its success.

Phonographs—Radio

If you would be interested in the sale of a new article of great merit that will quickly sell to present owners of phonographs who already have added the radio outfits to their homes or who may do so in the future, write for full particulars to

The Regina Phonograph Co.

Manufacturers

Rahway New Jersey

Regina Phonos — Regina Hexaphones and Music Boxes
The New Columbia is Superior!

Unobstructed Sound!

The New Columbia Phonograph throws the sound fully and freely instead of straining it through interrupting fabric or lattice work. And its patented, "organ-pipe" tone control leaves deliver the music on a level with the auditor's ear. This exclusive Columbia feature is but one of the many refinements to be found in every model of the New Columbia.

COLUMBIA GRAPHOPHONE CO.
New York

D E T R O I T

Busy Industries Prexage Brisk Trade—Discounts Sending Records Out on Approval—The News

DETROIT, MICH., October 8.—There is only one thing that can prevent a big talking machine business this Fall—it is the lack of energy of the dealers themselves. Speaking for Michigan, latest reports from the Manufacturers' Association indicate that there is sufficient work ahead to keep everybody employed for the coming season and that for the past year employment and wages have been the greatest in the history of the State. Bank deposits substantiate these statements.

Sales of talking machines have been brisk all through September and a big increase in sales is anticipated by the retailers for the month of October. Already some of the stores have announced special Christmas offers and many dealers are planning holiday drives.

The J. L. Hudson Music Store came out with a rather startling announcement the other day—that of discontinuing the policy of sending records out on approval. This has been the practice of the Hudson and other downtown stores for many years. It was their belief that it created sales. But, apparently, the Hudson Store realizes that, while it creates sales, it also brings losses and entails a lot of delivery and bookkeeping expense.

The writer recalls some years ago in the early days of the Detroit Talking Machine Dealers' Association, when this subject of approval records came up for discussion. Many were opposed to it, but quite a few of the big downtown dealers, including the Hudson Store, were inclined to favor it on the ground that it did stimulate record sales. These dealers also admitted that the policy had its faults, but they felt that the good points overshadowed the bad. In view of the Hudson announcement it would not be at all surprising to see others follow suit.

A. A. Grinnell, treasurer of Grinnell Bros., who is back from an extended European trip and who is in touch with every phase of the company's business, is very optimistic about the balance of this year and looks for a big volume of sales in all of the company's forty branch stores.

All through the month of October Grinnell Bros. will conduct their twentieth annual sale of used musical instruments, mostly pianos and players, but including some talking machines. These instruments have been out on rental at the Summer resorts.

The Crowley, Milner Co., Detroit, has added the Brunswick line of phonographs and records to its line.

In the neighborhood sections, especially Polish and Hungarian, we find dealers selling a great many cheap machines—without manufacturers' names, priced around $55. There seems to be quite a demand in the foreign neighborhood for machines that can be sold at a very low price. These people do not buy the nationally advertised brands and only know one thing—the cheapest in price. Why?

Sam Lind, of the Lind & Marks Co., distributor of the Vocalion records and manufacturer of the Wolverine phonograph, reports that the past month has brought a tremendous volume of new business. "We are adding new accounts right along on our Vocalion records, while all over the country inquiries are pouring in regarding our line of Wolverine phonographs, which are manufactured exclusively for us," said Mr. Lind.

One of the finest neighborhood stores is that of Ray J. Youngblood, on East Jefferson avenue, Detroit. Mr. Youngblood was for many years in the dry cleaning business. Some time ago he got the "bug" to have his own talking machine store, so that he could sell the records of his sister, Margaret Young. So he secured a location adjoining his dry cleaning place and then, when business got good, moved to his new location on East Jefferson avenue. He handles the Brunswick line exclusively and does a very nice business.

Okeh records are selling very big in Detroit. They are featured by ten or twelve of the regular music dealers and, the other night, we noticed them in the Brownie Drug Stores, of which there are some thirty in this city.

Fall orders are being received in good volume by the Phonograph Co. of Detroit, Edison distributor for this territory. Edison dealers in this city and surrounding territory are apparently receiving their share of the business and the outlook for one of the busiest holiday seasons on record is exceptionally bright. The Edison line is one of the leaders in popularity here and, if the orders constantly being received by the Phonograph Co. of Detroit may be taken as an indication, Edison dealers throughout this section, at least, are enjoying a demand equal to that for any other make of instrument.

CABINET HARDWARE DEMAND GROWING

The H. A. Guden Co., Inc., New York, manufacturer of cabinet hardware and accessories, announced recently the appointment of Edwin Wood to represent the company in Australia and New Zealand. H. A. Guden, president of the company, states that there has been an exceptionally active demand for the invisible hinge, which was introduced a few months ago, and that cabinet manufacturers generally are ordering hardware in larger quantities than in previous years, particularly stay arms.

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
Our Slogan

"Service that Satisfies"

means in a word "Dependability." This season will be a busy one. Be ready for it and rely on us for what you want. Our products not only carry our guarantee but the guarantee of the Starr Piano Company, whose half century's experience in fine musical instrument building has made for them a reputation known the world over.

We are district distributors for

Starr Pianos
Gennett Records
Starr Phonographs

Service that Satisfies

The Starr Phonograph Company
634 Grant Street
PITTSBURGH, PA.
FINE EXHIBITS AT NATIONAL EXPOSITION IN TORONTO

Display of the Scythes Vocalion Co.
most popular selling model in Canada just now is the Style No. 450 console, with Style No. 550 being a close second. In addition to music boxes displayed there the phonograph was demonstrated for the benefit of exhibition visitors all the latest Vocalion records, those by the London String Quartet, H. M. First Light Guard Band, Colin O'More, tenor, and various dance orchestras proving especially interesting. A number of excellent prospects, together with fair volume of immediate sales, were made during the course of the show.

The forty-fifth annual Canadian National Exhi-

bition is now a matter of history. The paid attendance this year was 1,400,000, a gain of more than 120,000 over last year. "Music Day" brought an attendance of 118,000, as against 109,500 last year. Ten phonographs and record exhibits were on display, taking up the entire floor space of the Phonograph Building. Those in attendance were as follows: Sun RECORD Co., Ontario distributor of Apex records and phonographs; Starr Co. of Canada, Ltd., London, Seychelles Vocalion Co.; R. S. Williams & Sons Co., Ltd., Canadian Edison distributor; Columbia Graphophone Co.; Gerhard Heinlitzman, Ltd.; His Master's Voice, Ltd.; Sonora Phonograph, Ltd.; McLagan Phonograph Corp., Ltd., Stratford; Russell Gear & Machine Co., Ltd., phonograph equipment; Musical Merchandise Sales Co., Ltd., Brunswick records. A. C. Valeur, managing director of Sonora Phonograph, Ltd., this city, recently was married. He was the recipient of a handsome man-
tel clock presented by his staff. Harry R. Braid has been made sales manager of the company.

The Charles Kirke Music Co., Ltd., Ottawa, has moved to its new quarters at 1959. Sparks street and has taken on the Vocalion line. "Do not let radio become a competitor of the phonograph," advises S. C. Thornton, the well-known music dealer of Dundas, Ont. "Make it an ally." Mr. Thornton has given the question of music men handling radio business considerable thought and experience and is an eager student of anything pertaining to radio development. He quite believes it will become an important proposition for the music trade.

RESUMPTION OF FALL DEMAND FELT IN MONTREAL TRADE

Weddings and Reopening of Schools Result in a General Stimulation of Business—Charles Edison, Vice-president of Thomas A. Edison, Inc., a Visitor—The Month's News

Montreal, Can., October 8—Talking machines played a prominent part in September as wedding gifts, numerous brides being the recipients of instruments. This, together with the opening of schools and the returning of people from the country, has resulted in the resumption of the usual Fall activity.

The Berliner Gramophone Co., Ltd., has announced the introduction of three new Victrola art models, Nos. 400, 405 and 410, which are available with either spring or electric motor. The company has also announced the introduction of double-sided Red Seal records. The new Music Salons recently opened by Charles Colman, local Sonora and Vocalion dealer, have evoked considerable attention from all who have inspected this house-like rendezvous for the public.

G. F. Byrns, of North Sydney, N. S., has purchased the music business of M. J. McPher- son, of that town. Phinney's, Ltd., Halifax, N. S., has started alterations on its store. The record department is being moved to the third floor. The ground floor will be given over to talking machines and pianos.

Philip E. Layton, president of Layton Bros., Ltd., Edison, Columbia and Brunswick dealers, has just returned from a three-months' trip to England, Scotland, Wales and France. While in these countries he visited a large number of institutions and schools for the blind.


Vancouver, B. C., October 6—Music played an important part in the Vancouver Fair just concluded, practically one-quarter of the Manufacturers' Building being devoted to the display of pianos and phonographs. His Master's Voice products were well represented by Messrs. W. F. Evans and Switzer Bros. Geo. Goulding, winner of the world's walking championship, Olympic games, and now conducting a sporting goods store in Vancouver, believes in publicity. During the Fair he borrowed a Victrola No. 50, a set of Victor health exercises and a set of reducing exercises from the display stand of W. F. Evans, Ltd., and, donning a gym

suit, he demonstrated them. Tom Switzer, of Switzer Bros., has undertaken one of the most novel propositions known to the music world. Tiring of city life and the daily routine he hired a gas launch, loaded it with records, Victrolas, musical instruments and ways and means of making music, and went on a business of rest and adventure. He is reaching hamlets that perhaps see a boat once in a month, people who have the opportunity of getting into town once in two or three years wake up to find a city music store at their door, and reports that are sales coming easy.

Kent's new phonograph store, Victoria was recently opened to the public. Edison and Brunswick phonographs are handled. The first of a series of radio concerts to be broadcast this season took place recently from the premises of one of the leading music houses in Winnipeg. The artists were all members of the Mason & Risch Co. store.

When the Grand Theatre, Calgary, Stock Co., recently put on the show "It Pays to Advertise" several merchants displayed goods in the theatre lobby. Matthews Music House had a Brunswick York console on display.

TRUESOLO CANADIAN DISTRIBUTOR

The Peate Musical Mfg. Co., Montreal, Can., a wholesaler of musical instruments and accessories, has been appointed Canadian distributor of Truesolo strings, made by the Standard Mfg. & Mfg. Corp., Brooklyn, N. Y. G. F. Chapin, manager of this company, returned recently from a Canadian trip, upon which he closed this important deal. In a chat with The World Mr. Chapin stated that talking machine dealers throughout the country are evincing keen interest in the sales possibilities of the Truesolo strings and that new dealer agencies have been established in important trade centers.
3 years ago many regarded the 50¢ record an absolute impossibility.

—and BANNER is supreme in this field!

Read what one successful dealer writes:

"At the beginning (in 1921) we believed that the tremendous turnover on BANNER was due to the fact that it was a new idea in record merchandising here. But the demand has continued most satisfactorily and at this time our record business on the BANNER line represents a mighty proportion of our gross sales.

"I might also add that their sale has helped our department materially in selling other merchandise, as they prove a great drawing card in bringing new customers to the department."

Write for full particulars—NOW!

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

BANNER 50¢ RECORDS
Meet Constantly Growing Demand

APPOINTS JUNIOR OPERETTA JOBBERS

Prominent Wholesalers Appointed by Vulcan Record Corp.—Factory Facilities Increased to Meet Constantly Growing Demand

F. H. Hedinger, secretary and general manager of the Vulcan Record Corp., New York, manufacturer of the Junior Operetta series of records, announced this week that on account of demands have been made whereby the following well-known concerns will act as distributors for these products: A. C. Erisman Co., Boston, Mass., New England territory; General Radio Corp., Philadelphia, Pa., and Pittsburgh, Pa.; Pennsylvania, Maryland and Southern New Jersey; Bristol & Barber, Inc., New York, N. Y., metropolitan district and New York City. Several other important jobbing deals are now in process of consummation and will be announced to the trade during the next few weeks.

In order to accommodate the demands of the dealers for the Junior Operetta records, the company's factory facilities have been materially enlarged considerably. Mr. Hedinger states that, in addition to the Little Red Riding Hood records, his company will be ready to place on the market very shortly five other subjects comprising standard children stories.

SOLVES GIFT RECORD PROBLEM

Luckey, Platte & Co. Use Label That Permits Gift Exchanges—Practical and Timely Idea

Luckey, Platte & Co., Victor dealers, of Poughkeepsie, N. Y., have solved one of the problems that usually arise during the holiday season, namely, the gift record problem. These enterprising dealers use a label bearing the following inscription: "This record is exchangeable within seven days if seal is unbroken." The use of this label permits the sending of records as a gift and the privilege of exchanging them if the seal is unbroken. It frequently happens that the recipients of gift records already have the gift selections in their record libraries or wish to exchange them for other reasons. This label makes it possible to take care of the exchange to the satisfaction of all concerned, doing away with misunderstandings.

JOINS NEW YORK T. M. CO.'S STAFF

Albert G. Linzig Appointed Head of Foreign Language Record Department—Co-operating With Victor Retailers to Advantage

Charles B. Mason, sales manager of the New York Talking Machine Co., Victor wholesaler, announced recently the appointment of Albert G. Linzig as head of the company's foreign language record department. Mr. Linzig is concentrating his activities on the development of Victor foreign language record sales for the New York Talking Machine Co.'s clientele and the results of his work to date have been very gratifying. He is well qualified for this special work, as for a number of years he traveled through South American countries for the Victor interests and possesses a thorough knowledge of the foreign language records presented in the Victor catalogs.

VINCENT LOPEZ IN A NEW ROLE

Vincent Lopez, leader of the Hotel Pennsylvania Orchestra and exclusive Okeh artist, added to his accomplishments this week, when he consented to pose as a model for Stetson and Long hats, two well-known lines of hats merchandized throughout the country. His photograph will be featured in the Long and Stetson magazine and newspaper advertisements to be presented during the season, in addition to the distinctive window displays prepared by these hat manufacturers. Mr. Lopez was not able to devote a great deal of time to this special work, as, in addition to his playing at the Hotel Pennsylvania Grill, he has been appearing as a headliner at Proctor's Palace Theatre, Newark, N. J.

FRANKLIN DUNHAM WITH AEOLIAN CO.

Franklin G. Dunham, formerly connected with the educational department of the Victor Talking Machine Co. and more recently head of the educational department of the American Piano Co., has become director of the recently organized educational division of the Aeolian Co. and will give his attention to the introduction of the Duo-Art reproducing piano in educational institutions.

See what $285 will buy
Page 47
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 whatever.

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.

TO BONA FIDE DEALERS ONLY

Sample (Not more than one to each dealer) will be supplied at following prices which apply to this transaction only:

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<th>Size</th>
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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.
Death Takes Away Frank J. Hart, Popular Trade Member—Music Trades As's'n of Southern California Convenes—News of the Month

Los Angeles, Cal., October 4—Death took away one of the pioneers of the local music trade on September 26 in the person of Frank J. Hart, president of the Southern California Music Co. Mr. Hart, who was sixty-two years old, leaves a widow and two sons, one of the latter being Mr. W. H. Hart, the manager of the musical merchandise department of the Southern California Music Co. The funeral took place on Saturday, September 29, at the Church of the Flowers, Forest Lawn Cemetery, Glendale, and was attended by representatives from practically every music house in Los Angeles. The pallbearers consisted of George S. Marygold, vice-president and general manager; Ralph E. Hovey, treasurer; Scott Williamson, Jr., secretary; Irving Westphal, manager of the talking machine department; Worth Hathaway, piano sales manager, and Herb Fish, phonograph department.

Convention Held in Long Beach
A convention of the music trades of Southern California took place in Long Beach late in September, and was attended by more than 150 music dealers and members of their sales forces. E. Palmer Tucker, president of the Music Trade Association of Southern California, occupied the chair and gave an opening address of welcome, in which he expressed the hope that the convention would become an annual event. He also enumerated a number of the benefits which the Association had accomplished in the past and urged all music dealers to become members. Mr. Tucker then introduced R. M. Mattson, of the Mattson Music Co., Long Beach, and Robert R. Shafer, of Shafer's Music House, Santa Ana, chairmen of the Long Beach and Orange County divisions of the Association respectively, both of whom made suitable replies. He then introduced Professor Cheney, of the Cheney Phonograph Corp., who was one of the guests of honor.

Professor Cheney won the admiration and applause of his hearers by delivering a clever and entertaining speech on the origin of music as one of the main branches of art. He also described the general application of periodical education which exists in all healthy and normal states, from the heart beats of a man to the business of a nation, including the music business, in which harmony must predominate inside their several businesses and also in their relations with competitors.

Harry James, exclusive Gennett record artist, was also a specially invited guest and entertained the company with humorous stories and jokes, concluding with one of his famous monologues, "An Englishman at a Baseball Game," which was greatly enjoyed.

A number of members were called on by President Tucker, including E. A. Geissler, of the Geo. J. Birkel Co.; George P. Bent, of national fame; Harold Jackson, of Sherman, Clay & Co.; J. W. Bootho, of Barker Bros.; H. W. Masters, of Allen Co.; Worth Hathaway, of the Southern California Music Co.; Harry Clubbe, of the Redondo Beach Music Co.; Herb Fish, of the Southern California Music Co., and Frank Moreno, of Barker Bros.

Musical numbers were given by an orchestra supplied by Cal. Houllete, Long Beach branch manager of the Platt Music Co., and songs were sung by Mrs. Eddie Cline, wife of Eddie Cline, of the Platt Music Co.

Adjournment was later made to the ballroom, where dancing took place until midnight.

Southern Cal. Co.'s New Store
The new premises of the Southern California Music Co., consisting of the recently completed eight-story building at 806-808 South Broadway, were formally opened recently. A reception was held, all business being suspended and no sales made, and musical entertainment was provided.

All of the eight floors, five of which are occupied by the company—the others being rented to a number of high-class musicians for studios—are uniformly decorated in the Italian period. staircases and Brussels depart-
ments are especially attractive; they are situated on the second floor overlooking the main floor, while the record department is on the main floor and consists of a very large record service counter in the center, with about twenty record demonstration rooms of unusually handsome construction, each room being a perfect example of Italian architecture—each with its arches and curved, hand-painted ceilings. On the eighth floor there is an auditorium capable of seating 300 people.

Heavy Sale of Gennett Records
The popularity of Gennett records has been demonstrated in this section of the country by the remarkable increase of sales this year, as compared with the corresponding period of last year. H. L. Nolder, Western general manager of the Starr Piano Co., states that, month after month, a gratifying increase has been shown in sales, both retail and wholesale, until the volume for the first eight months of 1923 reveals a gain of about 200 per cent over that for 1922.

Platt Music Co. Celebrates Anniversary
The Platt Music Co. celebrated its eighteenth anniversary with a picnic and outing at Los Angeles harbor, and a pleasant trip to the famous houseboat of Marco Hellmann, prominent Los Angeles banker. The ladies were taken for a cruise on a boat around the harbor and then, during supper and afterwards, a most enjoyable time was spent in dancing and numerous songs and musical numbers, all of which were furnished by the home talent. Speeches were made by Messrs. Platt, Hellmann and Epstein, and L. A. Fleischman, sales manager of the piano department, acted as chairman. P. H. Beck, manager of the Victrola department, played a prominent part during the evening, receiving the hearty support of Miss R. Johnson, manager of the record department, as well as Miss Angus, who literally whistled herself to fame.

New Brunswick Shop in Gardena
T. G. Gardner, who was for some time a member of the phonograph department of the Southern California Music Co., has recently opened a Brunswick Shop in Gardena, known as the T. T. Gardner & Sons Music House. In addition to a full line of Brunswick phonographs and records the new store will have piano and musical merchandise departments.

Shircons Bros. Open New Branch Store
Shircons Bros. have opened their third store at 107 West Third street, where they are featuring Starr phonographs and Gennett records, in addition to musical merchandise and music.

Takes on Okeh Record Line
"Okeh" Smith, distributor of Okeh records in this city, is closing an excellent business with this popular record line. Among the new accounts which have recently been added in this territory are the following: Unger & James, Bakersfield, Cal.; W. H. Bitts, Los Angeles, Cal.; Bolton & James, Santa Barbara, Cal.; Borden's Cash Store, Oceanside, Cal.; Belvedere Gardens Pharmacy, Belvedere Gardens, Cal.; Coops & Sons, Pasadena, Cal.; Campbell Music Co., Alhambra, Cal.; Cooper's Phono Co., Claremont, Cal., and G. B. Ennever, Ocean Park, Cal.

The California Record Mfg. Co., with head- quarters at 703 Southern California Music Building, is the name of a new concern recently opened here for the purpose of making records, largely from local vocal and instrumental talent. The officers of the company are H. P. Fay and A. E. Suerkert, who have been interested in the record business for several years.

CLOSES INSTALLATION CONTRACTS
Among the recent installations closed by the Eames Phonograph Co., New York, were orders for the sheet music and musical instrument departments in the Brooklyn and Poughkeepsie stores of Emanuel Blount. Hectic Bros., 53 West Fourteenth street, New York, have just installed a department for the presentation of radio and phonograph instruments and a new sheet music department has been added to the store of A. L. Leflal, Erie, Pa.

J. L. Franks & Sons recently opened a new store in the downtown district of Toledo, O., in which the Columbia line is featured.
THE ORSENIGO PERIOD PHONOGRAPH

BUCKINGHAM

From an assortment of seventeen period models you can choose the ones which are most suitable for your clientele; oak, walnut, fine lacquers made by artisans who take infinite pains with their work.

Cabinets of the finest construction; mechanism which needs no adjectives to emphasize its tonal qualities; and priced lower than any high grade cabinet on the market.

THE ORSENIGO COMPANY, Inc.

Showrooms: 383 Madison Avenue
New York City, N. Y.

Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.
C. R. SALMON REJOINS COLUMBIA CO.

Well-known Wholesale Man Joins Chicago Columbia Branch—Will Cover Loop Trade

CHICAGO, ILL., October 8—C. R. Salmon, for two years identified with the New York wholesale branch of the Brunswick-Balke-Collender Co. as metropolitan representative, has been appointed a member of the sales staff of the local branch of the Columbia Graphophone Co. and will cover the loop trade, heretofore handled by Raymond Reilly. Mr. Salmon is ideally qualified for his new work, as he has been a member of the wholesale trade for a number of years, having been associated with the Artophone Corp., of St. Louis, and prior to that a member of the Columbia Graphophone Co.'s staff at St. Louis. He is thoroughly versed in Columbia merchandising plans and policies and has a host of friends in the trade who will be glad to know that he has rejoined the Columbia organization.

OH PEP NOW IN PRODUCTION

Chicago Tone Arm Manufacturer Now Working to Capacity—Closes Deals With Well-known Manufacturers—Ad Drive Helped

CHICAGO, ILL., October 8—The Oh Pep Phono Parts Co., of this city, manufacturer of Oh Pep solid brass tone arms and sound boxes, now has its factory working at full capacity and is filling orders for hundreds of samples received from members of the trade throughout the country. During the past few weeks several large accounts with well-known manufacturers were closed, whereby Oh Pep tone arms and sound boxes will be used exclusively in the instruments produced by these companies during the next year. The intensive advertising campaign sponsored by this company in The World plus the personal visits of its sales representatives have enabled the company to definitely establish itself in the industry and it is expected that production will reach 500 units per day in the very near future.

LUDWIG BAUMAN & CO.'S NEW STORE

Well-known Furniture House Opens Second Newark Store—Victor, Brunswick and Sonora Lines Featured in Fine Department

The Newark talking machine trade was well in evidence at the opening of the new store of Ludwig Bauman & Co. on Broad street and Central avenue. This well-known furniture house handles Victor, Brunswick and Sonora products, and general newspaper publicity was used featuring the various lines coincident with the opening of the store. The new establishment is in the so-called "high rent" district of Newark, adjacent to such well-known concerns as the Lauter Piano Co., Griffith Piano Co. and the large department store of Hahne & Co. While the Ludwig Bauman establishment is essentially a furniture store, the talking machine department is located in a prominent section on the ground floor and is one of the most attractive departments in the New Jersey trade.

G. W. LYLE VISITS WESTERN TRADE

Geo. W. Lyle, president of the Manufacturer's Phonograph Co., New York, maker of the Strand phonograph, spent last week visiting the company's factories in Indiana and calling upon the Strand representatives in Kansas City, Mo., Minneapolis, Chicago and Buffalo. His reports while on this trip indicate that the company's representatives and dealers are closing a banner business, with the probability of a shortage in various Strand models.

R. P. DUNLAP BUYS TONOLIN STORE

ONEIDA, N. Y., October 8—The music store of H. A. Tonolin has just been purchased by Ralph P. Dunlap, of Peekskill. Mr. Dunlap is the proprietor of Dunlap's Music Store at the latter location.

SYRIAN AND ARABIAN RECORDS
IMPORTED AND DOMESTIC
Of the Best Artists
"Macksoud," "Baidaphone" and "Odeon" 10, 11 and 12 Inches. Double Faced
Liberal Discount to Dealers. Ask for Catalogue
A. J. MACKSoud
77 WASHINGTON STREET NEW YORK, N. Y.

Four New Models

You can make money quickly by selling "Natural Voice" machines, for their cabinet designs, splendid tone and excellent workmanship produce profits and quick turnover.

These machines represent 10 years' experience and are not guesswork or experiments. The four new models illustrated are the last word in present-day phonograph construction.

Write for prices and catalogs for the complete instruments or the cabinets only. QUICK SERVICE.

Natural Voice Talking Machine Co.
(Ben Ferrara, Prop.)
ONEIDA, N. Y.
The New Columbia is Superior!
Silence!

Strain your ears as you will—you cannot hear the New Columbia Motor run. Its gears are beveled and machined so accurately that gear meets gear without a whisper. Its correctly balanced governor spins on its perfectly lubricated bearings with less noise than the ticking of a finely jeweled watch.

COLUMBIA GRAPHOPHONE CO.
New York

DEATH OF DAVID B. MILLER

Advertising Manager of the Brunswick Co. succumbs to effects of operation in Chicago Hospital—widely known in the trade

CHICAGO, ILL., October 10—David Blaine Miller, advertising manager of the Brunswick-Balke-Collender Co., died in the American Hospital in this city on Monday of this week, after a two months' illness following an operation for appendicitis. Mr. Miller, who had a host of friends in the trade, was thirty-three years old. He began his career with the General Fire Proofing Co., Youngstown, O., later becoming the advertising manager of the Eclipse Musical Co., of Cleveland; then becoming associated with the Toledo Metal Furniture Co., coming from there to the Brunswick Co. in March of this year. He is survived by his widow, a daughter, sister and mother. The remains were shipped from his Chicago home, 548 Brompton avenue, to the family home in Rockwood, Pa., where interment was made.

New at Prices Below Cost of Production on
COLUMBIA GRAFONOLAS AND RECORDS

"COLUMBIA RECORDS" in bulk
Assorted Current Numbers in 1922 Catalogue

<table>
<thead>
<tr>
<th>Series</th>
<th>Type</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>A</td>
<td>Double Disc</td>
<td>&quot;CHICAGO&quot; in bulk</td>
<td>400 Each</td>
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<td>B</td>
<td>Double Disc</td>
<td>&quot;PARK&quot; in bulk</td>
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<td>C</td>
<td>Double Disc</td>
<td>&quot;OHIO&quot; in bulk</td>
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<td>D</td>
<td>Double Disc</td>
<td>&quot;MINNESOTA&quot; in bulk</td>
<td>400 Each</td>
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"COLUMBIA GRAPHOPHONE EQUIPMENT" Consisting of a complete set of phonographs. Complete with needle, tone-arm, and spring box. PACKED IN COMPLETE UNITS. PRICES ON APPLICATION.

Terms: Net Cash—F. O. B., Bridgeport, Conn.
Write for Catalog of New Consoles

LOUIS JAY GERSON
High Grade Radio and Phonograph Specialities
63 Reade Street [Telephone 0146 Worth] New York City
Cable Code, "Garsondale," New York
THE TALKING MACHINE WORLD

OCTOBER 15, 1923

LABOR PRAISES VICTOR CO. POLICY

Ability of the Victor Co. to Keep Plant Operating Throughout Period of Depression Cited as Example of Capable Management

Organized labor paid the following tribute to the capable management policy of the Victor Talking Machine Co., in an article published in the American Federationist, the official magazine of the American Federation of Labor. It indicates that the worker is directly interested in the efficiency of the management in that his regularity of employment depends largely upon that factor. The article in question reads:

"It may be opportune to relate some facts about the Victor Talking Machine Co., since it has come into the discussion. The late unemployment crisis didn’t bother this company.

"This has nothing to do with the company’s earnings, but what it may do is that what it may do does show that a company’s marketing ability and its ability to find out who wants what it sells and to form a connection has much to do with employment. Management needs brains, from raw material to ledger entry.

"During the whole unemployment period the Victor Co. went on making talking machines, with full-time employment for its entire force throughout the whole depression. And that was something of an achievement when 5,000-000 workers couldn’t find even a ghost of a payroll connection.

"The Victor Co. kept its advertising campaign going full blast—it spends something like $6,000,000 a year. It scratched its head, figuratively, and looked for new buyers. It didn’t pull a long face and call the battle lost. It not only made talking machines talk, it made them move. This it did on a depressed market.

"One bit of ingenuity was to personally canvass fire houses. Reasoning was: firemen have a lot of free time in the fire houses; talking machines would amuse men during idle hours. The idea worked. Other similar ideas worked. Result: Full-time work for workers.

"管理工作的效率有这么多，以至于和工资的稳定性以及工作时间的长度有关。工人的工资取决于他们的工作表现。如果他们表现得好，他们就能获得更多的工资；如果他们表现得不好，他们就可能不会得到工资。因此，工人们有强烈的激励去确保他们的工作表现良好。

DA-LITE ISSUES RED SEAL PANELS

THEG, O., October 6.—The Da-Lite Electric Display Co., of this city, manufacturer of electric displays featuring Victor records, is allowing this month a series of fourteen panels of Red Seal Victor artist records. Calling attention to double-faced Red Seal records. Harry Cuddeback, head of the company, believes that this is an opportune time for the production of these panels, in view of the fact that the Victor trade is planned to increase this month a series of fourteen panels of Red Seal Victor records.

W.M. Kendrick & Davis, well-known electrical goods manufacturers, of Lebanon, N. H.

The new motor is distinctly original in construction and control and is the result of several years’ careful experimenting. A particularly interesting feature of the motor is the starting and automatic stopping device, consisting of a pinion that slips into a slot in the turntable spindle and by so doing forms the contact which starts the motor to operating. When the record has finished playing the pinion is released from the slot and the turntable stops within a quarter of a revolution.

The motor is provided with gears of formica, which is declared to have better wearing qualities than steel, as well as other factors to recommend it. The shaft is of one-piece tool steel and the worm is of brass. The governor is mechanically controlled and a friction idler in the spindle prevents the slipping of gears. The whole construction from an electrical standpoint is first class, and the motor is designed to operate on any 110-volt per.

T. M. Cannon has been appointed sales representative for the new motor, and has already been very active in the East. He will leave shortly for Chicago and other Western cities in the interests of the new product.

INCREASING FACTORY PRODUCTION

The Improved Geer Repeater is today recognized everywhere as the standard repeating device. It is adjustable, plays all records completely through and will give a lifetime of perfect service.

Price $1.50

Walbert Manufacturing Company
925-41 Wrightwood Avenue
Chicago, Ill.

FEATURING NEW ELECTRIC MOTOR

H. A. Robbins, of Boston, Appointed Sales Agent for New Kendrick & Davis Motor That Possesses Many Interesting Features

Boston, Mass., October 6.—H. A. Robbins, well known in the talking machine trade through his former connection of several years with the industry, some time ago opened headquarters at 142 Berkeley street, this city, where he is acting as sales agent for a new and thoroughly interesting talking machine motor manufactured by Kendrick & Davis, well-known electrical goods manufacturers, of Lebanon, N. H.

The new motor is distinctly original in its construction and control and is the result of several years’ careful experimenting. A particularly interesting feature of the motor is the starting and automatic stopping device, consisting of a pinion that slips into a slot in the turntable spindle and by so doing forms the contact which starts the motor to operating. When the record has finished playing the pinion is released from the slot and the turntable stops within a quarter of a revolution.

The motor is provided with gears of formica, which is declared to have better wearing qualities than steel, as well as other factors to recommend it. The shaft is of one-piece tool steel and the worm is of brass. The governor is mechanically controlled and a friction idler in the spindle prevents the slipping of gears. The whole construction from an electrical standpoint is first class, and the motor is designed to operate on any 110-volt per.

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The Alaric

The Alaric to increase production schedules in order to meet the demand. The Dohman stores in San Francisco and Los Angeles featured a very successful sale of the new Emerson consoles and at Oakland the Capewell establishment conducted a sale with excellent results.

Other Emerson dealers reporting an active demand for the company’s product are the Guest Piano Co., Burlington, Ia.; Jones Piano Co., Des Moines, Ia., and Burgess & Nash, of Omaha, Neb. In Chicago the Emerson is featured by Rothchild in the “Loop” and several outlying stores.

One of the favorites in the present Emerson product is the “Alaric,” a Gothic model retailing at $300. This instrument is meeting with a steady sale throughout the country and promises to be the leader in sales totals when the year’s figures are completed.

1. Mendelsohn, of Edgewood, Md., who has a store very near the Edgewood Arsenal, is securing much business from the soldiers located at the camp. He makes the rounds with samples of Columbia records as they come out each month.
**PLANS OF GOTHAM MUSIC CONTEST**

Announce the Numbers to Be Used in New York's Music Memory Contest Next Year—T. M. M. to Co-operate on a Large Scale

Following the decision of The Talking Machine Men, Inc., to co-operate in the music-memory contest in New York next year on an even more elaborate basis than was the participation this year, working, of course, through the public schools and through contacts made by dealers in various districts, there has just been issued a complete list of the numbers to be featured in the next music-memory contest.

The list consists of fifty numbers and its issuance at this early date will enable the dealers to prepare their stocks and make other arrangements necessary to enable them to get the fullest possible value out of the movement. One of the fundamentals, of course, will be their ability to provide for both the instructors and the student contestants all the records that are included in the list.

The plan of the Talking Machine Men provides for the dealer presenting to the school or schools in his district records to the value of $5 or $10 taken from the official list. It is also urged that the dealers arrange to give recitals for the benefit of the school children in their stores, playing over the various records on the list and arranging recitals if possible during the school hours or immediately thereafter so that teachers may accompany the youngsters and keep order.

At the present time E. G. Brown, secretary of the Talking Machine Men, Inc., is busy collecting information regarding the schools located in the districts assigned to various dealers so that the tie-up may be complete and effective. The complete list for the Music-memory contest is as follows:

**Instruments**

1. Allegro—Unfinished Symphony
2. Andante—Chopin Piano Concerto
3. Andante—Fifth Symphony
4. Air for G String
5. Cavatinas
6. Dance Macabre
7. Dance of the Hours
8. Gavotte—Si-Amour
9. Hungarian Dance No. 5
10. Hungarian Rhapsody No. 2
11. Intermezzo—Vocalische Rettung
12. Dans—L’Allegro, il Penseroso, il Trionfante
13. Liebestraum
14. Marchet Slav
15. Meditation—Thais
16. Merry Wives of Windsor Overture
17. Minuet in G
18. Narcissus
19. Poet and Peasant Overture
20. Polish Dance

**Vocal**

1. Ave Maria
2. Bacchanale—Tales of Hoffman
3. Berenice—Jocelyn
4. The Waters of Minnetonka
5. Where My Love Lies Dreaming
6. Deep River
7. From the Land of the Sky Blue Water
8. Har! Har! the Lark
9. Il Shall Feed His Flock—Messiah
10. La Paloma
11. Maestoso Waltz—La Robe
12. O Rest in the Lord
13. O Sole Mio
14. Prologue—Pulcinella
15. Quartet—Rigoletto
16. Serenata
17. Spring Song
18. Polonaise Militaire
19. Spring Song
20. To a Water Lily

WIDE-AWAKE phonograph dealers will realize instantly the sales possibilities of this new and unusual phonograph. The tone chamber of the Songster is made from select violin spruce in its natural state; it is veneered, as in usual tone chamber construction. Specially constructed "violin" chambers at both sides of this tone chamber collect the tone vibrations and reflect them in deepened, mellow tones that surprise and delight the hearer. The Songster's tonal system is its dominating virtue; the Songster's variety of design and finish equals any machine on the market. The Songster is now making big profits for many dealers in the Northwest. It can't help but do the same for you.

Write today for illustrated details of Songster design and construction. Ask for our special offer to dealers.

**The Songster Phonograph Co.**

219 West Michigan Street—Duluth, Minnesota

**TO MEET THE DEMAND of EDISON DEALERS**

**We Are Now Marketing THE NEW HAAG RECORD FILING CABINET**

Accommodates 100 Edison Records. In Brown and Red Mahogany

TO RETAIL AT FIFTY DOLLARS

The Most Practical and Attractive Cabinet Ever Put on the Market

Orders Filled Only in the Sequence Received

**HAAG & BISSEX COMPANY, Inc.**

Calvert Building

Baltimore, Md.
DEVELOPMENT OF PORTABLE FIELD

Robert B. Wheelan, President of Health Builders, Inc., Points Out the Greatly Enlarged Scope of Portable Sales Opportunities

A noticeable change in the portable field was pointed out by Robert B. Wheelan, president of Health Builders, Inc., New York, which produces the "Camp-fone" portable. In discussing the situation with The World Mr. Wheelan declared: "Although the portable was originally designed and planned as a vacation and camp instrument it is my theory that no more than two out of every 100 purchasers of portable machines actually use it for a vacation instrument. This is largely borne out in the decided demand upon the part of the buying public for mahogany and mahogany finished portables. It is logical that a person would not want to take a mahogany machine out into the open. The finish is decidedly not adapted to that purpose. I believe strongly that the future of the portable is for the home and, therefore, it should have a sales demand of all-year duration. It is, in my opinion, gradually taking the place of the small table machine. For example: Mrs. Jones goes to the local talking machine retailer with less than $50 to purchase a small talking machine which can be placed on the ordinary table. While there she sees the better type machines which she cannot afford, but which various of her neighbors have. She realizes that if she purchases a table machine the contrast will be obvious and she may possibly appear cheap. While there she also sees the portable machine with a good finish and quality equipment and finds that this machine also has a cover which the other machine which she originally intended to buy has not. Furthermore, she is not buying a talking machine which competes with the higher-priced machines of her neighbors, but one that is bought, obviously, for portable purposes, although the machine may never leave the house. I believe that this instance is being duplicated thousands of times throughout the country and that the home appeal is the real appeal in the portable field. Even in the home its portability is a decided asset, for, although it may be customary to gather in the living room where the large talking machine is situated, very often music is desired in the den upstairs or other rooms of the house. I also believe that the portable talking machine is going to be enjoy a good holiday demand. It did last year and there is no reason why this success should not at least be duplicated, if not augmented. I recall one instance where a friend of mine received two portables as a Christmas present last year, both of his friends thinking, although separately, of the desirability of the portable as a present."

Mr. Wheelan has taken the theory of the portable as an all-year-round home talking machine and put it into actual effect in new literature on the "Camp-fone" which he has prepared. The quality appeal is presented on the cover, where couples in evening dress are dancing to the music of the portable. On the inside of the cover are shown various scenes of home life, showing the portable in the living room, in the den, the boudoir and the nursery. Mr. Wheelan is advising his many dealers to play up the home appeal of the portable in their sales talks. Mr. Wheelan is helping dealers in this respect, not only through literature, but by attractive window displays showing the portable in the home and other merchandising helps.

NEW STORE IN TUOLUMNE OPENS

TUOLUMNE, CAL. October 6—Baldwin pianos and a line of phonographs, records and player-casts will be carried by a new music store, which John Landzaad and Charles Deal are opening.

DITSON DEPARTMENT IS MOVED

Wholesale Talking Machine Department of Chas. H. Ditson & Co. Now Located on Third Floor of Ditson Building on Thirty-fourth Street—Property Purchased by Mr. Ditson

The wholesale Victor department of Chas. H. Ditson & Co., 10 East Thirty-fourth street, New York, under the management of Paul Carlson, has been moved from the eighth floor to the third floor of the building at that address, where increased facilities are provided for the handling of the business.

The floor comprises approximately 4,000 square feet of space, providing adequate room for suitable offices and reception rooms and for the storage of stock. Ditson & Co. have for some time past maintained a model display window for the guidance of dealers in making their own window displays, and this window is a feature of the new third floor arrangement. There are also provided display and demonstration rooms for convenience of visiting dealers.

By moving to the third floor the Victor department secures the use of an additional passenger elevator and also of an extra freight elevator running down to the shipping room in the basement, which provides the means for facilitating deliveries. The department will also be able to make use of the pneumatic tube equipment of the Ditson store proper.

As has already been announced, Chas. H. Ditson, head of Ditson & Co., recently purchased the property at 8-10 East Thirty-fourth street, upon which the present Ditson building was erected under a long-time lease in 1906. The structure is ten stories and basement and is distinctly modern, and is located practically in the heart of the present-day retail shopping district. The floors not occupied by Chas. H. Ditson & Co. for their own departments are leased for use as offices and showrooms.
OPEN S NEW STORE IN CAMBRIDGE, O.

Davis, Burkhamp & Tyler Co. Occupies Handsome New Building in That City

CAMBRIDGE, O., October 2—The Davis, Burkhamp & Tyler Co. on Saturday last held a formal opening of its handsome new building at 843 Wheeling avenue. The new building, a three-story structure, was built especially for the company following the success met with by the local branch that has been maintained here for a number of years.

The main floor is given over to the piano department, the various rooms being divided one from another with French folding doors. On the same floor are the sheet music and small goods department and the executive offices. The basement has been fitted up in a most modern manner to house the Victor talking machine and record department and the music roll department. The interior of the store is finished in ivory, mahogany and French gray, and indirect lighting adds to the effect.

E. M. Bonnell is manager of the local store and his sales staff includes R. L. Crowden, Frank C. Dunn, Cas. Schairer, Marjorie Dennis and Ruth Davison. The tuning and repair department is an important factor of the business and is in charge of P. E. Beebe.

The store was handsomely decorated for the opening and hourly recitals were given with the aid of the Ampico.

NEW STORE OF CABANAS, BURNS & CO.

Here is good evidence of Mexico's response to Columbia New Process records. We venture to say that a more up-to-date and attractive store than this one recently opened by Cabanas, Burns & Co., Inc., in Guadalajara, would be hard to locate. Guadalajara is one of the principal Columbia distributing centers there.

A. R. SAUNDERS SALES MANAGER

Appointed to This Important Post by Pathé Phonograph & Radio Corp.—C. F. Usher to Manage Metropolitan Sales and V. Czerwinski Is in Charge of Foreign Department

Several important changes of interest to the talking machine trade have been made in the personnel of the staff of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y. A. R. Saunders, who has occupied the position of special representative of the Pathé Co. in the Central States, will occupy the important post of sales manager, which was left open when H. T. Leeming left about a month ago for work in another field.

C. F. Usher, former Pathé special representative, will now manage sales in the metropolitan district. Both Mr. Saunders and Mr. Usher are experienced Pathé men and their advancement is a tribute to their efficiency.

A bright promise for the expansion of the talking machine business of the company is found in the recent appointment of Vincent Czerwinski to the directing staff of the foreign record department. Mr. Czerwinski brings to the Pathé Corp. experience and ability which equip him admirably for his new responsibility. He has the appreciative understanding of the musical artist, having recorded vocal selections for many important companies in this country and having been for many years a recognized singer in European grand opera. He is a linguist and a practical knowledge of the special problems of the dealers in the retailing of foreign language records. He was at one time associated with the foreign record department of the General Phonograph Co. and is also the founder and president of the Polonia Phonograph Co. Mr. Czerwinski, since his appointment to the foreign record staff, has been instrumental in developing this end of the business. It is believed that the new price of 75 cents will afford the dealer an opportunity of unlimited development of business. It is also announced that, through the connections of Pathé in Paris, arrangements have been made for the recording of the best selections by the finest native artists in European countries. These will be released at the earliest possible moment, and it is expected that they will be in great demand.

A very interesting list of foreign records is being sent out with the November record supplement of the company.

The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor

121 West Avenue        Rochester, N. Y.

An Electric Equipment for the PHONOGRAPH

Fully GUARANTEED
Universal—alternating or direct current. Complete, with every part ready to run.
Sample, mounted on motor board, 12x12", $25.00 C.O.D. Money back if not satisfactory.

The PHONOSTOP

An automatic stop for all talking machines, 100% efficient.
STANDARD FOR EIGHT YEARS Guaranteed.
Sold direct to manufacturers all over the world.
Nickel or Gold.
Your phonograph is worthy of the best stop.
This is the only one.
Your customers appreciate it

Our NEED-A-CLIP
A fibre needle clipper with hardened tool steel blade, retail at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE Trade Prices upon application

The PHONOMOTOR
Trade-Mark Reg. U. S. Pat. Office

IROQUOIS SALES CORPORATION

210 FRANKLIN STREET      BUFFALO, N. Y.

Distributors for New York State and Northwestern Pennsylvania for OKeh Records and ODEON Records.

A capable, efficient sales organization that is ready and willing to co-operate with OKeh and Odeon dealers in building up a permanent, profitable demand for these popular record lines.
SILENT MOTORS

Because

They represent the highest quality of workmanship and material—guaranteed against defective workmanship and material.

In operation and winding they are absolutely silent.

The governor shaft operates in a ball-bearing socket, an exclusive feature patented by this company.

They are intelligently designed to overcome the common faults of speed regulation and wobbly turntable action.

The specified playing capacities are guaranteed.

Their construction and quality insure perfect performance for long periods.

Made in Three Types

Model H.H. a double spring guaranteed to play five records.

Model K.K. a double spring guaranteed to play three records.

Model S.S. a single spring guaranteed to play two records.

Samples and further information upon request.

THE SILENT MOTOR CORPORATION
Charles A. O'Malley, President
321-323-325 Dean Street BROOKLYN, N. Y.

Radio Corp. of America Issues Interesting Advertising Calendar—Emphasizes Extent of Publicity Campaign During the Year

The advertising department of the Radio Corp. of America, manufacturer of Radiola, recently furnished to its dealers an unique calendar, calling attention to its tremendous publicity campaign during 1923. For each month of the year a detailed tabulation was presented, showing the dates on which various magazines were published and the combined circulation of these periodicals. All of the magazines in this tabulation are included in the RCA campaign for 1923, in addition to a special newspaper campaign. According to the figures presented in this calendar the 1923 advertising of the Radio Corp. of America will reach a total advertising circulation of 55,000,000 and, subsequent to the preparation of this calendar, considerable additional media were placed on the advertising schedule.

LITTLE TOTS' CHRISTMAS BOOK

Regal Record Co. Announces Timely Recordings—Christmas Selections of Unusual Interest

An interesting series of Little Tots' records, particularly appropriate for the Christmas season, has just been announced by the Regal Record Co., manufacturer of these records. A special Christmas book is now ready and the company's dealers are ordering the books in large quantities in anticipation of a wide demand during the next few months. Recordings in this Christmas book are unusually entertaining and promising-

"The Night Before Christmas," "Santa Claus Hides in the Phonograph," "The Coming of Santa Claus," "Christmas Morning," "To-morrow Will Be Christmas" and "Santa Claus Will Soon Be Here." The book contains these six seven-inch double-faced records with colored pictures and various descriptive cards. All Little Tots' nursery tunes that are shipped on holiday orders will be packed in attractive holly boxes.

NEW FOREIGN RECORD MANAGER

Louis D. Rosenfield Appointed to Important Post in Vocalion Record Division of the Aeolian Co.—Has Had Wide Experience

Following the acquisition by O. W. Ray, general manager of the Vocalion Record Division of the Aeolian Co., of important foreign record rights while on his recent trip to Europe, and the plans for the development of the company's dealers are ordering the books in large quantities in anticipation of a wide demand during the next few months.

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Their construction and quality insure perfect performance for long periods.

Made in Three Types

Model H.H. a double spring guaranteed to play five records.

Model K.K. a double spring guaranteed to play three records.

Model S.S. a single spring guaranteed to play two records.

Samples and further information upon request.

THE SILENT MOTOR CORPORATION
Charles A. O'Malley, President
321-323-325 Dean Street BROOKLYN, N. Y.

Radio Corp. of America Issues Interesting Advertising Calendar—Emphasizes Extent of Publicity Campaign During the Year

The advertising department of the Radio Corp. of America, manufacturer of Radiola, recently furnished to its dealers an unique calendar, calling attention to its tremendous publicity campaign during 1923. For each month of the year a detailed tabulation was presented, showing the dates on which various magazines were published and the combined circulation of these periodicals. All of the magazines in this tabulation are included in the RCA campaign for 1923, in addition to a special newspaper campaign. According to the figures presented in this calendar the 1923 advertising of the Radio Corp. of America will reach a total advertising circulation of 55,000,000 and, subsequent to the preparation of this calendar, considerable additional media were placed on the advertising schedule.

LITTLE TOTS' CHRISTMAS BOOK

Regal Record Co. Announces Timely Recordings—Christmas Selections of Unusual Interest

An interesting series of Little Tots' records, particularly appropriate for the Christmas season, has just been announced by the Regal Record Co., manufacturer of these records. A special Christmas book is now ready and the company's dealers are ordering the books in large quantities in anticipation of a wide demand during the next few months. Recordings in this Christmas book are unusually entertaining and promising-

"The Night Before Christmas," "Santa Claus Hides in the Phonograph," "The Coming of Santa Claus," "Christmas Morning," "To-morrow Will Be Christmas" and "Santa Claus Will Soon Be Here." The book contains these six seven-inch double-faced records with colored pictures and various descriptive cards. All Little Tots' nursery tunes that are shipped on holiday orders will be packed in attractive holly boxes.

NEW FOREIGN RECORD MANAGER

Louis D. Rosenfield Appointed to Important Post in Vocalion Record Division of the Aeolian Co.—Has Had Wide Experience

Following the acquisition by O. W. Ray, general manager of the Vocalion Record Division of the Aeolian Co., of important foreign record rights while on his recent trip to Europe, and the plans for the development of the company's dealers are ordering the books in large quantities in anticipation of a wide demand during the next few months.

Radio Corp. of America Issues Interesting Advertising Calendar—Emphasizes Extent of Publicity Campaign During the Year

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SILENT MOTORS

Because

They represent the highest quality of workmanship and material—guaranteed against defective workmanship and material.

In operation and winding they are absolutely silent.

The governor shaft operates in a ball-bearing socket, an exclusive feature patented by this company.

They are intelligently designed to overcome the common faults of speed regulation and wobbly turntable action.

The specified playing capacities are guaranteed.

Their construction and quality insure perfect performance for long periods.

Made in Three Types

Model H.H. a double spring guaranteed to play five records.

Model K.K. a double spring guaranteed to play three records.

Model S.S. a single spring guaranteed to play two records.

Samples and further information upon request.

THE SILENT MOTOR CORPORATION
Charles A. O'Malley, President
321-323-325 Dean Street BROOKLYN, N. Y.
O G D E N ’ S
Store Equipment
of all kinds has been used with satisfaction by the trade for nearly ten years.

Our method of Filing, Finding and Selling has helped thousands of dealers who purchased on our Guarantee of Satisfaction.

Today we continue to guarantee Service and Satisfaction.

Tell us what you want and let us serve you too.

OGDEN SECTIONAL CABINET CO.
Lynchburg Virginia

PLYMOUTH PHONO. CO. TO EXPAND
Chamber of Commerce of Plymouth, Wis., Recognizes Importance of the Company and Urges Public to Subscribe for New Stock

PLYMOUTH, Wis., October 6—At a recent meeting of the Plymouth Association of Commerce in this city much attention was directed to the activities of the Plymouth Phonograph Co. A resolution was passed acknowledging the Plymouth Co. as an important asset to the commercial life of the town. A further resolution inaugurated a movement to obtain additional resources to enable the Plymouth Co. to enlarge its plant and take care of its largely increased business by the sale of preferred stock.

An idea of the importance of the phonograph company to the town may be gained from the following paragraph which was part of the preamble to the resolution:

"Whereas, the business depression, which struck our country toward the end of 1920, also had its effect upon the Plymouth Phonograph Co., and in consequence of same they were obliged to cut down their working force considerably. But all through the years 1921 and 1922, where other plants had to cease operations and were practically shut down, the Plymouth Phonograph Co. kept on running and gave steady employment to close to 100 men. During the prosperous year of 1920 they paid out in wages $235,000.00, and since then, including the prosperous year of 1920 they paid out in wages $5,000.00."

After describing the present favorable position of the Plymouth Phonograph Co. and mentioning its large contract with Montgomery Ward & Co., of Chicago, the resolution invites the public to subscribe for the company's new issue of 8 per cent preferred stock.

One of the latest additions to the music stores of Columbus, O., is the firm of Koebel & Keller, who have opened an attractive store at 846 North High street. In addition to pianos, the concern handles Victor talking machines.

Two Departments Under One Head
Piano and Phonograph Departments of Hahne & Co., Newark, Now Under Management of W. O. Black—J. L. Blake With Bamberger

The piano and phonograph departments of Hahne & Co., Newark, N. J., which have been operating separately in the past, were consolidated under one head last week and both will in the future be managed by W. O. Black, present head of the piano department. Such a combination had been contemplated for some time on account of the interlocking nature of the business and, the departments being situated side by side in the store, the change will be especially effective. J. L. Blake, who recently resigned as manager of the talking machine department, has joined the sales force of the phonograph division at Bamberger’s, Newark.

The Van Fossen-Smiley Piano Co., which features the Sonora and Fischer pianographs and Vocalion records in Canton, O., is now settled in new quarters at 426 Market avenue. After describing the present favorable posi-

Plane Used in Novel Publicity
Hempstead Music Shop Celebrates First Anniversary of Store Opening by Staging Unusual and Most Effective Advertising Stunt

A novel publicity stunt was recently staged by the Hempstead Music Shop, live-wire Sonora dealer at Hempstead, Long Island, N. Y. It was the first anniversary of the opening of this store and H. H. Lindenberger, manager of the establishment, decided to use some real publicity. Advance advertising appeared in the local newspapers and on the day set for the event a large airplane, with the words "Sonora" and "Hempstead Music Shop" painted in four-foot letters on the bottom, flew over the town at an extremely low altitude, with another plane circling above it. After doing a few stunts to attract attention the passenger in the first plane dropped 1,500 envelopes with Sonora literature enclosed over the side. Each envelope was numbered and prizes were distributed to the four persons who picked up the winning numbers, the first prize being a Sonora portable.
CANTON, O.

Trade Extension Week Stimulated Sales—Big Holiday Demand Expected — Moves and Alterations

CANTON, O., October 4—It was the consensus of opinion among talking machine dealers in the Canton district that, from the middle of October right on through until the holidays, business will show a decided gain in all lines of musical merchandise. Trade Extension Week, in which eleven local music dealers participated, helped stimulate business and brought in suburban shoppers. Many sales were attributed to this promotion. Industrial conditions continue good and there is every reason to believe that the coming two months will produce some real business.

THE TROTTER ELECTRIC MOTOR

Is an Attractive Retail Proposition for Phonograph Dealers

Easily Installed Will Run on Any Current Guaranteed for One Year

The Trotter motor can be sold to any one who owns a spring motor driven phonograph. Any one can install it and when following printed instructions can change his phonograph into an electric machine in ten minutes.

Plymouth Phono Parts Co.

PLYMOUTH WISCONSIN

DISTRIBUTORS

Plaza Music Co., 18 West 20th Street, New York
- Lakeside Supply Co., 73 West Van Buren Street, Chicago

The Betty Furniture Co. will move soon after November 1 to a new location at Fifth and Market avenue north. A talking machine department will probably be installed. Almost twice the present floor space will be available in the talking machine department of the Heffing Music Co., New Philadelphia, O., when alterations are completed. The main entrance will be shifted to the middle of the store, which will permit construction of large display windows on each side. The interior will be remodelled and redecorated. Sharp & Savidge are the proprietors of this music store, which was opened in 1906.

Alice M. Kestel, assistant manager of the record department of the D. W. Lerch Music Co., has resigned her position. The Van Fossen-Smithy Piano Co. has taken the Capitol line of talking machines.

Samuel Weber, president and treasurer of the Weber Department Store, which maintains one of the largest talking machine departments in this section of the State, died recently in Zanesville, O. He was past seventy years of age. Much interest was manifested this week in the personal appearance of Mme. Schumann-Heink, Victor artist, who inaugurated Canton's Winter concert season. The concert was one of the largest attended in recent years. The sale of Edison records conducted at the demonstration of the George C. Wille Co., which tied up at the concert and offered an attractive window display featuring her best records.

The W. R. Zollinger Co. reports that talking machine business showed a big gain after mid-month, this spurt resulting indirectly from the exhibit at the recent county fair, according to W. E. Pyle, manager of this department.

The Rhines-Edison Co. presented a most attractive display window in connection with the opening of Cleveland avenue celebration held Wednesday night. Manager Rutledge decorated the window with natural Autumn leaves and in the center spotted the newest model upright Edison machine. The display proved one of the best along the street.

Seven well-known music stores handling talking machines participated in the annual Fall Trade Extension Week, sponsored by local retail merchants, September 24 to 29. On the opening day of the sales week more than 800 out-of-town visitors registered at the headquarters booth on the public square. Dealers reported heavy sales of records and small merchandise, including player rolls. They also moved many machines during the week. Some of the stores offered informal musical programs for the suburban shoppers and others fitted up rest rooms for the visitors.

The Canton Homes Beautiful Exposition, which closed September 30, offered music dealers an opportunity to place before home owners the need of a talking machine in the home. In each of the three modern homes, which were viewed by thousands of people, was a new model talking machine of some well-known make. At Home No. 1 the George C. Wille Co. had a new upright Brunswick machine; Home No. 2, the Rhines-Edison Shop presented a upright Edison, and in Home No. 3 the Alford & Fryar Piano Co. featured a late model electric-driven Queen Anne model Cheney. The machines were operated by the custodians in charge and the music dealers supplied the records. The dealers report many inquiries as a result of the demonstration.

GRIGGS MUSIC HOUSE REOPENS

PEORIA, I1L., October 3.—The spacious ware-rooms of the Arthur P. Griggs music house, successor to Guy Hornish, have reopened on the ground floor of the Peoria Life Building with an extensive display of high-grade pianos and players. The concern is under the management of Wayne Wilson, who is secretary of the Peoria Music Dealers' Association and has been identified with local music houses for the last five years.
Victor Co. Launches Fall Advertising Drive

Full-page Advertisements in Leading Newspapers of the Country Herald Pre-holiday Campaign of the Victor Talking Machine Co.—Records Receive Much Attention

Full-page advertisements in the leading newspapers of the country recently heralded the opening of the elaborate Fall advertising campaign of the Victor Talking Machine Co. which it is declared will represent one of the most elaborate publicity campaigns ever carried on by a talking machine manufacturer covering a similar period.

The Victor Co. has for many years made a particularly strong advertising drive in the Fall of the year for the purpose of stimulating holiday sales of Victrolas and records, but in the past the copy for the most part has been general in character, featuring the name and the quality of the product rather than the particular details of the records and those making them.

Although, of course, the more noted artists were frequently named in the copy.

This year the campaign started about the time the public was advised of the issuance of the records in the Spring catalog in double-sided form, and there was therefore much material from which to develop sales arguments of direct appeal. The Victor copy, therefore, has been devoted largely to the exploitation of special groups of records by artists of recognized standing in the public mind and thus may be calculated to have direct selling value so far as the records mentioned are concerned.

In order that the dealers might tie up most effectively with the newspaper and magazine campaign of the company during the Fall months, they were some time ago provided with a list of the artists whose records would be featured in the advertising in order that they might prepare themselves properly to meet the demand by bolstering up their record stocks where needed.

The price appeal has naturally found a place in the newspaper copy, though not unduly emphasized. The fact that double-sided Red Seal records offering two selections by noted artists at a price only slightly above that asked for a single-sided record has offered a sales argument the value of which can be readily appreciated.

WILL DISTRIBUTE K. & D. MOTOR

Cliff Electric Corp. Closes Important Deal With Kendrick & Davis to Distribute Electric Motor—Quantity Deliveries After November 1

The Cliff Electric Corp., New York City, announced recently that it would distribute the K. & D. electric phonograph motor, manufactured by Kendrick & Davis, of Lebanon, N. H. S. A. Jacobs, of the Cliff Co., recently returned from a trip to the factory where he spent several days consulting with Kendrick & Davis regarding the production of the motor. He states that the factory will be working to capacity until November 1, when it will start steady production on the new motor and be able to make quantity deliveries. A special feature of this motor, according to Mr. Jacobs, is the automatic stop, which is part of the motor unit and does away with the necessity of boring holes in the phonograph board.

Mr. Jacobs states that his company has discontinued the production of the Speed-rite electric motor in order to concentrate its entire time and energy on the distribution of the new K. & D. motor. Although this motor has been on the market for a short time, substantial orders have been received from well-known phonograph manufacturers.

CONTEST STIMULATES SALES

Emerson Dealer Uses Popular Girl Contest to Advantage—Emerson Phonograph Awarded Winner—Considerable Interest Aroused

The Emerson Phonograph Co., Inc., 105 West Twentieth street, New York, N. Y., participated recently in an unique dealer tie-up, which took the form of a popular girl contest, this contest being staged in conjunction with the Graham Music Shoppe, of Jersey City, N. J. A vote was allowed with every purchase of merchandise amounting to 50 cents, and the prize, consisting of an Emerson Queen Anne model phonograph, was won by Miss Mary Lets. Samuel Nelson, proprietor of the Graham Music Shoppe, states that the contest was a decided stimulator of business during the month it took place, particular activity and interest being displayed during the last two weeks, when the rivalry among the thirty contestants was at its height.

More than 20,000
Now in Use

EDISON

DISC

RECORDS

should NOT be played by untried reproducers and haphazard attachments.

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

Furnish your customers with Vicsonias and increase your record circulation.

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

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

Build Up Profits From Needle Sales

“The greater the volume, the larger the profits.” This maxim holds true especially with such small articles as needles.

Sales of

Semi-Permanent Needles

can, through the exceptional satisfaction they engender, be built up to extremely large proportions and frequent turnover, thereby increasing your profits from needle sales materially.

Sonora Phonograph Company, Inc.
279 Broadway New York
Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

No Dissatisfaction in Eight Years!

That’s what one Sonora dealer writes us. Here is his letter. (Name furnished on request):

“I know of no line of merchandise in our store which causes us less trouble and brings us more satisfied customers than Sonora. In the eight years we have handled Sonora there has not been one case of absolute dissatisfaction come to my notice. It is pleasant, clean business, which is as enjoyable as it is profitable.”

You, too, can enjoy the satisfaction and large profits which accrue to the dealer handling a high quality instrument. Write today for the Sonora proposition.

Sonora Phonograph Company, Inc.
279 Broadway New York
Canadian Distributors:
Sonora Phonograph, Ltd., Toronto
SAN FRANCISCO


SAN FRANCISCO, CAL., October 4 — Business throughout this territory remains fairly good, although there has been a slight drop in retail sales. This, however, has not dimmed the optimism of the local trade, as it is generally realized that this is only a temporary condition which usually precedes the busiest season of the year, namely, the pre-holiday months. Wholesalers serving the local territory are busy; retailers seem to be getting their stocks in order for the final drive of the year.

Woman Swindler Convicted

Katie Bauer, who has been in jail awaiting trial on the charge of swindling retailers of their merchandising ability, and their ability as a class is reflected in the steady growth of the demand for the Edison.

The Hauschildt Music Co., Columbia dealer, in this city of Paul Ash's last Audaks, a device doing away with booths and family from Australia, where they spent six months.

Edison Demand Continues

One of the busiest jobbing houses in the Western territory is Edison Phonographs, Ltd., which is the distributor of the Edison in this city, Los Angeles and Portland, Ore. Orders have been coming in in great shape and there is no doubt that this will prove a great Edison year when the holiday business finally closes 1923 sales activities. Edison retailers are usually selected for their merchandising ability, and the consequence of this is that the Edison retail trade is composed of clean cut, good, and family from Australia, where they spent six months.

New Business and The Pacific Coast

1851 new business enterprises have started up in one Coast city in the past six months.

The growth of Edison sales reflects this evidence of prosperity. Can you afford to miss the opportunity to engage in a profitable line in this favored business section with its delightful climate?

We serve the entire Coast. Write any of our three houses for particulars regarding open territory for new dealers.

Edison Phonographs, Ltd.
Los Angeles  San Francisco  Portland

NICKEL in the SLOT

A Musical Novelty by Zez Confrey Writer of STUMBLING

"You can't go wrong with any FEIST song"
DOMES OF SILENCE
"Better than Casters"

Selected for 4 Reasons by

WELTE-MIGNON CORPORATION
Manufacturers of the World Famous
WELTE PHILHARMONIC PIPE ORGANS
REPRODUCING PLAYER PIANOS, CABINET PLAYERS
& ARTISTS' REPRODUCTION MUSIC ROLLS

First:
Because on a piece of furniture so heavy some form of footwear is absolutely essential in order that it may be easily moved about without injury to floors or floor coverings.

Second:
Because any form of footwear that would elevate the cabinet legs from the floor would destroy the beauty of these Period reproductions. Domes of Silence are invisible.

Third:
Because it is necessary that the cabinet stand firmly in place in front of the piano. Any movement, any wobbling would effect the quality of the playing.

Fourth:
Because Domes of Silence are the simplest form of footwear. They will not break down or get out of order.

What we say above about Furniture applies also to Phonographs
The K & D Electric Phonograph Motor

FEATURES

I. A real automatic stop, containing in one unit a switch and protective lock.

II. Uniform speed—Is run direct from motor to formica spindle gear. It has no belt to slip. No electrical control to need adjustment. Runs on either alternating or direct current.

III. Price—No electric phonograph motor has been sold at as low a price and production and performance enable us to compete with the spring motor. A real guarantee is back of the K. & D.

You should look into these three features.

DISTRIBUTORS

CLIFF ELECTRIC CORPORATION
59 Pearl 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 35th Street New York

were responsible for the local appearance on October 5 of the Eight Famous Victor Artists. The Cline-Vick concern had attractive programs printed on the back cover of which appeared some of the favorite recordings of these well-known Victor artists. Considerable publicity heralded the event, which was a decided success, both from the standpoint of attendance and increased record sales.

BRUNSWICK MEETING IN CLEVELAND

Interesting Talk by J. F. Ditzell, Brunswick Sales Promotion Manager — Dinner-dance Winds Up Constructive Meeting

CLEVELAND, O., October 10.—Brunswick dealers throughout this territory gathered at the Hotel Winton on Monday of this week, for what was one of the most successful Brunswick sales conventions ever held in this section. The day was devoted to the business and amusement, and the local Brunswick branch, which sponsored the affair, under the direction of Leslie L. King, local branch manager, held open house. Brunswick boosters from the Cleveland, Pittsburgh and Buffalo territories were present and heard a constructive talk on the problems of the retailer by J. F. Ditzell, manager of the sales promotion department of the Brunswick Co. The complete line of new Brunswick models was on display, giving the visiting dealers an opportunity of making their selections and placing orders for the pre-holiday trade. During the afternoon the visitors and their guests were taken to interesting points in the city and in the evening they were entertained at a dinner-dance, at which the Oriole Orchestra, Brunswick artists, furnished the music.

C. W. Copp, who has attractive warerooms at 239 South Michigan street, South Bend, Ind., is transacting a very large volume of business in pianos and players, as well as Columbia and Sonora phonographs.

Heavy Fall Demand in Washington

Dealers and Jobbers Are Well Pleased With Conditions—Louis & Co.'s Enlarged Department—Talkers at Better Homes Exposition

WASHINGTON, D. C., October 9.—The early Fall business in talking machines in Washington is exceeding all expectations on the part of both wholesalers and retailers, and the wholesale dealers are finding it difficult to supply the demand, which includes not only the machines themselves, but all kinds of talking machine stock. Some idea of the demand may be gained from the statement of Leslie Lore, manager of Cohen & Hughes, Victor distributors, that the demand of all kinds of machines and records has been so great during September that it is impossible for his establishment to accumulate any reserve stock. Factory shipments are disposed of the same day they arrive in Washington, it is stated.

Louis & Co., phonograph dealers at Seventh and G streets northwest, are almost ready to open up a greatly enlarged talking machine department to the public. The store occupies a four-story building in a very favorable location, and work has been going along steadily on the remodeling of the three upper floors as an extension of the phonograph department, which up to the present has occupied the ground floor only. An elevator has been installed in the rear of the store for the convenience of patrons, and the three upper floors will be ready for occupancy within a few weeks.

Mrs. W. E. Chappell is the new assistant to Miss Florence Terwilliger in the phonograph machine department of Charles Schwartz & Son. Phonograph dealers were well represented at the Better Homes Exposition, held in this city during the early part of October, by a complete display and demonstration of many types of talking machines. The purpose of the exposition was to create an interest in the Better Homes movement, and to this end some twenty-six model rooms were created, the furnishings being supplied by Washington merchants. In addition to the display of talking machines a series of lectures as a regular part of the exposition stressed the importance of music in the home.

Caution should be exercised in granting credit. It is better to be safe than sorry.

FEDERAL TEL. & TEL. ACTIVITIES


"We are closing the greatest season in our history," said Col. S. H. Mapes, manager of the New York offices of the Federal Tel. & Tel. Co., Buffalo, N. Y., in a recent chat with The World. "We had expected that beginning with September 15 our dealers would start placing good-sized orders for Federal radio receiving sets, but we had never anticipated such an exceptional demand from the trade throughout the East. It seems as though the dealers as a whole are beginning to thoroughly appreciate and understand the unlimited sales possibilities for high-grade radio business, and repeat orders are being received from well-known retail merchants in the metropolitan district and in all sections of our territory.

"During the past few months we have been concentrating a considerable portion of our activities on the development of business in the talking machine field, and we are keenly gratified at the result of our efforts. We have placed dealer agencies for Federal receiving sets in a number of important trade centers, and there is no question but that the Federal radio receiver is ideally qualified to merchandise our product profitably and advantageously. We are making plans for a banner Fall trade, and are also looking forward to 1924 with optimism and confidence."
Many Fine Exhibits at New York Radio Show

Products of Leading Manufacturers Represented—Visitors Included Many Prominent Talking Machine Men—Great Interest on Part of Public—Interesting Addresses at Open Meetings

Under the auspices of the American Radio Exposition a very successful Radio Show was held at the Grand Central Palace, New York, this past week. Its purpose was to bring together buyers and radio enthusiasts from all parts of the country being present. A great majority of the leading radio manufacturers were represented at the show, together with makers of loud speakers, head sets, accessories and general parts. The interest manifested by the public was surprisingly great and evidenced the fact that the show was held during the week of the World Series, when this baseball event was the center of attraction. Thousands of out-of-town visitors spent quite some time at the various booths and rooms, from the standpoint of the exhibitors, was a marked success.

One of the outstanding features of the show was the marked improvement in the cabinet work on the standard sets as compared to last year's exhibits. Practically all of the well-known radio set manufacturers exhibited models particularly designed for merchandising by talking machine dealers, and these manufacturers evinced keen interest in these sets.

Many handsome cabinet instruments were exhibited and, judging from the comments of the visiting dealers, there is a tendency on the part of the average phonograph merchant to pay close attention to the sales possibilities of standard radio-receiving sets. Another noteworthy feature of the radio sets exhibited was the simplicity of operation that characterized practically all of them. The radio manufacturers as a whole are endeavoring to furnish the public with sets that require minimum technical ability to operate, and the simplicity of installation attracted the attention of the dealers and the public.

There were many unique exhibits at the show, including portables, combination lamp and radio sets, army and navy apparatus and other unusual sets and accessories. Loud speakers were prominently displayed and several manufacturers featured sets with indoor loop antennas, in place of the usual outside aerials.

The radio trade was keenly interested in a series of open meetings held in the conference rooms at the Grand Central Palace, under the auspices of the Radio Trade Association. A number of very interesting addresses were made during these open forums and among the speakers were H. T. Meluish, Radio Corp. of America; H. H. Roemer, sales manager, De Forest Tel. & Tel. Co.; Powel Crosley, Jr., president, Crosley Mfg. Co., Cincinnati, O.; Dr. Lee DeForest, Allen D. Cardwell, president of the Allen D. Cardwell Co., Brooklyn, N. Y., and members of the radio trade press.

The Radio Corp. of America maintained an extensive exhibit, divided into several sections. One display featured various Radiolas, manufactured by this company, while another section showed a complete line of its instruments, including portables, combination lamp and radio sets, army and navy apparatus and other unusual sets and accessories.

The Cop, the Dancers, the Comedian, the Clown and Jenny. The Mouse—O, they're funny! The Comedians makes love...

Here Are The Other National Funmakers

T HE M A G N E T I C D A N C E R S — They walk, dodge as they two-step like a couple on a ballroom floor. Price $1.60

THE FASTUS FAMILY—They can sing, dance or play the violin. Price $1.50

THE FIGHTING ROOSTERS—They're a bit scrappy! Price $1.65

THE RASTUS FAMILY—He's a bit, but he's a scrappy little fellow. Price $1.65

Here's the newest phonograph toy

THE PHONOGRAPH

HOLLIES

The Cop, the Dancers, the Comedian, the Clown and Jenny. The Mouse...Price $1.65

You Can Build Up A Splendid Holiday Trade With These National Toys

THEY take up small space and they SELL SWIFTLY. Put them in your windows and watch the crowds gather.

Order a few just as a starter. You'll be surprised how quickly they'll go. Phonograph Hotties (set of 5 figures) sell for $1.65. Combination of Comedian and Dancing Girl, $1.00; Cop and Clown, $1.00.

Usual Trade Discounts.

108 BROOKLINE STREET
CAMBRIDGE, MASS. U. S. A.
EXHIBITS AT NEW YORK RADIO SHOW
(Continued from page 181)
cluding two handsome period models, designated as the Jacobean console and the Spanish desk model. Other instruments on display were the Model X, Model V and Types 311, 222, 281, 220 and 110. Talking machine dealers were particularly interested in the art models and Harry J. Rathbun, vice-president and treasurer of the company, who was in attendance at the exhibit, was delighted with the reception accorded the company's products. Mr. Rathbun was assisted by B. R. Hassler, sales manager of the company, who was in charge of the exhibit.

Powel Crosley, Jr., president of the Crosley Mfg. Co. at Cincinnati, widely known in the talking machine and radio fields, spent the entire week at the show and was welcomed by many of his friends in both industries. The complete Crosley line was on display, including Models XXV and XX, which have attained considerable popularity in the talking machine field. Other sets displayed were Models VI, X and XI, the latter being one of the leaders at the present time. A complete line of parts was also on exhibit and the general details of the company's display were in charge of George Lewis and Alvin R. Plough, assistants to Mr. Crosley. The C. B. Cooper Co., New York, which is a jobber for the Crosley products, was also represented by several of its sales staff.

The Precision Equipment Co., Inc. of New York, whose president is also Mr. Crosley, maintained a complete exhibit of ACE radio sets, including the Types 3-C, V and 2-B. Mr. Crosley, together with the members of his executive staff, was kept busy demonstrating these sets.

The American Radio & Research Corp., Medford Hillside, Mass., displayed the Amrad console line, comprising five models, including the Early English, American Colonial, Queen Anne and Italian Renaissance. The exhibit was in charge of Sales Manager Dunbar, assisted by several members of his staff.

The Pathé Photo and Radio Corp., Brooklyn, N. Y., displayed a new product called the Curtantenna, which, as its name implies, is an antenna or, rather, indoor loop in the shape of a curtain on a roller, which may be rolled up as a shade when not in use. The Pathé loud speaker, dials and other moulded parts completed the exhibit.

The Audiophone loud speaker and Audiophone Jr., as well as the Bristol one-stage amplifiers, were shown by the Bristol Co. of Waterbury, Conn. The exhibit drew much attention and the Audiophone was also well used in various parts of the hall for concert and announcement purposes. The exhibit was in charge of C. W. Williamson, New York district manager. W. H. Bristol, president of the company, as well as H. L. Griggs, sales manager, and J. B. Kelsey, assistant sales manager, were present during the week.

At the General Radio Corp. of Philadelphia and J. B. Kelsey, assistant sales manager, were present during the week.

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With Music, Not Bullets, in Mexico

Columbia records seem to be charming the Mexican populace into peaceful and expectant smiles. One look at this picture convinces us

Looking forward to the Latest Columbia Records Over

that the proverbial banditti will no longer roam the prairie. Every one of the Mexicans gazing at this Columbia window displayed by Cabanas, Burns & Co., Inc., in Guadalajara, Mexico, is evidently planning a quiet evening at home indulging in that love of music so characteristic of the Latin temperament, which responds so very readily to it. Music is a better civilization than bullets, anyhow.

MUSCATINE MUSIC HOUSE EXHIBITS

Displays Pianos, Phonographs and Musical Merchandise at Annual Style Show

MUSCATINE, 1A., October 8.—The Muscantine Music House, of which W. J. Burnett is manager, had a most interesting exhibit of Jesse French & Sons pianos and players, Cheney talking machines and musical merchandise at the annual "Styles and Smiles" Show staged here recently by the Muscantine merchants. The display resulted in the booking of a large number of prospects and some excellent sales were closed on the spot.

CELEBRATES BRUNSWICK AGENCY

Los Angeles, Cal., October 8.—A special concert was given by a twelve-piece orchestra at the George L. Birkel Music Co., 442-446 South Broadway, recently in celebration of the taking over of the Brunswick phonograph agency by the Birkel house. The orchestra engaged for the occasion was Abe Lyman's Ambassador Orchestra, which was recently added to the Brunswick artists' list, and the concert was under the direction of E. P. Geissler, vice-president and general manager of the Birkel Co.
Dollar Happiness
FOR CHILDREN

September Window Displays
Containing Groups of the Seven Different Bob O Link Books

<table>
<thead>
<tr>
<th>No. 1 Song Book</th>
<th>No. 3 Song Book</th>
<th>No. 1 Reading Book</th>
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<td>No. 2 Song Book</td>
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<tr>
<td>No. 1 Game Book</td>
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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
REPAIRS
TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM
Conducted by Andrew H. Dodin

WATCH FOR CHILLED MAIN SPRINGS

It will not be long before cold weather will again be with us, together with the usual busy season for talking machine sales. I believe it is the right time to again caution dealers in the matter of delivering and setting up machines in cold weather to avoid spring breakage and other troubles. It frequently happens that a machine is delivered on a cold day, set up in the home, and then put out of order through the breaking of the spring during the first winding.

It has been pointed out on previous occasions that the talking machine spring is a highly tempered piece of steel, and as such is subject more or less to temperature changes. It often happens that a new machine is taken from a rather chilly warehouse, kept out in the air on a truck or on the road for several hours and then installed in the house where the temperature is at 70 degrees or more. The intense cold makes all metal brittle and when the purchaser seeks to play a record at once to try out the new musical instrument, the cold and brittle spring refuses to stand the strain and breaks.

A great many dealers realize this condition and warn customers regarding it. One dealer goes so far as to attach a special tag on the winding key advising the purchaser to let the machine stand in the warm room for a few hours before winding. This rest serves to take the chill out of the spring and prevents sudden breaking.

The Repairman As a Prospect Getter

A large dealer in talking machines who maintains his own repair department found recently that the public had not only shut down on buying new goods, but likewise appeared disinclined to have repair work done, with the result that his repairman was spending most of his time resting himself or tinkering on odd jobs on which there was no income. It was the repairman himself, who, realizing that such a state of affairs could not go on indefinitely, suggested as a means of keeping his job safe that he be permitted to call on the dealer’s customers and solicit repair work. As a result of the first couple of days of effort there developed a single repair job, that of installing a new spring, but the repairman had meanwhile dug up several machine prospects and filled orders for close to $50 worth of records.

It was found that by presenting himself as a repairman he was able to gain entrance into the house in order to inspect the machine. The housewife in every case kept close at hand, probably for safety's sake, and it was an easy matter to swing the conversation around to the question of new records and of friends who should buy, or contemplated buying, machines.

The repairman had wisely carried with him a half dozen of the latest records and in every home played at least two of them over, ostensibly for the purpose of testing the speed of the motor. In most cases the testing records pleased and an order followed. It is, of course, out of the question for every dealer to send a repairman in search of business, nor is it always possible to secure a repairman with a real selling instinct, but where the opportunity presents itself, and the combination exists, there is found a new avenue for prospects and old customers and reviving interest in new records.

Repairing Broken Main Springs

Bristol, Pa., September 26, 1923. A. H. Dodin, care The Talking Machine World: While reading The Talking Machine World I noticed that you give advice on repairing of talking machines. For the past three years I have been repairing talking machines. As a rule, I get many large motors which take 1x16 main springs. By my experience I have found most of my troubles are with springs broken in the center, which are cut off about three inches.

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TRADE ACTIVITIES IN PORTLAND

Many Record Artists Scheduled to Appear Here—Portland Brunswick Branch Consolidated With Seattle Branch—Other Interesting News

PORTLAND, Ore., October 4.—The Portland concert season opened here last week, when the Elwyn Concert Bureau presented Mme. Margaret Matzenauer, contralto, and Clarence Whitehill, baritone, both Victor artists, in recital at the municipal auditorium. The ticket sale was conducted at the Sherman, Clay & Co.'s store. The Bureau is presenting an unusually splendid list of artists, among them the following: Claire Dix, soprano, October 29; the New York String Quartet, November 12; Quartet of Victor Artists (Kline, Baker, Mur- phy, Dadmun); Albert Spalding, violinist, December 17; Jascha Helfets, violinist, January 28; Edward Johnson, tenor, January 21; Maria Ivo- gun, coloratura soprano, March 5; Moris Rosen- thal, pianist, February 25, and Reinald Werren- rath, baritone, April 1.

A. R. McKinley, local manager of the Bruns- wick Co., announced that Portland had been selected as the Northwest distributing center and the Seattle branch has been consolidated with the Portland office, the change going into effect October 1. For the present a small branch will be maintained in Seattle to take care of the local business. Mr. McKinley says that the company's realizing the advantages of Portland as a distributing center was the cause of the change, which was arranged by E. L. Gramlich, vice-president and assistant general manager, during a recent trip to the Pacific Coast. Mr. McKinley has been in charge of the Portland office for the past ten years. The change will add a million and a half more people to his territory. He states that M. Davis will continue in charge of the phonograph department, covering the district of Oregon, Washington, northern Idaho and western Mont- ana. Plans are being made for the erection of a house for the company in the terminal dis- trict of the city. The building will cover 50,000 square feet of ground and it is expected that it will be ready for occupancy by early Spring.

The Turner Music Co., of this city, with the other seven stores of the company on the Pacific Coast, is celebrating the fiftieth anni- versary of the store. The local store, under the management of Frank M. Case, has very attractive and artistic window displays, which are in keeping with the golden anniversary.

The Bureau is presenting an unu- for the balance of the Fall season and the forthcoming holiday season.

DELAWARE INCORPORATION

The U. S. Phonograph Doll Corp., Wilmington, Del., has been incorporated under the laws of that State for the purpose of manufacturing with a capital of $600,000.

The last few payments on a talking machine are the ones that give the dealer his profit.

TRIANGLE

You know how it is with the ordinary phonograph. The record begins with a rasping sound. Then, when the tones rapidly change, you hear a rattle or clatter or a blasting noise. All of which means that the reproducer is not adequate for the proper rendering of the music. The beauty of the music is lost and the skill of the artist suffers. How often have you heard it said after playing a record of some famous singer: "I don't see enough quality in her voice to make her fa- mous." The trouble is not with the artist but with the way her voice is rendered by the faulty reproducer.

The stylus bar, or tongue of the TRIANGLE reproducer is shaped from one solid piece of steel. All others are made of several pieces fastened together.

This bar, or tongue, is put through 16 separate and distinct operations before it is ready to be assembled in the reproducer.

Most of these operations require great care and skill, because the bar must be delicately formed to properly convey the music. There is no pressure on the sides, top or bottom. This permits perfect vibration which is essential to the true, human expres- sion of the sound waves.

You will note how perfectly the TRIANGLE reproducer is balanced. All parts are made of the highest quality materials. What a difference when the TRI- ANGLE reproducer is thin and sym- metrical. Cut to left shows the face, with not a single screw to mar its beauty.

The mica diaphragm is 2 3/16 inches in diameter and is so assembled that no part can ever come in contact with the metal in the reproducer.

This feature reduces surface noise of the record to a minimum and helps to produce that clear, mellow tone which has made the TRIANGLE reproducer surpass all others.

Below we show the reproducer as viewed from the back. Observe its shapely appearance. TRIANGLE reproducers fit both Victor and Columbia type instru- ments.

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What a difference when the TRI- ANGLE reproducer is attached. The needle glides smoothly, almost noise- lessly, along the circular grooves. Every tone is given its true quality and expression. The perfect balance of the stylus bar enables it to catch and faithfully reproduce all the subtle vibrations, from the softest tones to the loudest and fullest notes. The harmony and beauty of phonograph music is fully appreciated for the first time—a real delight to all music lovers. Test the TRIANGLE repro- ducer and convince yourself that it surpasses anything yet discovered for reproducing the masterpieces of the world's greatest musicians.

PROMOTION FOR C. LLOYD EGNER

Appointed Manager of the Traveling Depart- ment of the Victor Talking Machine Co., was, October 1, made manager of that department in recogni- tion of his long and faithful service.

Mr. Egner returned to Camden early this month from a three weeks' trip through the Middle West, in the course of which he made a number of talks before gatherings of Victor dealers held during September in Des Moines, 1a.; Columbus, O., and, in October, in St. Louis. In chatting with the representative of The World Mr. Egner stated that he found business conditions, in the territory which he had cov- ered, to be of a very promising character, both as regards the balance of the Fall season and the forthcoming holiday season.

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ATLANTA

Humes Music Co. in Large New Building—Dealers Add New Lines—Stores Remodeled—The News

ATLANTA, Ga., October 10.—No better evidence of the great possibilities of the music business in the South can be found than the great success which has been won by the Humes Music Co., Columbus, Ga. The business, which has been established less than fifteen years, has made such consistent progress that it now occupies its own splendid new building, representing an investment of fully $150,000.

The building has been completely fitted up and is probably the most complete establishment in the entire South. It was formally opened on October 2 and 3 and the occasion was made a gala one, representatives of all the Southern Victrola jobbers being on hand, as well as those from the principal piano companies whose lines are handled by the Humes Co. Among those present were Chas. Elvey and C. Gordy, of the Elvey Talking Machine Co.; Acton Boone and Irving Bimstein, Talking Machine Co., Birmingham; French Nested, of Jacksonville; David Pruitt, of the Victor Co.; H. A. Ray, of the Elvey Co.; M. E. Lyle, representing the Unit Construction Co., whose fixtures are installed throughout the building; Mr. Beckham, of the roll division, American Piano Co., and Fred Colher, pianist, of the American Piano Co., N. Y.

A feature of the month will be the recall on October 30, under the auspices of the Atlanta Music Club, by Rosa Raisa and Giacomo Rimini, Vocalion artists. Local dealers are preparing to call special attention to the records made by these artists. The Edison Parlor at Savannah, Ga., Edison dealer, has recently changed its location from 45 Bull street to 119 Bull street, where it will have the benefit of more spacious quarters, and excellent window display facilities which it did not have at the old location. The new location is in the direct line of the north and south traffic of this prominent thoroughfare and it is expected the call trade will increase noticeably.

During the first two weeks of September, Phonographs, Inc., Edison distributor, announced the addition of new dealers at Morgan, N. C.; LaFayette, Ga.; Elba, Ala.; Manchester, Ga., and Richland, Ga., and it is expected that several new dealers will be made in the Florida territory before October 1. W. L. F. Rosenblatt, president and general manager of Phonographs, Inc., has been visiting the Edison Laboratory in Orange, N. J., for a conference with the factory officials and as a result of his visit expects to make improvements to the already excellent service to Edison dealers in the Atlanta zone.

Eifrl’s Department Store, Charlotte, N. C., has placed an order for Unico booths and racks as equipment for its new Victrola department. The new store should be ready for business on the fifteenth of this month.

“The call is for two-tone finish and as we have, in the Strand, a complete line of two-tone finished consoles you can imagine that business is booming” is the way M. E. Lyle sums up the situation this Fall.

“We Serve the South”

IN your preparations for the Fall increase in OKeh sales don’t overlook one of the most important factors in your attainment of a successful season. With a dependable distributor service at your convenience, a fund that is quick, accurate, and thoroughly dependable in the pinches, you are equipped to promptly give your customers complete satisfaction at all times.

We would appreciate the opportunity to demonstrate the advantages of OKeh Service. It would readily disclose the reasons why we are at present playing so large a part in aiding hundreds of OKeh dealers throughout the South to reap the benefits that come from handling the fast-selling OKeh Records.

The Records of Quality

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

294 Decatur Street

ATLANTA, GA.

R. E. Jenkins, of the Tampa Hardware Co., was a recent visitor to the Columbia Co.’s local branch.

The Gilmore Jewelry Co., Columbia dealer, Pensacola, Fla., is highly pleased with results obtained in connection with the recent appearance of Bessie Smith, exclusive Columbia artist, in Pensacola. This five-wire dealer advertised the comedienne’s appearance very extensively and a very substantial quantity of her records was sold during and after her appearance. Bessie Smith is on a concert tour of principal Southern cities, resulting in general stimulation in demand for her records.

The selection “Sweet Pal” on Columbia New Process record A-3937 continues its phenome-

Edison Phonographs, Inc.

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.

PHONOGRAPHICS, INC.

41 Cone Street

Atlanta, Ga.

The C. W. Lewis Furniture Co., Tuscaloosa, Ala., Columbia dealer, is securing business through extensive advertising.

There is a great shortage of machines, espe-cially popular-priced console models. With no chance to stock ahead during the late Summer dealers now realize that only the most insistent and active can hope to get enough to do busi-

ness with during the coming months.

Wm. Barfield, of the Empire Music Co., is in Florida looking after Strand interests in that State for M. E. Lyle. He reports that dealers like the quick service now available because of the warehouse stock of Strands now carried in Jacksonville.

The Ludden & Bates Music Co., local Bruns-wick dealer, is making a display at the South-eastern Fair, now in progress in Atlanta.

Miss Mildred Belleau is now in charge of the Ludden & Bates record department.

J. A. Oppert is now in charge of the Julian Prade Co. phonograph department. This firm handles the Brunswick line.

D. N. Sloan, formerly with the Brunswick Phonograph Shop, Columbia, S. C., is now selling Brunswicks for the E. E. Forbes & Sons Piano Co., Birmingham, Ala.

Miss Hilda Nugent, in charge of the Brun-swick record department at the E. E. Forbes & Sons Co., Birmingham, Ala., has just returned from a vacation trip to Litchfield, Ill., her former home. Harry Charles, formerly with the E. E. Forbes & Sons Co., is now in charge of the Brunswick department of the Masons Furniture Co., Huntsville, Ala.
Elimination of Unethical Retailing Practices

What the Better Business Bureau of Peoria, Ill., in co-operation with the Music Industries Chamber of Commerce Better Business Bureau, Has Accomplished in That City

Peoria, Ill., October 8.—A definite way in which unprofitable and at times unethical practices among local merchants may be remedied through the presentation of proper arguments, and through co-operative efforts, has been demonstrated here through the success of the efforts of the Better Business Bureau of the Local Advertising and Selling Club, or rather of Roscoe Herget, manager-counsel of the Bureau, in eliminating most of the evils in the local music trade which, for a time, cast a black shadow on the music business here.

Some time ago the situation in the local music trade was desperate in regard to the advertising by the merchants, for the copy was calculated to destroy public confidence in all musical advertising. The situation developed to a point where the newspapers refused to accept the copy of several dealers.

The Better Business Bureau of Peoria was called in to assist in relieving the situation, and in co-operation with C. L. Dennis, manager of the Better Business Bureau of the Music Industries Chamber of Commerce, New York, brought the dealers together in a local association with the lowest prices appearing to per

HAS FINE NEW STORE IN COLUMBUS

Wm. V. Crowe Piano Co. Now Occupying Larger and Attractively Arranged Quarters at 112 South High Street, That City

Columbus, O., October 1.—The William V. Crowe Piano Co., of which William V. Crowe is the head, is now settled in its handsome new quarters at 112 South High street, the formal opening of which was held recently, following the removal from the former store at 80 East Town street. The company handles an excellent line of instruments, including the Hallet & Davis line of pianos and players and the Angelus reproducing piano, together with talking machines and records.

The formal opening proved a great success. Invitations were sent out to over 10,000 people, and a large proportion of them took advantage of the opportunity of inspecting the new quarters and listening to the music of the orchestra, which played both afternoon and evening. Mr. Crowe is an active member of the Music Merchants Association of Ohio and was treasurer of that organization last year. Associated with him in his new establishment are H. C. Hoeflich and Walter Lynas.

A large battery of sound-proof demonstration booths is provided in the new store for the use of both the talking machine and piano departments. The showcase and rack equipment for the display of musical merchandise, talking machine records, etc., is of the most modern character and the furnishings in general are strictly up-to-date.

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ECONOMICAL ATTRACTIVE SUBSTANTIAL

May be used for Displaying 10 in. and 12 in. Records, Monthly Window Service, Sheet Music, Phonograph Displays, etc.

6 FOR $2.75

Manufactured by MUSICAL PRODUCTS DISTRIBUTING CO., INC.
37 East 18th Street New York
Attractive Offer to Distributors

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

Mamma Loves Papa
Papa Loves Mamma

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37 East 18th Street New York
Attractive Offer to Distributors

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

You can't go wrong with any FEIST song"
The New Columbia is Superior!
An Engineering Achievement!

The New Columbia Motor is the creation of expert engineers. The refinements of five years' painstaking research and experiment are embodied in its construction. Sturdy as an automobile engine and precise as a fine watch, it is smooth-running, long-wearing and silent in a degree never before approached in phonograph construction.

COLUMBIA GRAPHOPHONE CO.
New York

Handsome New Headquarters of the J. W. Greene Co., Toledo, O.

VICTOR RECORD GIFT CERTIFICATES

The advertising department of the Victor Talking Machine Co. has recently issued the "Victor Record Certificate" for use during the Christmas season of 1923. This certificate, which incorporates in general the gift plan which has been used in previous years, is printed in green, orange and black on a white stock. The center, in typography, resembles a bond or stock certificate. The border presents small portraits of distinguished Victor artists. At the left is a stub for the recipient's name and address, and an explanation of the gift idea.

FELT RELIABILITY

They can depend upon our product.
That is why leading manufacturers of talking machines use America's Felt Company's felt for turntable and other purposes.

American Felt Company
TRADE MARK

BOSTON
311 Congress Street

NEW YORK—111 East 18th Street

CHICAGO
315 South Market Street

SUDDEN DEATH OF J. C. GALLAGHER

Manager of Portland, Ore., Branch of Bush & Lane Piano Co. Drops Dead at His Home

PORTLAND, ORE., October 6.—The music trade and the many friends of J. C. Gallagher, manager of the Portland branch of the Bush & Lane Piano Co., were shocked to learn of his sudden death at his home, 397 East Forty-seventh street, north, last week.

Mr. Gallagher had been identified with the local branch for the past two years and had many friends both in and out of the trade and the city of Portland has lost a strong booster and helper, who was always in the front rank of any civic movement for the betterment of the city. He was held in the highest esteem by all who knew him and did everything in his power for the advancement of the cause of music.

Mr. Gallagher had been identified with the music trade for the past nineteen years and was well known all over the Pacific Coast. He started in the trade nineteen years ago in Spokane with the Chant Music Co. He was later identified with the Eilers music houses in Washington, Oregon and California and for a time was the manager of that firm's stores at Eureka, Cal., and Tacoma and Aberdeen, Wash. At one time he was connected with the C. B. Sampson Music Co., of Boise, Idaho, and immediately before coming to Portland he was with the Byron Maury Music Co., of Oakland, Cal.

Mr. Gallagher was a member of the Oregon Music Trades Association and was affiliated with the Elks Lodge of Pendleton, Ore. He is survived by his widow and his son, George. His body was taken to Spokane for interment, with services in Portland, which were attended by the members of the Music Trades Association and his close friends.
This complete Operetta series of "Little Red Riding Hood," in display container that sells on sight, is a new departure in child entertainment. Instead of single record sales you sell three at once for $2.50 list price. It has a strong Christmas appeal. Just the thing to give the kiddies.

Ready for delivery now.

Send for full details.

We are sole selling agents for the Metropolitan territory and New Jersey.

BRISTOL & BARBER CO., Inc., 3 East 14th St., New York

A. D. GEISSLER ON PACIFIC COAST

Arthur D. Geissler, president of the New York Talking Machine Co. and the Chicago Talking Machine Co., Victor wholesaler, is now on a short trip to the Pacific Coast, accompanied by Mrs. Geissler. He will probably be back in New York in several weeks and, en route to the East, will visit the headquarters of the Chicago Talking Machine Co.

AMARILLO MUSIC CO. MOVES

Amarillo, Tex., October 2.—A change of location has just been completed by the Amarillo Music Co., which moved from 710 to 702 Polk street. According to O. V. Wray, proprietor of the concern, the stock of the new store will be greatly increased. Seven new lines of pianos have been arranged for and a tuning and repair department has been installed. In addition three talking machine booths have been installed.

IMPROVEMENTS IN DESIGN

Win. Phillips, president of the Win. Phillips Phonco, Parts Co., New York, reports that several improvements in design are being made on the No. 1 tone arm and sound box, both throw back and straight. These new designs are expected to be ready in about one month.

At Last! A Perfect Repeating Device

Cesco Repeater

Price $1.00

Here at last is a perfect repeating device—absolutely new in principle, with it con-struction and more salable than any other like 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 end- ing and starting—it’s 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.

THERAPID REPEATER COMPANY

260 Van Alst Ave., Long Island City
in the Metropolitan district, which will be held be made at a meeting of the Brunswick dealers

dities, service and the addition of artists Co., in the way of increasing advertising facil-

Fred Michaelis; secretary, M. Goldsmith, and

Announcement of Fall plans of the Brunswick

J. Newcomb Blackman, president of the

The Metropolitan Victor Dealers’ Association

VICTOR DEALERS’ ASS’N TO MEET

The Metropolitan Victor Dealers’ Association

Victor wholesale, accompanied by Mrs. Blackman

HOMER RODEHEAVER IN FAR EAST

A group of notable religious authorities left

among practical lines and its officers are as fol-

HOMER RODEHEAVER IN FAR EAST

Among the first Gennett records made by the

BUSINESS OPPORTUNITY

An opportunity to actively associate yourself in an

Spot Cash

54 x 320

FOR SALE

One of the best arranged music stores in the East,

FOR SALE

One of the best arranged music stores in the East,

BUSINESS OPPORTUNITY

An opportunity to actively associate yourself in an

FOR SALE

600 46” cabinets; straight legs, all gum mahogany finish. Will sell either one hundred lots or entire lot. Very reasonable.

DEALERS ATTENTION

Repairs and parts for Mandela and all other
distributors. Send for full line of all well

TELEVISION MACHINE WORLD'S CLASSIFIED ADVERTISING

FOR SALE

200 Genuine Mahogany

JOB LOT

200 Genuine Mahogany

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.
WORLD’S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, a rate measure, and it will be inserted free of charge. Boxes will also be registered without cost. Additional space will be at the rate of 25c per line. If bold faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

WANTED—An experienced recorder with laboratory experience, to communicate in confidence, giving business history, salary expectations, and definitely some space to indicate present position. Address “Box 1330,” care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED—Experienced piano and phonograph salesman for outside work. Give references, age, salary expected, and full particulars in first letter. The Glen Bros. Roberts Piano Co., Ogden, Utah.

CALIFORNIA—Can you use a representative with vast Pacific Coast acquaintance and experience in sales and branch management? Address "Box 1328,” care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SALESMEN WANTED—$50 weekly, and more, easily earned in an hour a day selling a new side line. It will not interfere with your regular work, and will be on call at all times. Address "Box 1327,” care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED—High-grade young men to travel extensively as radio salesmen for well-known manufacturer of established mechanical and electrical lines. Must be capable of highest type of sales and demonstration, interested in introducing line of patented radio equipment. Character references required. Excellent opportunity for promotion as sales and service engineers. Write employer, experience, education and salary desired. "Box 1332,” care The Talking Machine World, 383 Madison Ave., N. Y.

WANTED—A number of live-wire, thoroughly experienced talking machine salesmen. Will pay $60 a week and commission, which will approximate $100 a week earnings to the right applicant. Call to see Saul Bins, 111 Second Ave., New York, N. Y., any morning between 10 and 12 o’clock.

SPRINGS

VICTOR

1%"x.062x.17", bent each end........... No. 6342 .27
1%"x.062x.17", marine end........ No. 6341 .27
1%"x.062x.17", both end........ No. 6340 .27
1%"x.062x.17", marine end........ No. 5477 .43
2%"x.062x.17", bent each end........ No. 6344 .45
2%"x.062x.17", marine end........ No. 2141 .33
3%"x.062x.17", marine end........ No. 5335 .32
4%"x.062x.17", bent each end........ No. 5384 .38
4%"x.062x.17", marine end........ No. 6104 .29
5%"x.062x.17", marine end........ No. 968 .29
COLUMBIA

2%"x.062x.17", bent each end........ No. 6392 .17
2%"x.062x.17", marine end........ No. 2193 .21
3%"x.062x.17", marine end........ No. 5405 .19
3%"x.062x.17", bent each end........ No. 5404 .18
1%"x.062x.17", marine end........ No. 969 .29

FOR SALE

Four hundred 46" gum wood mahogany finished, straight legged, upright cabinets. These instruments are equipped with high grade Columbia, two-spring motors and Columbia tone-arms of unused but discontinued models. The sale price of complete talking machine is $25.00 each, in lots of 1,000. Chicago Phonograph Realization, 1247 Carroll Ave., Chicago, Ill.

FOR SALE

Fifty thousand double-faced Columbia records (old catalog). Each box contains 25 selections. These high-grade records can be bought at 15 cents each, in lots of 1,000. Chicago Phonograph Realization, 1247 Carroll Ave., Chicago, Ill.

FOR SALE

Thirty thousand Columbia foreign records (old catalog). These records consist of selections in foreign languages, in good cutting stock. Can be had at 10 cents each. W. F. E. H. Phonograph Realization, 1242 Carroll Ave., Chicago, Ill.

FOR SALE

Phonograph and record establishment; spacious store premises located in Brooklyn, N. Y., with or without Victor agency. Reply to address 'Box 1338," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

General musical equipment, rare, successful and well established in the best city of Western Kansas. If you are looking for a location that offers you an opportunity that you cannot afford to pass by, for it cannot prove you to be less successful than the previous owner, we will continue under competent management to be such that we have to deal with you. The store and fixtures will at present cost approximately $13,000. If you are interested and want an investment where success is assured, we invite your immediate correspondence. Address "Box 1343," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

At sacrifice—following Unit Construc-

tion Co., equipment and practically new; French green crenel, four 6x9 rooms design No. I, five rack units, one panel end, one counter. No. 3 Address Klingman Furniture Co., Grand Rapids, Mich.

ESCO

Eighteen hundred more high class phonographs completely equipped three sizes, various finishes. Immediate delivery. Entire lot attractive prices.

The Houghton Mfg. Co., Marion, O.

SALES AGENTS WANTED

Well established firm of four active men, with access to 8,000 dealers and seventy-two jobbers in the phonograph field. Established firm, located 10 miles out of New York City, desires to represent first class line of curiosities or specialties. First class references and A-1 financial standing. Address "Box 1333,” care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SPLENDID OPPORTUNITIES

We have two excellent business opportunities to offer the right parties. Two phonograph shops located in two good Southern cities. For particulars, address "Box 1334," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

RECORDS FOR SALE

Will clear out a fine stock of 5,000 selected British 10 inch Columbia records, all catalog numbers, and will stand bond and fully equipped. Write "Box 525," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

Phonograph and record establishment, lo-

cated prominently in the heart of the Jewish section of Brooklyn, exclusive of any competition. For particulars, address "Box 1335," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

TO BE SOLD


FOR SALE

Exclusive music shop, carrying dealerships for Edison and Columbia phonographs, also good line of records, records and supplies, with a capital of $17,000. Location where success is assured, we invite your immediate correspon-
REVIVAL OF GENERAL INDUSTRY AND BUSINESS TAKEN AS INDICATION OF TRADE PROSPERITY

Substantial Gains in Sales Already Noted—Competition Among Record Manufacturers—Co-operatives Hurt Dealers—Broadcasting Committee's Broadcasting Report Delayed—The News

London, E. C., October 3—It is good to be able to report progress in the move towards trade revival. I speak more particularly of the gramophone industry, general trade conditions not showing at present that revival so long expected and so urgently needed to absorb the labor of at least part of our huge army of unemployed. This adverse influence will continue to limit gramophone trade activities and affect progress accordingly. But notwithstanding, a fairly satisfactory season is assured if the belief of leading members of the trade materializes.

Careful preparations and a generally optimistic feeling will carry us a long way toward the goal of success, and I believe that, measured by the volume of last season's trade, the outlook this season discloses the probability of very keen competition among record manufacturers, and I go so far as to predict an early reduction in the price of a certain leading record. There were too many records on the market last year, and the several new ones introduced during this year must accentuate the difficulty of dealers who cannot stock the lot, yet would desire to be in a position to meet all public demands. Equally difficult is the position of some of the manufacturers. To keep in the market they must issue more or less regular up-to-date titles. Lacking the organization, or perhaps financial strength, to force retail sales by "creating" a big public demand, they fail to register progress synchronous to complete success and lead but a precarious existence. Though generally good competition in these circumstances is disadvantageous to the welfare of all sections of the gramophone trade. The number of records and the duplication of titles issued each month represent an appalling waste of capital and labor. It makes one long for some arrangement among the manufacturers. To keep in the market they must issue more or less regular up-to-date titles. Lacking the organization, or perhaps financial strength, to force retail sales by "creating" a big public demand, they fail to register progress synchronous to complete success and lead but a precarious existence. Though generally good competition in these circumstances is disadvantageous to the welfare of all sections of the gramophone trade. The number of records and the duplication of titles issued each month represent an appalling waste of capital and labor. It makes one long for some arrangement among the manufacturers. Is it asking for the impossible?

Of the designs of new models I think a radical change will be apparent this season. No very striking departure of standard types, but the records will be of better quality. New types will be introduced during this year must accentuate the difficulty of dealers who cannot stock the lot, yet would desire to be in a position to meet all public demands. Equally difficult is the position of some of the manufacturers. To keep in the market they must issue more or less regular up-to-date titles. Lacking the organization, or perhaps financial strength, to force retail sales by "creating" a big public demand, they fail to register progress synchronous to complete success and lead but a precarious existence. Though generally good competition in these circumstances is disadvantageous to the welfare of all sections of the gramophone trade. The number of records and the duplication of titles issued each month represent an appalling waste of capital and labor. It makes one long for some arrangement among the manufacturers. Is it asking for the impossible?

-taken as indication of trade prosperity

The Hub of the Gramophone World!!

The tremendous reception accorded BANDMASTERS is the greatest proof of their merit. The tone of BANDMASTERS—The elegant cabinet work—The high quality fittings—all these at once please the most fastidious visitor to your store, and the extremely low price makes it quite unnecessary to sell on credit when your stock is comprised of BANDMASTERS.

The World's largest individual order for gramophones was taken by Bandmasters in open competition with English and German manufacturers. There is a strong reason for it. We can furnish that reason. Overseas trade especially catered for. BANDMASTERS appeal to the keen-eyed business man who knows his business.

BANDMASTER LIMITED, BANDMASTER WORKS

Hendon, London, England
Committee to Autumn season. otherwise way against the wireless broadcasting question. overdue Parliamentary Committee's report on Broadcasting Committee's Report Still Awaited of the Dealers' Association. will also be fully discussed at the next meeting the next manufacturers' meeting, and no doubt, detrimentally on the trade of ordinary dealers, question. It is operating in the usual dividend is paid. shares in the company, and upon which, of course, the usual dividend is paid. This reverts detrimentally on the trade of ordinary dealers, the public naturally buying largely from the Co-operative Societies. We understand that this question will form part of the agenda at the next manufacturers' meeting, and no doubt, will also be fully discussed at the next meeting of the Co-operative Societies. More details account Broadcasting Committee's Report Still Awaited Music trade circles generally, and in particular the gramophone-radio industry, are still awaiting with considerable anxiety the long overdue Parliamentary Committee's report on the broadcasting question. It is reported at the time of writing that the committee has failed to agree, and the belated arrival of some form of agreement is operating in a decided way against the wireless boom that might otherwise be confidently expected for the Autumn season. Publishers, too, are awaiting the fate of the committee as to whether the question of broadcasting copyright publications is analogous to that of the mechanical copyright question. It is felt that the failure of the Committee to issue an agreed report in full should not preclude it from making its recommendations known in so far as it has reached agreement, and, to this end, I understand that pressure is being brought to bear on it by several interested parties.

The Fifty-fifty Needle

A new kind of needle called the "Fifty-fifty" is attracting attention here. It has a bell-shaped shoulder in which is affixed a fine point, probably tungsten. Gerald B. Cripps markets this needle under claim that it will play 100 tunes (50 double-sided records) before it is worn out. This seems a perfectly valid claim and it is in accordance with proved performance of other so-called permanent types of needles.

I rather anticipated that a test would show the "Fifty-fifty" to reproduce rather more slowly than the ordinary steel point, but if anything the contrary is the case. This, to my mind, is an advantage, for too great a volume is both unnecessary and distasteful in the average-sized room of modern houses. The "Fifty-fifty" is of good reproducing qualities and general tone values, free of and uninjured by that excessive scratch often so noticeable with needles of this kind.

Seasonal Activity at Edison Bell Works

Expressive of great confidence in a larger demand for their products this forthcoming season, J. E. Hough, Ltd., has issued a stirring appeal to dealers, in which two plans and suggestions of value are embodied. It looks as though a boom in Winner and Edison Bell records and machines is likely to follow the company's active publicity campaign, backed as it is by good live service.

Record Exchange Plans Progressive

Negotiations tending towards a settlement of this long-discussed question seem happily to be advanced. Both the Manufacturers' and the Dealers' associations have given much time of late in the endeavor to formulate a scheme which will be acceptable as a permanent and recognized one. The two associations have, together, sat round the table, and it is a happy augury for the future that a good understanding exists between them. It will be remembered that the last proposal of the Manufacturers' and Wholesalers' Association was that twice in each year the factor (or dealer) may return 10 per cent of the previous six months' purchases, and secure an absolute free exchange, less a third. This proposal was officially received by the dealers at their meeting at the Buxton Convention, and has since formed a basis for their discussions. Unfortunately the use of an ambiguous word in some of the reports of the meeting published in various journals created a misapprehension in the minds of dealers, who got the impression that the proposal had been agreed to by their Association. The Dealers' Association has certainly not agreed so far to the adoption of any scheme, the opinion being strongly held that they should be entitled to return records in new and salable condition, up to 10 per cent of their purchases, and receive in return a credit note in full, without the necessity of giving a covering order. Thistest serves to show that the question is three parts settled, and by the time this appears in print further meetings will have been held by both associations and another step forward taken towards bringing this question to a satisfactory settlement.

Introduction of New Colombias

The Columbia Graphophone Co. has signaled the commencement of the season with great eclat. A very handsome catalog illustrating several entirely new and improved models is just issued, and the new "Grifofono" models embody what is described as a gramophone that will create a revolution in music reproduction. Leading musicians on this side have hailed it as opening up a new era in the history of the gramophone. Sir Henry J. Wood, the famous conductor, when he heard (Continued on page 194)
new lines and originated a new process of reproducing all the old musicians and press men present at the lunccheon, and Mr. Forse and the Columbia Graphophone Co. have been felicitated in enthusiastic terms in the whole of the press.

A New Record Proposition

The considerable interest in trade circles arose from some few weeks ago by the announcement that a competition was being fostered with strong financial backing and supported by an organization conducted by men of many years' experience in the trade, to boom the issue of a new record under the title of "Parlophone," has been stimulated by the registration on August 30, of the Parlophone Co., Ltd., with offices at 11 Broad street place, E.C. The purview of the company is a wide one, embracing the business of manufacturing mechanical, artificial or scientific devices, appliances or apparatus for the producing, reproducing, recording or rendering of speech or other sounds, whether natural or artificial. The company has a nominal capital of £20,000 in 20,000 shares of 1s. each, and the first issue of new "Parlophone" records to the number of a hundred has taken place. Another seventy-five are expected almost immediately. Questions here as to the quality of the recording and the suitability of the vocal and instrumental selections are very favorable, especially in consideration of the nominal prices. Important jobbers are being signed up, and a strong campaign for the coming season has been inaugurated.

The Kodisk Competition

An announcement is made by British Kodisk, Ltd., that it has launched an interesting competition, and from a perusal of the conditions of entry it would appear that it is a highly attractive one. The conditions are simple. For the clearest and most distinctive Kodisk record produced by a song, story, whistle or musical reproduction, a cash prize of £50 will be awarded, a special prize of £25 being given for the best record (less than twelve years of age) sending in the best record. In addition there are a number of cash and other prizes amounting in all to £1,000, as well as a cash prize of £50 to the dealer who supplies the winning Kodisk.

The British Kodisk Co. has been fortunate in securing the services, as adjudicators, of the Earl of Hardwicke (Daguoiph Syndicate, Ltd.); Miss Joyce Collins, the famous actress; and Louis Sterling, managing director of the Columbia Graphophone Co.

Bandmaster Active

Throughout trade circles here one hears talk of the meteoric rise to fame of the "Bandmaster" instruments. Since obtaining, in February last, in competition with all comers both from home and abroad, the largest order in the British Isles, Messrs. Bandmaster have never looked back, and "Bandmaster" dealers are kept on the qui vive with the most up-to-date sales

EDISON BELL

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

Catalogue contains 4000 Titles by the Premier Artists, Instrumentalists, Orchestras and Bands of the British Empire

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England
These, together with such other objects as are incidental to the invention, or which may appear hereinafter, are obtained by means of a construction which is illustrated in preferred form in the accompanying drawings, wherein:

Figure 1 is a plan view of an apparatus embodying the improvements comprising parts of the phonograph broken away; Fig. 2 is a side elevation of the apparatus illustrated in Fig. 1; Fig. 3 is a plan view of the improved apparatus illustrating the invention as it might conveniently be applied to that type of phonograph known on the market as the Victrola; Fig. 4 is a side elevation of the apparatus illustrated in Fig. 3.


This invention relates to the art of recording and reproducing sound waves, and particularly to methods of manufacturing an original or master phonautogram and manufacturing dies therefrom, which may be used for the stamping out of commercial record tablets.

One object of the invention is generally to provide an improved process or method of making phonographs which will do away with many of the present-day objections and which will further decrease the cost of producing record tablets and materially expedite their manufacture.

Figure 1 is a relatively small top plan view of the glass plate containing the master record in the form of a phonautogram traced thereon...

(Continued on page 196)

The invention will be first described in connection with the accompanying drawings illustrating one embodiment of the invention, wherein similar reference characters are used to designate corresponding parts throughout the several views.

The invention relates to improvements in phonograph machines and has for its objects to provide a tone arm of fibrous material, having a joint whereby the arm may be lowered to engage the stylus with the record disc and whereby the arm may be elevated in order that the stylus will be accessible for insertion or removal. A further object is to produce a tone arm of the character described, in which the sound passage will be unobstructed.

A still further object is to provide means for locking the arm in inoperative position by devices which will be entirely disengaged when the arm is in operative position, whereby raising and other objectionable sounds will be obviated.

Another object of the invention is to provide means for maintaining the sound box stylus in its correct position with respect to the record without abandoning the use of the fixed pivotal support for the sound box which has proved so advantageous in practice as to have become almost universally applied. It is the further intention of this invention to provide means to accomplish the foregoing object which can be readily applied to various types of phonographs already on the market with but little, if any, fitting or change.
without the necessity of first recording the sounds on a soft wax, which necessitates a number of subsequent operations before the individual records are made.

This method may therefore also be used by individual owners who may desire to make their own records, which heretofore has been impractical, at least without incurring considerable expense and in a complicated way.

The depth of cutting of the record is regulated so that the volume of sound finally reproduced may be varied without necessarily increasing the original sound-vibration, the vibrations produced by which cause the record to be cut.

The use of the wax composition now generally used for records is limited, but any material may be employed which can be etched by acids and which may be made in a form suitable for the purpose.

The invention contemplates etching the surface of a blank by means of acids suitable for the purpose, the acid being deposited on the blank in minute drops of various sizes, which then act upon the blank to correspond to the varying density to be recorded, the acid being deposited upon the blank and may be used for purposes of advertisement, as its unusual principles of operation are adapted to attract considerable attention.

A further object of the invention is the provision of a phonograph that is small, all parts lying within the face of an ordinary disc record. The tone arm is collapsible, and may be positioned in the record at the proper starting point and a minimum of room and may be conveniently shipped and carried about from place to place.

A further object of the invention is the provision of a phonograph of a simple and inexpensive device which can be used in a practical way to make records directly on the horn and yet inexpensive to manufacture.

A further object of the invention is to provide a device for the purpose set forth, which can be made and used for purposes of advertisement, as its unusual principles of operation are adapted to attract considerable attention.

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A Fine Swinging Fox Trot Medley

"You can't go wrong with ans FEIST song"

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 197)

THE TALKING MACHINE WORLD

The first line of the page seems to be a header, possibly indicating that the content is related to music or records. However, the rest of the page appears to be a continuation of a previous page, possibly from a music or entertainment publication. The text is too fragmented to be read naturally without additional context or a clearer layout. It seems to be a list of records, likely including information about songs, performers, and possibly record labels. The page number at the bottom of the page is 198, indicating that this is part of a larger document. The content is not clearly legible due to the format and layout of the page.
OKEH RECORDS

4901 When June Comes Along With a Song (From musical pantomime "The Rise of Roxy"
by Jean Busher and John Donkin)——Fox-trot.... Vincent Lopez and His Hotel Pennsylvania Orch.
4902 When You Walked Out Someone Else Walked In (Golden Days)——Fox-trot.... Vincent Lopez and His Hotel Pennsylvania Orch.
4903 Annabelle (Ray Henderson)—Fox-trot
4904 Lou'siana (Gus Kahn)—Fox-trot
4905 Pickles (Chas. Rosoff-Jack McGowan)—Singing Chorus by Billy Alford—Fox-trot
4906 Those Longing for You Blues (Frank Westphal)—Fox-trot
4907 My Heart Is Calling You (Pierce-Novak)—Fox-trot
4908 Indian Moon (Leo Wood-Irving Berlin)—Fox-trot.... Vincent Lopez and His Hotel Pennsylvania Orch.
4909 Sleepy Hills (Norworth)-Fox-trot
4910 Where the Blue Ridge Meets the Blue Ridge (Pierce-Graydon)—Fox-trot.... Vincent Lopez and His Hotel Pennsylvania Orch.
4911 My Girl/My Woman/My Baby/My Little Girl (J. A. Bayard)——Fox-trot.... Vincent Lopez and His Hotel Pennsylvania Orch.
4912 My Good Man's Blues (Lloyd Smith-Warren Williams)—Fox-trot
4913 First, Last and Always (Harry Akst)—Fox-trot
4914 Spanish Serenade (Margutti)—Guitar Solo
4915 Those Longing for You Blues (Frank Westphal)—Fox-trot
4916 What Will You Do with Me (S. M. Lewis)—Fox-trot
4917 Little Woman Blues (Clarence Williams)-Piano accom. by Clarence Williams
4918 Where, Why) (Roy Turk—Lou Handman)—Fox-trot
4919 Where's the Rosalind (Gene Lawrence)—Fox-trot
4920 Benny's Blues (Leo Wood——Irving Berlin)——Fox-trot.... Vincent Lopez and His Hotel Pennsylvania Orch.
4921 A Great Song A Great Dance Tune (Fox Trot, One Step or Collegiate Walk)

OEDON RECORDS

OKEH NOVEMBER RELEASES

3063 The Rosine (E. Nervi)——March...흔호
3064 Los Puente (L. De Bell)——Intermezzo...Gilles
3065 Whisring Flowers (Von Rius)——Fox-trot
3066 Light Century Overture—Part I (Von Singe)——Fox-trot
3067 Light Century Overture—Part II (Von Singe)——Fox-trot
3068務颜 Me Not (H. Richardo)——Fox-trot, Rega Dance Orches.
3069 Where's the Rosalind (Gene Lawrence)——Fox-trot, Rega Dance Orches.
3070 The Blue Ridge Meets the Blue Ridge (Pierce-Graydon)——Fox-trot, Rega Dance Orches.
3071 Young Love (H. Richardo)——Fox-trot, Rega Dance Orches.
3072 Whisring Flowers (Von Rius)——Fox-trot
3073 Light Century Overture (Part II) (Von Singe)——Fox-trot
3074 Light Century Overture (Part I) (Von Singe)——Fox-trot
3075 Where's the Rosalind (Gene Lawrence)——Fox-trot
3076 Light Century Overture (Part III) (Von Singe)——Fox-trot
3077 Young Love (H. Richardo)——Fox-trot, Rega Dance Orches.

FOUR SENSATIONAL SONG HITS SUNG AND PLAYED FROM COAST TO COAST

LOVE

INDIANA MOON

WHEN YOU WALKED OUT

SOMEONE ELSE WALKED RIGHT IN THAT OLD GANG OF MINE

IRVING BERLIN, INC., 1007 BROADWAY, NEW YORK CITY
ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from Page 199)

2009 When June Comes Along With a Song—(From "Stealing to Virginia")—Fox-trot.

9540 Roy Collins' Orch.

9539 That Ol' Gang of Mine—Fox-trot.

9538 I'm Sounding Pretty in a Pretty Little City—Pennsylvania Symphonettes.

9537 I Wonder If She's Lonely, Too—Fox-trot.

9530 College Songs—Medley—William Jennings Bryan.

9529 Girls Among the Gold—Instructional song—by Ralph and Bates.

9528 Williams Hawaiian Entertainers.

9527 Annie Laurie—Mackinley-Bird—Oldtime Medley—Majestic Dance Orch.

9526 That Old Gang of Mine—Baritone Solo, Orch. Accomp.

9525 Artie Shaw—Tenor and Baritone Duet—Orch. Accomp....Irvig and Jack Kaufman

9524 Jenny Picking Cockles—Intro.: "Drowsy Maggie'—Medley of Irish Jigs.

9523 Robert Judson—Harry Blake—Senorita Blues.

9522 Roy Collins' Orch.

9521 That Old Gang of Mine—Baritone Solo, Orch. Accomp.

9520 Underneath the Sis, Sunny-Simpson—Merch. Six Black Diamonds.

9519 It's Fifty Miles From Here—Original Memphis Five.

9518 In the Air—Tenor, Orch. Accomp.

9517 Too—Fox-trot.

9516 Clark's Marimba Orch.

9515 "The Republican Party and His Tribute to the Disabled Soldiers"—Waltz.


9513 "Somebody's Wrong"—Fox-trot.

9512 Rose—Fox-trot.

9511 "Sit Down—Get-Fox-trot.

9510 "Love Is Like a Flower"—Fox-trot.

9509 "How Tedious and Tasteless"—Newton-Edson.

9508 "Our Late President, Warren G. Harding, on His Tribute to the Disabled Soldiers"—Waltz.

9507 Music of Love—(From "Artists and Models")—Fox-trot.

9506 "Our Latest Dance Hits—(From "Artists and Models")—Fox-trot.

9505 "Westchester Biltmore Country Club Orch.

9504 "Music of Love"—(From "Artists and Models")—Fox-trot.

9503 "Can't Get the Sweetie I Want"—Fox-trot.

9502 "Can't Get the Sweetie I Want"—Fox-trot.

9501 "Music of Love"—(From "Artists and Models")—Fox-trot.

9500 "I'm Sounding Pretty in a Pretty Little City"—Pennsylvania Symphonettes.

9499 "I Wonder If She's Lonely, Too"—Fox-trot.

9498 "When June Comes Along With a Song"—(From "Stealing to Virginia")—Fox-trot.

9497 "That Ol' Gang of Mine"—Fox-trot.

9496 "I'm Sounding Pretty in a Pretty Little City"—Pennsylvania Symphonettes.

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9472 "I'm Sounding Pretty in a Pretty Little City"—Pennsylvania Symphonettes.

9471 "I Wonder If She's Lonely, Too"—Fox-trot.
This is a practical book that MERCHANDISE every routine 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 involving no risk and, in addition to being highly profitable itself, increases the sale of talking machines, records, etc., and brings in a store the music center of its community.

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XVIII. The Value of Window Display.
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XX. Advantages of Selling Foreign Machines.
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XXVII. Advantages of Selling Foreign Machines.
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APPENDIX List of Principal Musical Merchandise Products.

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Your name is inscribed on five days' free inspection, your book SELLING MUSICAL MERCHANDISE, I agree to return it to you within five days, or remit $2.00.

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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 of these instruments you can increase your sales and profits by thoroughly learning and then informing the customer of the "Twelve Points" of superiority given below. Remember it is no proof of selling ability to take an order for a phonograph without thoroughly educating the customer by his personal attention to the points. Such order taking proves the power of advertising rather than the quality of the merchandise. The saving in advertising cost is made up by extra quality and extra profit for the store in the Scotford equipped instrument. There is a better future for the business in the better satisfaction of the purchaser whose instrument of genuine music fits his home. Give the customer a proper opinion of tone on all the different makes. It is not enough to appreciate the extraordinary difference in tone the Scotford has from the ordinary mechanical reproductions. Without the equality of the arm, and without the framework and tone arm, the turning of the needle is not sufficient. Give him a detailed explanation of why the Scotford is better as shown in the Twelve Points.

Twelve Points:

Keep the tonearm unmarred at the base, so you may lift it off in your hand for thorough examination inside and outside necessary to screw it down until sold and ready to deliver.

TWO STAIRS TO CHANGE THE NEEDLE

The Reproducer turns on its axis—therefore the needle remains on exactly the same center and at the same correct angle in both positions.

THE SUPERIOR LID SUPPORT

Balances the Lid at any point

We are prepared to supply this Tonearm and Reproducer in number of additional manufacturers of phonographs in certain parts of the United States and commence remaining over for some foreign countries. Write for particulars and prices.

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