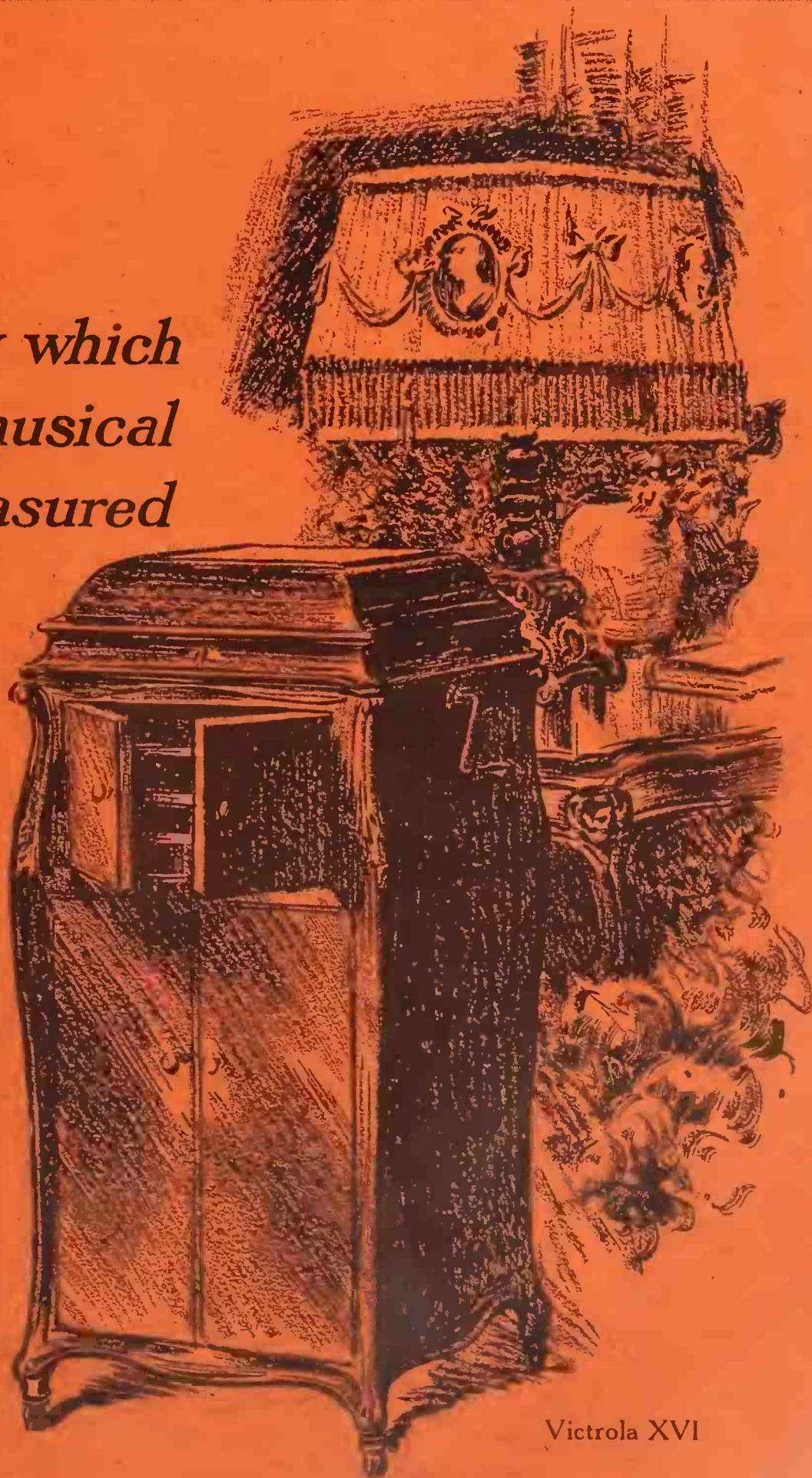


# The TALKING MACHINE WORLD

For the  
makers &  
sellers of  
talking  
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, May 15, 1920

*The instrument by which  
the value of all musical  
instruments is measured*



This trademark and the trademarked word "Victrola" identify all our products. Look under the lid! Look on the label!

VICTOR TALKING MACHINE CO.  
Camden, N. J.

Victrola XVI

Here are quotations from letters written by dealers who handle



**JOBBER**

"The day before Christmas we had only one Sonora phonograph in our entire establishment. Dealers gobbled up everything regardless of finish or model so great was their anxiety to get anything with the Sonora name on it."

**DEALER**

"We got 23 Nocturnes and Minuets the Saturday before Christmas by express and the evening of the 24th they were all sold."

"Our business in December far exceeded that of last December. Our business has shown a substantial increase every year from the beginning."

**JOBBER**

"Owing to the demand we have been unable to establish new agencies. Rather than take on some available line many prospective dealers are patiently waiting for the increased supply of Sonoras which they know will soon be available."

"A number of our agencies are in towns of less than 2,000 population and the volume of their business would make many a city dealer sit up and take notice."

"Almost incredible small town business has been built up by the Eagle Drug Store of Ingersoll, Oklahoma, whose proprietor, Ivan Morgan, has been making sales beyond anyone's greatest expectations."

*The Sonora is in tremendous demand, sells easily, keeps bank balances high and is a big money-maker for all Sonora dealers.*

**Sonora Phonograph Co., Inc.**

GEORGE E. BRIGHTSON, President

New York City

279 Broadway

Canadian Distributors:

I. MONTAGNES & CO., Toronto

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

# The Talking Machine World

Vol. 16. No. 5

New York, May 15, 1920

Price Twenty-five Cents

## OPENS HANDSOME ESTABLISHMENT

**Dreibelbis Music Shop Opens Attractive Store in Butte—Handles Columbia Products and Features Period Models With Great Success**

BUTTE, MONT., May 5.—The recent opening of the Dreibelbis Song Shop, at 77 West Park street, marked the completion of one of the handsomest retail establishments in this city. Louis Dreibelbis, the owner of this emporium, has been receiving the congratulations of music lovers throughout the city, who are enthusiastic regarding the attractiveness of every detail of the furnishings.

In its talking machine department, the Dreibelbis Music Shop handles Columbia products



Exterior View of Dreibelbis Song Shop

exclusively, and through the use of consistent advertising, coupled with the efficiency of its sales staff, it has built up an extensive Columbia clientele. The new store features Columbia Grafonolas to advantage, and a group of handsome period designs emphasizes the quality of this product.

One of the features of the new home of the Dreibelbis Music Shop is the perfection of the sound-proof room equipment. There are ten



Interior View Showing Sound-proof Booths sound-proof demonstration rooms for the sale of Columbia Grafonolas and records, and in addition there is a dancing parlor, children's parlor, Nation's Forum room, reception parlor, ladies' rest room and record alcoves. The sheet music department also presents a very attractive appearance, and this department is attaining signal success.

## THE BLUE AMBEROL IN IRELAND

T. Edens Osborne, the enterprising merchant of Belfast, Ireland, has been featuring very largely in the local papers the arrival of large shipments of Edison Blue Amberol phonograph records, which are very popular in that city. Mr. Osborne is the factor in Ulster for these records, and he, as well as his customers, is pleased that shipments of phonographs and records from America are now becoming more frequent. There was, naturally, quite an interference with shipments during the war.

The Airtone Corp., New York, has been organized to manufacture talking machines. The capital of the new company is \$300,000 and the incorporators are C. H. Day, M. J. Finkelstein and H. B. Mingle, 233 Broadway.

## UNITED TAKES OVER HOUGHTON CO

**\$1,250,000 Corporation Purchases Houghton Mfg. Co. and Will Make the Cathedral Phonograph—Install New Equipment Throughout**

MARION, O., May 5.—The plant of the Houghton Mfg. Co. here has become the property of the United Phonograph Corp., of Omaha, Neb., manufacturers of talking machines. The consideration is not stated. M. L. Corey, president, and R. W. Morrison, production manager of the Omaha corporation, closed the deal, and the Marion Chamber of Commerce was instrumental in promoting the transaction. The new company takes immediate possession.

The new firm is a \$1,250,000 corporation, organized last August and its stockholders are business men and bankers of Iowa and Nebraska. For some time the company has been giving contracts for the manufacture of its machines to the Houghton Co. The company at the time of the sale was working on a contract for 1,000 machines. The directors, however, decided to purchase the plant outright and as a result it is to be enlarged and new equipment installed. The new owners, according to Mr. Corey, expect to make 30,000 cabinets this year and by late Summer hope to increase the output to 100 cabinets a day. One hundred men will be employed.

The new owners manufacture a phonograph called the "Cathedral." R. W. Morrison will be in charge of the local plant. The product of the plant will be shipped to Omaha in carload lots and distributed to the trade from there. C. W. Van Eck, of Grand Rapids, Mich., will move here and assume charge as resident manager.

## A SERVICE CARD THAT PAYS

Dunlap's Sporting Goods Co., Far Rockaway, N. Y., Victor dealers, recently prepared a card that it is using in order to be sure that every Victrola shipped from the store is in perfect condition and properly equipped before it is delivered to the customer.

This card is reproduced herewith, and Victor dealers will undoubtedly be interested in the careful attention that is given to every detail of Victor shipment. The card has been highly praised by the customers of the Dunlap's Sporting Goods Co., who appreciate the service rendered and it is printed for this reason.

|                                  |                              |
|----------------------------------|------------------------------|
| Date Sold.....                   | 192....                      |
| Model.....                       | Finish.....                  |
| Name .....                       | .....                        |
| Address.....                     | .....                        |
| Table True and Clear.....        | .....                        |
| Speed 78.....                    | Ind. 78.....                 |
| Arm Free and O. K.....           | Screws Tight.....            |
| Diaph., Wax, Set Screw O. K..... | .....                        |
| Corners and Groves Cleaned.....  | .....                        |
| Cab. Polished.....               | Arm Tied.....                |
| Locked.....                      | L. Key..... W. Key.....      |
| S. Bx.....                       | Need. Bx..... Tungstone..... |
| F. Tone.....                     | H. Tone..... Cat.....        |
| Inst. Book.....                  | How to Get, etc.....         |
| All Parts Placed Where?.....     | .....                        |
| Doors Tied.....                  | No.....                      |
| Entered in Book .....            | .....                        |
| Delivered by.....                | Date..... 192....            |

DUNLAP SPORTING GOODS CO.,  
FAR ROCKAWAY, N. Y.

## INCREASE CAPITAL TO \$25,000

The Cabinet & Accessories Co., Inc., New York City, Otto Goldsmith president, has increased its capital stock to \$25,000. This company, although in existence a little over a year, has built up a remarkable business in distributing many of the best known accessories in the talking machine trade. This increase of capital will enable a still larger expansion of the business.

## NEW VICTOR DISTRIBUTING HOUSE

**Ohio Talking Machine Co. Will Open Up at 427-29 West Fourth Street, Cincinnati, June 1—Prominent Men With This Organization**

CINCINNATI, O., May 6.—The new Victor distributing organization to be located in this city has been completed, under the name of the Ohio Talking Machine Co., as was announced in last month's World, with headquarters at 427-429 West Fourth street, and on or about June 1 the company will begin to supply Victor goods to dealers in this section of the country. Officers of the new company have been elected as follows: President, W. T. Haddon; vice-president, A. H. Bates; secretary, C. H. North; treasurer, C. A. Dougherty.

Mr. Dougherty has been for many years connected with the accounting department of the Victor Talking Machine Co. and in this new connection as financial administrator in the Cincinnati distributing organization, his knowledge of modern accounting methods will be of



C. A. Dougherty



J. J. Conaty

great value, not only to his company, but to Victor dealers in that section.

James J. Conaty, whose fourteen years' experience in the record ordering department of the Victor Co. qualifies him as an expert on records, will have charge of record ordering and merchandising for the new organization.

The Ohio Talking Machine Co., in acquiring the services of Mr. Conaty, has succeeded in carrying out its policy of making available to Victor dealers a man whose experience and knowledge in the comparative selling value of records is national, so that competent assistance will at all times be at the service of the dealer to enable him to intelligently buy and efficiently sell Victor records. As has been stated before in these columns, all of the officers connected with the company have had an extensive Victor training and it is their purpose to organize a trade service department which will be qualified unusually in that direction.

Mr. Bates, who has figured as a Victor traveler and later as manager of Wanamaker's talking machine department in Philadelphia, is an expert in store management. Mr. Dougherty contributes to the company his knowledge of store accounting and retail financing as particularly applied to the talking machine business, and Mr. Conaty, as record expert in record ordering, record filing systems, and record merchandising, will give his services in that connection.

The personnel of this new distributing organization is unusual in that all of the members are men who have given practically all of their business lives to the talking machine business, which is another indication that there has been rounded out a generation of men who have specialized only in this industry.

The Denhard Co., Louisville, Ky., a large furniture house handling talking machines, has increased its capital from \$75,000 to \$150,000.

# Some Pertinent Reflections on the Sins of Unscientific Cost Finding :: :: By E. G. Banks

Manufacturers and producers generally are finding it more and more difficult to meet the ruinous competition of their competitors who do not know how to figure the costs of production. These people show as little insight as many retailers in various lines who never figure the cost of rent, clerk-hire and lighting on the turn-over of their goods. The science of cost-finding has been revolutionized since the marked increase in the cost of raw materials.

Manufacturers, producers and creators to-day are actually figuring their cost of production on raw materials which they bought on a declining market in the past, but which to-day would cost from 50 to 100 per cent. more to replace for future production. Manufacturers who base their cost-finding on the prices of yesterday are inviting disaster.

Granted that they would receive for their product a fair margin of profit, when the costs of yesterday are computed, they are actually losing money, for the simple reason that the cost of replacement will often take more money right out of the treasury than the selling price will bring in.

In other words, for any manufacturer of any product whatever to base his selling price on the actual cost of the components entering into his product is extreme shortsightedness. The only rational way in which he can safeguard his interests is by calculating the cost of each raw material entering into his compositions, creations or products on the basis of the actual market prices of the very day on which he books an order.

It is the replacement of raw materials which must be the chief consideration in finding costs these days.

As to the results of the mistaken policy of computing selling prices on the basis of the actual amount paid for raw materials purchased long in advance one need but view the sorry state in which the industries of Germany are to-day, because of the very error in judgment on which we comment. After the signing of the armistice which brought the world war to a close, and after the re-entry of the Teutons into the commercial arena with the nations, they straightway sold thousands of tons of material at prices which, they calculated, afforded them most substantial profits, their com-

putations being based on the pre-war cost of the raw materials to them. After they had sold such accumulation of commodities at prices which they thought yielded an exorbitant profit, they were brought to the sad realization that two or three times the amount they received in sales would be required to replace the merchandise sold.

Those who adhere to the suicidal policy of basing their selling price on the actual cost of raw materials instead of at their market value at the time of the sale of the finished product are certain to be much disappointed when the market pendulum swings the other way. Then

*Everyone Should Grasp the Importance of this Policy, Which Forms the Keystone of Industrial Success*

they will have on their hands high cost materials in a declining market and consumers certainly will not pay them on the basis of the actual cost of the raw material, but rather on the basis of its then market value. If the seller pleads that the materials which go into his finished product cost him considerably more than the prevailing market quotations, the negotiator will simply laugh and inform said seller that he (the almost buyer) is not going to pay for accesses due to the erroneous judgment of the buyer, when he purchased raw materials at the wrong time, or at the wrong prices.

It is, therefore, obvious that the only equitable way in which manufacturers of commodities that are made up from raw materials subject to price fluctuations can safeguard themselves is by taking advantage of the law of average. If they are so fortunate as to have low cost raw

materials on hand at the present time, they are, in justice to themselves, compelled to consider whatever profits arise out of this fortuitous circumstance as a reserve fund against the day when they will have high cost raw materials on hand in a market that is tending downward. In the meantime those who have made a sufficient study of the character of their business and know that this principle is fundamental to success, and who will, therefore, not deviate from the steadfast adherence to it, are suffering from the competition of those who are surely well intentioned in their mercantile methods, but who have never been able to grasp the vital importance of this policy which forms the keystone of solidity in nearly all industries.

To all lines of business, the example set in the way of right cost finding by the brass rolling mills may serve as an object lesson. The executive heads of the brass mills adjust their prices speedily following a rise or decline in the copper market. The reserves of copper and zinc which they carry are so large that very often they work through a prolonged period of high-priced copper on metal which they bought in an abnormally low market. In doing this they are enabled to lower their price consistently when the copper market goes down, in spite of the fact that they may have copper on hand that cost them considerably more than they will receive for their finished product.

It is to be hoped that those who have thus far been blind to this immutable law of all trades will soon see the light, and it is most desirable that all trades as a whole shall carry on a campaign of education toward that end.

## DANGERS OF MUTUAL CRITICISM

When mutual criticism becomes a favorite indoor sport between the different heads and sub-heads of departments of an industrial institution there will soon be more trouble in evidence than anything else. Mutual criticism and mutual admiration are things of which a little bit will go a long way. What we need for a steady diet is an order of mutual co-operation to make things go smoother and better. It is time to cut out some of the blame-shifting and fault-finding and put a little more of the spirit of helpfulness in their places.

**Ormes  
Really  
Means  
Exceptional  
Service**



To handle two lines at one time and do both lines justice is well nigh impossible. We believe that all any Victor dealer needs is Victor product, as specialization brings the best results.

**ORMES, Inc.**

26 East 125th Street

NEW YORK

Victor Wholesale Exclusively

# Victor Supremacy

The supremacy of the Victrola is as evident in the prosperity of Victor retailers as in the great musical accomplishments of the instrument itself.

Victor supremacy means retailer success.

"Victrola" is the Registered Trademark of the Victor Talking Machine Company designating the products of this Company only.

**Warning:** The use of the word Victrola upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.

**Important Notice.** Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and should be used together to secure a perfect reproduction.

## Victor Wholesalers

Albany, N. Y. .... Gately-Haire Co., Inc.  
 Atlanta, Ga. .... Elyea Talking Machine Co.  
 Phillips & Crew Piano Co.  
 Baltimore, Md. .... Cohen & Hughes.  
 E. F. Droop & Sons Co.  
 H. R. Eisenbrandt Sons, Inc.  
 Birmingham, Ala. ... Talking Machine Co.  
 Boston, Mass. .... Oliver Ditson Co.  
 The Eastern Talking Machine Co.  
 The M. Steinert & Sons Co.  
 Brooklyn, N. Y. .... American Talking Mach. Co.  
 G. T. Williams.  
 Buffalo, N. Y. .... W. D. & C. N. Andrews.  
 Buffalo Talking Machine Co., Inc.  
 Burlington, Vt. ... American Phonograph Co.  
 Butte, Mont. .... Orton Bros.  
 Chicago, Ill. .... Lyon & Healy.  
 The Rudolph Wurlitzer Co.  
 Chicago Talking Machine Co.  
 Cincinnati, O. .... The Rudolph Wurlitzer Co.  
 Cleveland, O. .... The Cleveland Talking Machine Co.  
 The Eclipse Musical Co.  
 Columbus, O. .... The Perry B. Whitsit Co.  
 Dallas, Tex. .... Sanger Bros.  
 Denver, Colo. .... The Knight-Campbell Music Co.  
 Des Moines, Ia. .... Mickel Bros. Co.  
 Detroit, Mich. .... Grinnell Bros.  
 Elmira, N. Y. .... Elmira Arms Co.  
 El Paso, Tex. .... W. G. Walz Co.  
 Honolulu, T. H. ... Bergstrom Music Co., Ltd.  
 Houston, Tex. .... The Talking Machine Co. of Texas.  
 Indianapolis, Ind. ... Stewart Talking Machine Co.  
 Jacksonville, Fla. .. Florida Talking Machine Co.  
 Kansas City, Mo. ... J. W. Jenkins Sons Music Co.  
 Schmelzer Arms Co.  
 Los Angeles, Cal. ... Sherman, Clay & Co.  
 Memphis, Tenn. .... O. K. Houck Piano Co.  
 Milwaukee, Wis. ... Badger Talking Machine Co.

Minneapolis, Minn. ... Beckwith, O'Neill Co.  
 Mobile, Ala. .... Wm. H. Reynolds.  
 Newark, N. J. .... Collings & Co.  
 New Haven, Conn. ... The Horton-Gallo-Creamer Co.  
 New Orleans, La. ... Philip Werlein, Ltd.  
 New York, N. Y. ... Blackman Talking Mach. Co.  
 Emanuel Blout.  
 C. Bruno & Son, Inc.  
 Charles H. Ditson & Co.  
 Knickerhocker Talking Machine Co., Inc.  
 Landay Bros., Inc.  
 Musical Instrument Sales Co.  
 New York Talking Mach. Co.  
 Ormes, Inc.  
 Silas E. Pearsall Co.  
 Omaha, Nebr. .... Ross P. Curtice Co.  
 Mickel Bros. Co.  
 Peoria, Ill. .... Putnam-Page Co., Inc.  
 Philadelphia, Pa. ... Louis Buehn Co., Inc.  
 C. J. Heppe & Son.  
 The George D. Ornstein Co.  
 Penn Phonograph Co., Inc.  
 The Talking Machine Co.  
 H. A. Weymann & Son, Inc.  
 Pittsburgh, Pa. .... W. F. Frederick Piano Co.  
 C. C. Mellor Co., Ltd.  
 Standard Talking Mach. Co.  
 Portland, Me. .... Cressey & Allen, Inc.  
 Portland, Ore. .... Sherman, Clay & Co.  
 Richmond, Va. .... The Corley Co., Inc.  
 Rochester, N. Y. ... E. J. Chapman.  
 Salt Lake City, U. ... The John Elliott Clark Co.  
 San Francisco, Cal. ... Sherman, Clay & Co.  
 Seattle, Wash. .... Sherman, Clay & Co.  
 Spokane, Wash. ... Sherman, Clay & Co.  
 St. Louis, Mo. .... Koerber-Brenner Music Co.  
 St. Paul, Minn. ... W. J. Dyer & Bro.  
 Syracuse, N. Y. .... W. D. Andrews Co.  
 Toledo, O. .... The Toledo Talking Machine Co.  
 Washington, D. C. ... Cohen & Hughes.  
 E. F. Droop & Sons Co.  
 Roht. C. Rogers Co.



Victrola VI, \$35  
Mahogany or oak



Victrola IX, \$75  
Mahogany or oak



Victrola XI, \$150  
Mahogany, oak or walnut



Victrola XVI, \$275  
Victrola XVI, electric, \$337.50  
Mahogany or oak

## Victor Talking Machine Co.

Camden, N. J., U. S. A.



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

## ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS



MAKING THEIR SELECTION

### A Place for Every Record and Every Record in its Place

Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. Practical and handy. Save time and records. A **profitable adjunct** to the business.

We manufacture disc Record Albums to fit cabinets of all sizes and styles. With the indexes they are a complete system for filing all disc records.

We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

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

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

CHICAGO OFFICE: 508 S. Dearborn Street



THE PERFECT PLAN

### KEEPING AFTER THE PROSPECT LIST

**P. J. Ryan, of Windom, Minn., Develops Profitable Business by Using Aggressive Methods—Attains Exceptional Sales Results**

WINDOM, MINN., May 5.—P. J. Ryan, of this city, has achieved signal success in the merchandising of the Serenado talking machine. Although Windom has a population of only 1,700, Mr. Ryan has sold practically \$10,000 worth of ma-



**A Corner of the Ryan Display Rooms** chines in his first three months as a Serenado dealer.

Mr. Ryan started in business just about the time of the Jackson County Fair, so he secured one corner of the main building, built a booth decorated in ivory and gold, in which he placed three machines, mailed out letters by the hundred, and he was ready. He took the name and address of each visitor to the fair who stopped at his booth and immediately after the fair began to follow up that prospect list, place

machines in the homes for test and take orders.

As the first list of prospects was cleaned up, he arranged a demonstration in the high school building which sold two machines to the school board and gave him another prospect list upon which he could devote his attention and each one of the prospects was followed up by personal calls, instruments being placed on the back of an automobile and taken to the home.

The success of P. J. Ryan may be repeated in the small towns if similar tactics are followed and the dealer keeps everlastingly after the prospects on his list.

### M'CONNELL HEADS OHIO COMPANY

**Nelson-Schroeder-Dever Music Co. Elects Officers for Ensuing Year at Annual Meeting**

STEUBENVILLE, O., May 6.—At the second annual meeting of the stockholders of the Nelson-Schroeder-Dever Music Co. of this city, held at the company's offices last month, the following men were elected as officers of the company and also as directors: S. A. McConnell, president; A. D. Simmons, vice-president; John Eynon, secretary; Frank B. Dever, treasurer, and M. A. Nelson, manager.

This company has grown rapidly during the two years it has been in operation. It is now incorporated for \$15,000 and expects to increase its capital in the near future. Believing that best results are obtained by the co-operative plan, thirty-six local men and women are stockholders in the company, which has the agency for the Aeolian-Vocalion and the Sonora.

### ESTABLISHED DIRECT DELIVERY

**Modernola Co. Mastered Shipping Difficulties Owing to Railroad Troubles in Eastern Territory Most Successfully—Production Grows**

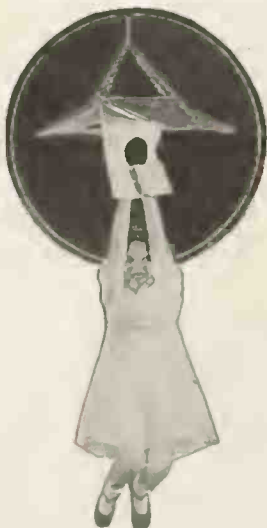
JOHNSTOWN, PA., May 6.—The Modernola Co. surmounted the shipping difficulties caused by the recent outlaw strike on the railroads in an admirable manner. In order that the many Modernola dealers in the Eastern territory be not disappointed, this enterprising firm established a truck line to New York City to make deliveries. On the return trips supplies were carried for the factory, which was thus allowed to continue to operate at full capacity. Production at the Modernola factories in this city was recently increased by 50 per cent. Notwithstanding this increased output, the Modernola Co. reports that it is still behind in its orders, but is making every endeavor to catch up. Large numbers of inquiries from new territory for the Modernola have been received within the last few months.

### WHAT UNCLE SAM OWES

As the public debt now stands, it is made up of \$15,616,800,000, comprising the four issues of Liberty bonds, \$4,422,700,000 of Victory short term notes, \$2,667,220,000 in Treasury certificates, \$870,000,000 in War Savings certificates and approximately \$1,000,000,000 in bonds issued prior to the World War. The greatest single item among those old bonds is the issue of consol of 1930, which aggregate \$600,000,000.

## Why Albums?

PEERLESS  
Metal Back Album



Does it stand the strain?  
I'LL SAY IT DOES!

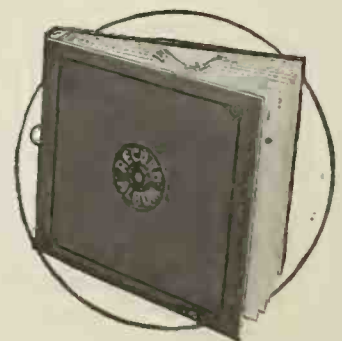
¶ Because the empty album is a constant reminder to the owner to fill it with records

PEERLESS Albums emphatically do sell records!

¶ Because the average dealer is chiefly concerned with the sale of records, it is good policy on the part of manufacturers to build their talking machines with an ample record filing capacity in the form of PEERLESS Albums.

¶ Because the most popular machines on the market are cabinet types equipped with albums.

¶ Because PEERLESS Albums, combining choice materials with skilled workmanship, will make a good phonograph better, and a mighty fast seller.



Our Standard Grade

Lowest-Priced Quality  
Album on the Market

### PEERLESS ALBUM COMPANY

PHIL RAVIS, President

43-49 Bleecker Street

NEW YORK CITY

Representatives: BOSTON, L. W. Hough, 20 Sudbury Street;  
CHICAGO, W. A. Carter, 57 E. Jackson Blvd.; SAN FRANCISCO, Walter S. Gray Co., 942 Market St.

Write for  
description  
and prices



**Victrola IV, \$25**  
Oak



**Victrola VI, \$35**  
Mahogany or oak



**Victrola VIII, \$50**  
Oak



**Victrola IX, \$75**  
Mahogany or oak



**Victrola X, \$125**  
Mahogany, oak or walnut



**Victrola XI, \$150**  
Mahogany, oak or walnut

# Victor Supremacy

Victor supremacy points the way to success for every music retailer.

It marks the "path of least resistance."

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**Warning:** The use of the word Victrola upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.

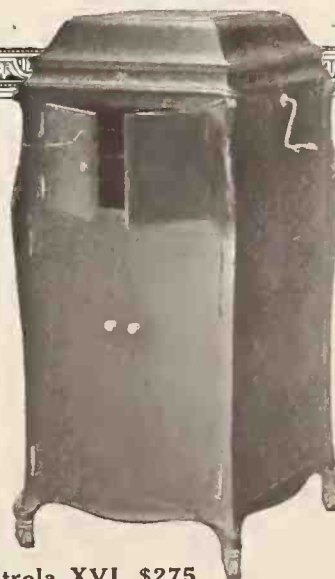
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## Victor Talking Machine Co.

Camden, N. J., U. S. A.



**Victrola XIV, \$225**  
Mahogany, oak or walnut



**Victrola XVI, \$275**  
Victrola XVI, electric, \$337.50  
Mahogany or oak



**Victrola XVII, \$350**  
Victrola XVII, electric, \$415  
Mahogany or oak

# The TALKING MACHINE WORLD

For the makers & sellers of talking machines

**PUBLISHED BY EDWARD LYMAN BILL, Inc.**

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Cable Address: "Elbill," New York.

**NEW YORK, MAY 15, 1920**

## LABOR TROUBLES RETARD BUSINESS ADVANCE

ALL departments of the talking machine industry have been seriously interrupted during the past month by reason of the so-called "outlaw" strike at the leading railroad terminals of the country. Again we have been brought face to face with the seriousness of the sporadic outbreaks on the part of certain elements in organized labor which act with utter disregard for the rights of the people and their needs. Manufacturers in this industry, and it is to be presumed in others, have been increasing production as rapidly as their forces would permit to the end that the requirements of the purchasing public may be satisfied. But their efforts have gone for naught because shipments of freight have been absolutely tied up for a month and thousands of people have been forced out of employment by reason of the inability of the railroads to supply factories with coal and raw materials.

This periodical halting of industry, this loss of millions of dollars in actual cash for wages and in potential business, has got to come to an end some time, and the sooner the better. There is a certain element of labor that makes the average profiteer appear in the role of a gentleman and scholar. It would seem well for industry and the Government to combine to promote fairness and to throttle the species of radicalism that places the individual demand above the welfare of the community.

## THE POTENTIALITY OF SERVICE

DURING the past year or so, with stock shortage considerably in evidence, more than one talking machine dealer has declared, in effect: "I could do so much to develop my business in a big way if I had something to sell." But a mere shortage of machines and records does not place the active retailer in a position where he cannot go to the public with something definite to offer, for what the talking machine dealer has been selling and is selling just now is chiefly service. The industry as a whole has been built up with the service idea and the widespread national advertising of the leading manufacturers has all been calculated to emphasize this point.

It is true that machines and records and the artists who make them have all been featured strongly, but the dominant thought presented to the public has always been that these machines and records were immediately available at the nearest dealers—that the

retailer was kept well supplied for the convenience of the public and was ready and willing to demonstrate, as well as to sell. With the shortage of stock the dealer who is looking to the future finds a distinct opportunity for putting over this service idea stronger than ever with his clientele. He can even emphasize the shortage of goods to bring the point home. If he has not the desired record or machine in stock he can at least promise to try and get it and keep the customer informed of the progress of his efforts, or he can provide some means whereby the customer may obtain a machine, or record, that will serve the purpose temporarily even though it may not be just the thing desired. Then, too, the dealer will find so much more time for the cultivation of good will, of a more general music interest in his vicinity—of a definite and assured feeling among the educational factors, such as the musical clubs and the organizations and individuals upon whom he can depend for future patronage.

Selling service is an art that in a measure is more complex than the sale of the actual goods. It can be done in a way to offend, or to leave a favorable impression. It can make friends or lose them. If the retailer can develop a program that will result in the people in his territory looking upon his store as a legitimate headquarters for not only talking machines and records, but other musical instruments, and the service associated therewith, then he has reached a point where he can rest easy regarding what the future has in store. When goods become more plentiful, when the free buying slackens up perhaps, and actual selling again becomes a necessity, the retailer who has the service idea thoroughly grounded in the mind of his clientele is going to have that much less trouble in holding his own. Building for the future, even at some expense, represents business insurance and is just as essential as taking care of the day's business.

## ADVERTISING PRIMARILY BUSINESS INSURANCE

THAT advertising in a large measure, and under many conditions, is primarily business insurance—the making of suitable provision for the future—has been demonstrated most emphatically during the past couple of years when war and reconstruction problems interfered with production and manufacturing plans generally.

Despite the fact that in few, if any, lines of industry were manufacturers in a position to keep in sight of the demand for their products, yet, with that optimistic spirit that never fails to win success, they inaugurated and continued a plan of advertising that has impressed the public mind to a very large degree. Far-seeing manufacturers realized that it was a wise investment to sink a fair proportion of their profits into business building for the future—protecting themselves and their name against the time when production fully caught up with the demand.

Manufacturers of musical instruments, particularly talking machine manufacturers, have been strong believers in this policy of business insurance. To-day, as during the war period, they have kept trade and public interest aroused, and in this way are now in a position to go after business on a big scale, because, thanks to their advertising policy, business awaits them, and unlike the manufacturer who decided to cease advertising until the reconstruction period is safely past, they are not compelled to reintroduce and readvertise their products to the wholesale and retail markets.

There is nothing that is forgotten more quickly than advertising. A company using big space in all of the leading newspapers of the country can stop for just one year and find itself entirely forgotten by the public. This is not theory but proven fact. Some years ago, for instance, a concern manufactured a special soap powder which had been advertised extensively for years. In view of the fact that the business was to be closed out the company discontinued advertising almost entirely, and when the sale was finally made to a competing house the value of the property had depreciated nearly seventy-five per cent., largely because the good will of the company was worth just that much less. After the advertising had been stopped for a period dealers ceased handling the line. When there was a choice between two products they naturally selected the one that was kept before the public through advertising and clung to that line in preference to the non-advertised product.

It must be remembered that a trade name is worth little if simply used on a particular product. The value of a name lies in its being advertised and exploited to such an extent that it is constantly in the minds of those who are expected to buy or sell that particular product. It is only by advertising persistently that name value can be kept alive. Make a list of the best known and most



valuable trade names in any industry and you will find every one of them representing a well-advertised product.

Advertising itself is not simply a matter of business building—it constitutes as we have pointed out the best form of business insurance—the keeping of the market in a receptive mood for future sales, and it is not governed by market conditions. Whether the factory is undersold or oversold, advertising is always essential.

#### WORKING FOR TRADE ADVANCEMENT

**M**EMBERS of the talking machine trade as a whole might well look into the present activities of the Music Industries Chamber of Commerce and the plans for the future of that organization that have already been outlined. The work of the Bureau is under the direction of a general manager of wide and successful experience in organization work, who has outlined a program that is of as much interest and importance to talking machine men as to those in any other branch of the music industry. No better evidence of this is supplied than the quick action taken in the case of the proposed abolishment of commodity rates on talking machines and pianos to Pacific Coast points as set forth elsewhere in *The World*.

The music industry to-day is not so much a collection of separate trades as it is a combination of a number of divisions, the majority of them with interests directly interlocking. The talking machine trade is naturally quite well acquainted with the excellent work being done for the general advancement of music, but the trade should be equally familiar with the industrial activities of the Chamber, if they may be so called, and the work being done for the advancement of the music business as a business.

The National Association of Talking Machine Jobbers, together with several individual talking machine manufacturers, have already joined the ranks of the Chamber of Commerce, but the trade should by rights be more generously represented. The more generous the support the more definite the benefits derived.

#### A TRIBUTE TO THE TALKING MACHINE

**T**HE new attitude of the public towards music reproduced by mechanical means is most strongly emphasized through the character of the comments offered by the newspapers on music of that type. It has not been so many years ago that newspaper writers took great delight in making sarcastic or supposedly humorous comments on so-called "canned" music. It was something to be ridiculed and not taken seriously, but "canned music," thanks to the talking machine, has kept right on making decided progress.

The new attitude of the newspapers has been strongly in evidence on numerous occasions recently, but never more noticeable than in a recent editorial printed in the *New York Tribune*, under the caption "Are Americans Musical?" The whole question of mechanical music and its influence in developing the musical interests of the nation is summed up in the following paragraph—a

paragraph that in a few words tells a story that should prove gratifying to every talking machine man:

"The supercilious folk who suspected 'canned' music of all sorts of evil influences lacked faith in their art as a matter of fact. There is only one way to develop taste in any art, and that is by saturating one's self in it. To learn rules, or hear an occasional concert, or memorize a few pieces on a piano after years of disagreeable endeavor, is not to become musical. The beauty of the player-piano and the talking machine, artistically speaking, was that they laid down no rules whatever. They simply filled the American home with music—good, bad, indifferent, as the taste of the owner elected. Taste does not remain stationary, however. There would be no progress in any art if it did. Music develops its own standards; it improves ears, comprehension, taste, as it goes along. That is the experience and testimony of every one who has watched the progress of mechanical music."

There are still, however, instances where newspapers have apparently failed to grasp the new status of mechanical music, and where such ignorance is evident it is the duty of members of the trade to set the newspaper men right. The quoting of the *Tribune* editorial should aid greatly in the accomplishment of this object.

#### MAINTAIN CORRECT RETAIL SALES TERMS

**T**HE insidious effect upon the public of any tendency to expand the terms on which retail business has until recently been universally done need not be emphasized here. Every man who knows the history of the music industries knows that the practice of granting absurdly easy terms came very near to killing the piano business altogether. The talking machine industry has been guarded against this tendency to demoralization; and we must not forget that it was the wise policy of the pioneer manufacturers which provided the safeguards and nursed the infant industry through its earliest struggles. To permit it now to degenerate, now when it is beginning to taste prosperity on a large scale, is surely the most insane of policies. Yet the steps towards loosening are being taken. Somebody will surely think that he must "meet the mail-order terms"; and how long will the industry maintain itself in so unequal a contest? It is time to wake up, friends. We need association action. Can we not get it?

#### INVENTORS CONTINUE TO BE BUSY

**I**T is interesting to note the numerous lines along which various experimenters are working in connection with the development of new inventions for the talking machine. Its musical status, of course, is now thoroughly established, but we find busy men endeavoring, and with some success, to adapt the talking machine to special fire alarm systems, alarm clocks, and for other novel and commercial purposes. It may be, however, that none of these inventions and experiments will come to anything of practical value, but they all serve to give increased publicity to the talking machine.

*Schmelzer Arms Co.*  
Kansas City, Missouri

Exclusively Wholesale  
Victrolas and Victor Records

# Sales That Oft Seem Hopelessly Lost Can Be Closed Through Art of Suggestion

By M. Davis

Mgr. Brunswick Phonograph Dept., Portland, Ore.

Much has been said and written about personality and the study of human nature in selling, but the one big factor never mentioned is the combination of the knowledge of human nature and the use of one's personality.

I will call it the "Art of Suggestion," because to make use of suggestions with the power and force to create a lasting impression is an art requiring much tact and judgment.

The art of suggestion is simply a close study of human nature, and the trained use of one's personality by being able to suggest at such time and in such manner as to make a lasting impression on the person with whom you are talking.

We are taught scientific selling, told to use methods so and so and talk this and that, but the salesman who forges ahead and delivers the goods is the one who uses the fundamentals of scientific selling combined with the simple judgment of suggestion.

Every step in any given transaction is a suggestion. The manufacturer suggests his goods with national advertising. The dealer backs the manufacturer up locally by suggesting his store as the place to buy the merchandise, and the salesman is the force behind the manufacturer and the dealer to create that desire to have the merchandise in one's immediate possession.

From the minute you come into contact with the customer it is a continual suggestion. The customer by calling has suggested to you the interest in the merchandise you have for sale. You grasp that suggestion and carry it out by suggesting the merits of your merchandise, with the idea of making a sale. You play a record and suggest the beauty of tone and the clear-

ness in which your phonograph brings out the full tones of the singer or instruments. You suggest the beauty of cabinet and finish, the running of the motor and the other good points, so you see it is all suggestion.

There is no other line that requires a closer study of human nature than musical merchandise, for music hath the charms to touch the

*Few Lines Require  
Closer Study of Human Nature When  
Selling Than That of  
Talking Machines.*

heart strings of one's soul, bringing out the sentimental, the jovial, or the hardness of character, and this is why the art of suggestion plays such an important part in your work.

A salesman may find many things to suggest in bringing the customer to the desire of possession. Practice and study the art of suggestion, study your prospect. Learn the art of forming a quick conclusion, and this, with a few words of preliminary talk with the customer, will give you a working basis. Don't try to do all the talking. Lead your customer into

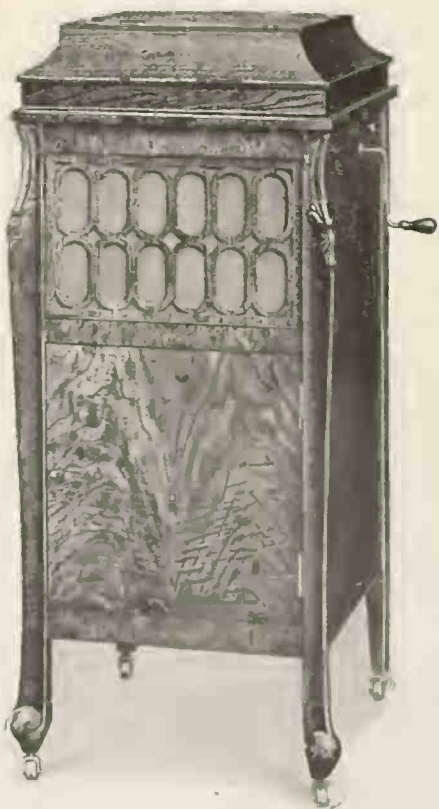
the talk and in so doing you will know whether or not he is following you, and is interested, and your sale will not drag.

The eye is the light of one's thoughts, and the salesman who can look the prospect directly in the eye is going to read them correctly.

I could name many instances where the art of suggestion has closed sales that seemed hopelessly lost. It is the salesman who has the nerve to stay with his judgment and keep a firm hold on the situation at all times who can deliver the goods. When I went to selling phonographs I had had no experience, but after a complete analysis of the problems attached, together with the use of the fundamentals of scientific selling and judgment, combined with the suggestive powers in which I believe, I had one of my assistants keep a complete record of every prospect to whom I showed a machine, charging me with every call and crediting each sale. During the four months that this record was kept my sales averaged 78 per cent of my calls. The salesman who can create that lasting impression by suggestion and sincere honesty of purpose will find a beaten path to his door.

## DOEHLER'S INTERESTING DISPLAY

The Doehler Die-Casting Co. exhibited a very interesting array of castings of talking machine parts at the Brooklyn Industrial Exhibit held in Brooklyn during the third week in April. This company does a very large business in die-casting of talking machine parts and was, therefore, able to display a very comprehensive line of its products.



Style A

*Dulcitone*

Dulcitone Walnut, Rich Mahogany,  
Red or Brown

# Dulcitone

Tone    Appearance    Superiority

The wonderful tone of the Dulcitone is not an accident, but the result of right development of known principles governing tone production. The especially constructed tone chamber, embodying proper dimensions, shape and quality of material, is the medium by which tone once properly started in the reproducer is amplified and brought out full, clear and rich.

Dulcitone appearance is one of the prime factors in its popularity. Veneered in beautifully matched genuine Walnut and Mahogany veneers, it appeals instantly to the eye and commands admiration. DULCITONE WALNUT IS THE MOST BEAUTIFULLY FIGURED AND PERFECTLY MATCHED VENEER IN THE ENTIRE PHONOGRAPH INDUSTRY.

The combination of wonderful tone and incomparable beauty of finish places the Dulcitone at the head of the list of all Phonographs and explains its unquestioned popularity with both dealer and customer.

Write for prices and further interesting information.

PROMPT SHIPMENTS.

**Dulcitone Phonograph Company**

Chicago Office, 404 Republic Bldg.

SOUTH HAVEN, MICHIGAN

B. E. BENSINGER, PRESIDENT, CHICAGO.  
B. H. BRUNSWICK, 1ST. VICE-PRES., CINCINNATI.

JULIUS BALKE, 2ND. VICE-PRES., CHICAGO.  
J. C. SCHANK, TREASURER, CHICAGO.

H. F. DAVENPORT, SECRETARY, CHICAGO  
P. L. DEUTSCH, ASST. SECRETARY, CHICAGO

# THE BRUNSWICK-BALKE-COLLENDER CO.

BRANCH HOUSES IN PRINCIPAL CITIES OF UNITED STATES, CANADA, MEXICO AND FRANCE.



*Brunswick*  
PHONOGRAPHS AND RECORDS



623-633 SOUTH WABASH AVENUE

CHICAGO

April 30th, 1920.

To Brunswick Dealers

Everywhere:

LOYALTY BECAUSE IT PAYS -- that is the real business man's analysis of modern merchandising. Not loyalty because of sentiment, nor forced "fairness" because of fear.

We have watched with great pride the genuine loyalty of Brunswick Dealers. And we have been delighted with the way in which Brunswick Dealers have analyzed the situation.

You have recognized one basic fact -- and that is, the merit of any product, and certainly a phonograph, must be decided by the people.

We want to send you willing buyers. People who are self-convinced. Just as we find our happiest and most profitable association with willing dealers, self-convinced dealers.

The phenomenal growth of the Brunswick Phonograph has been based on the instrument's superiorities. Every advertisement, every sales effort, every demonstration has been to urge people to hear The Brunswick, to make comparisons, then to decide.

Any product, any business, any service, anything that is sold and traded in MUST in the end stand or fall on its merits. And those merits are decided only by the PUBLIC. Forced sales never gain lasting satisfactions.

All other considerations are secondary. And good business rebels against them. Only broad, fundamental policies win permanence.

The public, to whom we advertise constantly, has responded to our arguments. At first their curiosity was aroused. Then hearing confirmed the beauty of Brunswick Tone and the numerous superiorities. Many claim we understate Brunswick advantages.

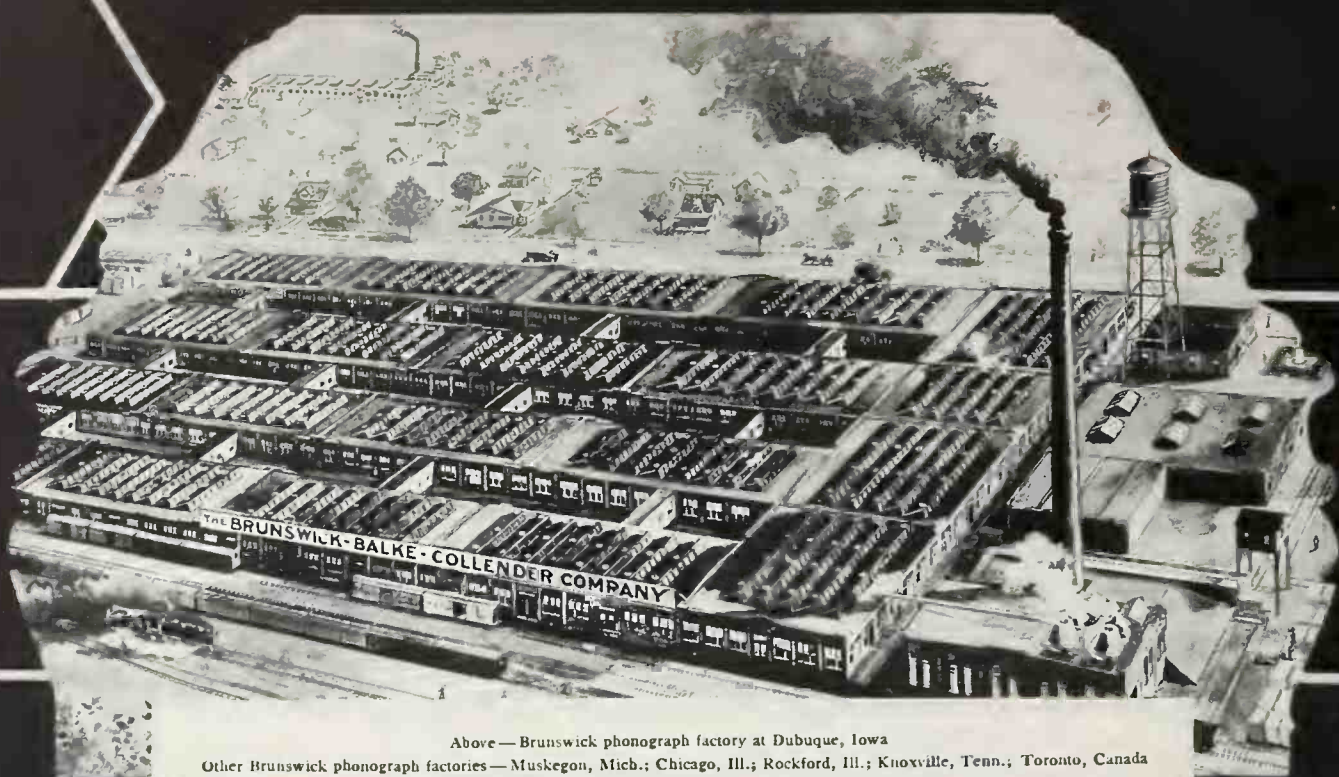
And, frankly, that is exactly what we do. The whole truth would seem too superlative. It would stretch credulity. Hence we leave much to the prospect's imagination, so that when he comes to you, he will find more than we have told him. And that, of course, establishes a kindly feeling toward you.

Brunswick plans and policies keep you in mind constantly, and your customers. We build not only for today, but for tomorrow.

I would like to have every Brunswick Dealer read carefully the several messages included in our colored insert in this issue. In it and subsequent messages, we strive to tell what we are accomplishing for you and how we cooperate.

Yours truly,

THE BRUNSWICK-BALKE-COLLENDER COMPANY



Above — Brunswick phonograph factory at Dubuque, Iowa  
 Other Brunswick phonograph factories — Muskegon, Mich.; Chicago, Ill.; Rockford, Ill.; Knoxville, Tenn.; Toronto, Canada  
 Record factories — Long Island City, N. Y.; Jersey City, N. J.

# Brunswick

PHONOGRAPHS AND RECORDS

## Brunswick Phonographs

*built complete in six immense  
 Brunswick factories*

The House of Brunswick has invested an enormous sum in its production division. And expansion is constant.

Thus by building its instruments complete it controls the method of manufacture and the quality. No profits go to outside parts makers. But it goes into the product. This accounts for the many betterments and superiorities.

The Brunswick production policy is but one of the many policies that spell a good business and a permanent business to Brunswick dealers.

The House of Brunswick has always been progressive. But it has

been for 76 years a concern that built firmly, always insuring the future by producing a superfine product.

Such broad and constructive policies make a Brunswick franchise an exceptionally valuable asset to a Brunswick dealer. It means a steady, growing, satisfied trade, a permanent connection, and an agreeable business relation.

The future has much in store for Brunswick dealers. As the past will evidence. The giant strides of the Brunswick Phonograph will keep up. And now come Brunswick Records, which are bound to make a like success.

### THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 South Wabash Avenue, Chicago

Branch Houses in Principal Cities of United States, Mexico and Canada

Canadian Distributors: Musical Merchandise Sales Company, 819 Yonge Street, Toronto



## Brunswick Records

*produced at the fast-growing  
Brunswick Record plant*

Above is pictured one of the units for the production of Brunswick Records. This pressing plant is located at Jersey City, N. J. The Brunswick Recording Studios are in New York City. Both are Brunswick institutions, managed by Brunswick executives.

With Brunswick Records, as with Brunswick Phonographs, this great organization has set the highest standards, so as to insure a winning position in the hearts of the people.

The Brunswick policy is 100 per cent Brunswick Phonographs. 100 per cent Brunswick Records. We are not depend-

ent upon others — we are not jobbers, but old-time manufacturers with new-day ideas.

You can rest assured that Brunswick Records will win friends for you. No finer records are produced. As hearers are quick to agree.

Brunswick Records are having the meteoric rise of Brunswick Phonographs. We are putting tremendous effort and a great fortune behind them. The list is growing rapidly. Other famous artists are being added to our already notable list.

Already Brunswick Records hold a dominant place amongst music-lovers.

### THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 S. Wabash Avenue, Chicago

Branch Houses in Principal Cities of United States, Mexico and Canada

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# Brunswick Profits

The Brunswick proposition is one of the greatest opportunities that a dealer in any line ever faced.

Here is a super-phonograph, with a dozen superiorities. Here is an instrument that in a few years has won a commanding place by sheer merit alone. And its fame is spreading. Every Brunswick is winning friends.

Now come Brunswick Records, which will duplicate the sensation created by the Brunswick Phonograph.

Here is an ancient house, a strongly financed institution, a progressive group of executives, a nation-wide organization, splendid factories, every element that spells permanency.

Here is a great national advertising campaign, running constantly in the 56 foremost publications, with a combined circulation of over 24,000,000 monthly. A strong selling campaign, urging people to come to your store to hear The Brunswick.

And topping all these advantages of the present are the Brunswick plans for the future; aggressive, constructive plans that will be of still further importance to Brunswick dealers.

Every Brunswick dealer will profit with us in reaping the harvest of these plans. The momentum is pushing us forward. And added momentum will be evident as time passes.

We were never more confident, never more enthusiastic. And that is the way the Brunswick dealer feels who analyzes the situation. This will be a great Brunswick year, but next will be greater. Each succeeding year will be greater. A Brunswick franchise is more valuable every day.

For Brunswick is marching on.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

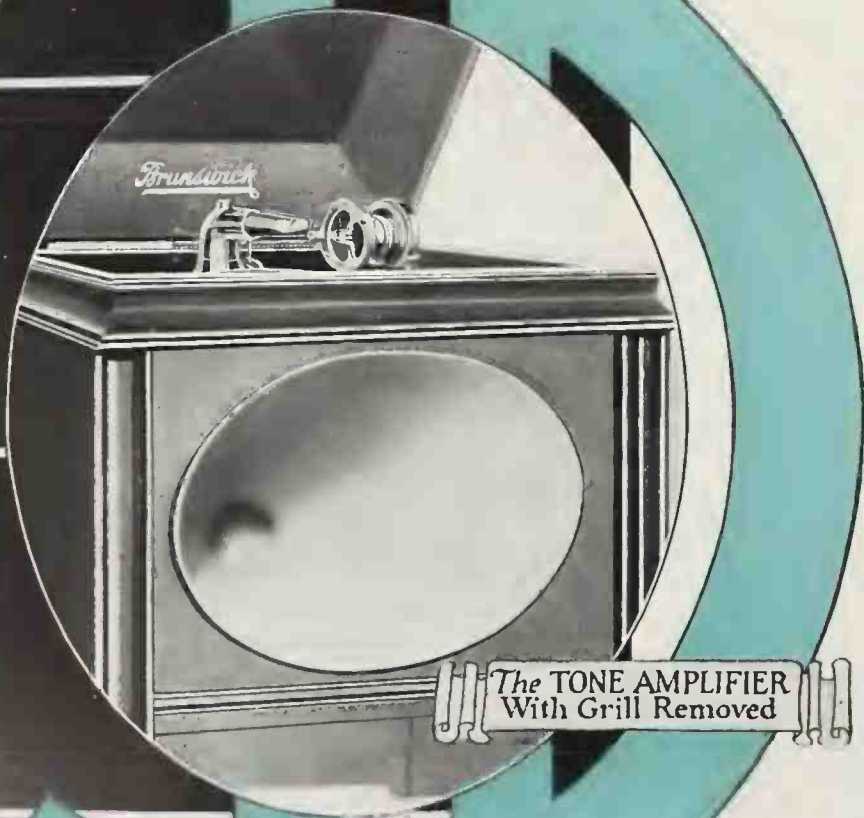
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Sales Co., 819 Yonge St., Toronto



*The ULTONA*  
Playing a Brunswick Record



*The TONE AMPLIFIER*  
With Grill Removed

# Salesmen Can Progress Only by Meeting and Overcoming New Problems :: :: By J. B. Parsons

A small boy in school used to complain that he had a hard time learning to spell because his teacher changed the words every day. But this same boy managed to absorb enough of his instruction to become an excellent speller in due time and the fact that he had to meet new words and new conditions every day made his mind develop. The same argument can be applied to the salesman. It is only by meeting and overcoming new difficulties that he progresses and becomes master of his art. If there is anything that is detrimental to good salesmanship it is getting in a rut. Some salesmen, sometimes due to short-sighted methods of their employers, bury themselves so deeply in the rut of habit that they are in a fair way to digging for themselves a business grave.

There was a dealer in a Middle Western State—not that his habitat has anything to do with the story—who proudly held up the fact that he was making a special effort to move his dead stock of records and had kept his salesmen at this plan for five years. His plan was to keep his salesmen well informed as to just what records needed a little more attention in order to make sales and he instructed his men to bring these records into every demonstration possible. His plan was excellent, but the fact that he had been doing it for five years without a change shows his vital error. Can you imagine how enthusiastic his salesmen must have been in trying to sell the same old records for five years? If the dealer had only used a little careful and well-planned publicity or if he had displayed lists of these records around the store he would have made a field for sales which would have required much less effort on

the part of the members of his sales force.

A field manager or jobber who has the interests of his dealers at heart would do well to make careful investigations concerning conditions from time to time. It would be a good plan to find out in a friendly chat with the dealer just what his habits are and have been in disposing of his stock for several years past.

*Salesmen Who Bury Themselves in the Rut of Habit Usually Find They Have Dug Their Own Grave*

When all these memoranda have been gathered and compared a little study will reveal a host of ways in which these methods could be improved and the dealer lifted from his rut.

There are so many ways in which talking machines and records can be sold that there is no excuse for getting into a rut. Music plays a part in every phase of life and this part is as varied as the many moods of life itself. With such a wealth of material always at the salesman's hands it is folly to repeat the old parrot-like phrase "What can I do for you?" Current

events in the world of music, anecdotes about the lives of famous singers, the recent recital or concert, the latest dance number out on the records following its great success as a song, yes, and even the weather, for music can cheer up the dullest of gloomy days.

Perhaps your customer may not know of all these happenings in the world of music, but will be interested in knowing about them and possibly flattered by your inference that he does. Or, indeed, he may form the habit of dropping into your store to hear the news. You are a thousand more times more interesting to him if you have something different to say each time. It shows that you at least are not in a rut but are wide awake to what is going on around you. If you have a store large enough to require a number of sales people, train them to follow your example and make them see that their worst enemy is themselves if they fall into a rut. It may require some effort to make the initial change and start anew but it will prove worth while in the end. The story of the small boy in school contains the key.

### A DELAWARE INCORPORATION

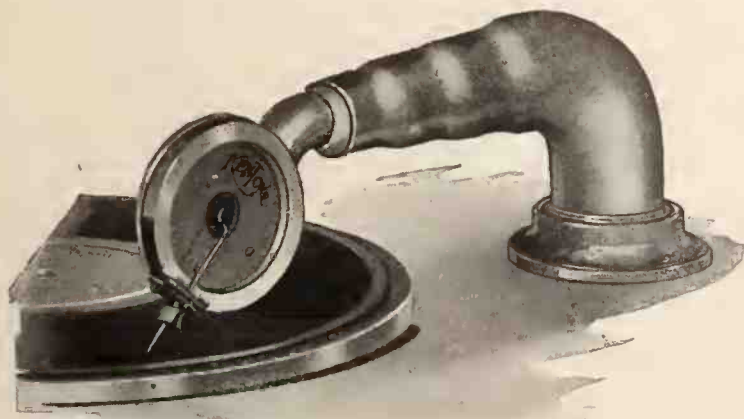
The Jentone Mfg. Co., Wilmington, Del., has been incorporated under the laws of that State to manufacture talking machines. The capital is \$100,000 and the incorporators are William F. O'Keefe, George G. Steigler and E. E. Abberle, Wilmington.

K. C. Sexton, well-known Victor dealer of Washington, D. C., has taken possession of the remodeled building at 631 Pennsylvania avenue.

*Mr. Talking Machine Manufacturer:*

## Did you ever hear of a Cornet Foundry?

Of course you didn't. Cast metal is poor music-metal. It is dull to sound—unresonant. But drawn brass? "That's the thing!" you'll say; and for that reason you will welcome this new Kent Tone Arm.



**KENT UNIVERSAL TONE ARM**  
(Kentone, Type 25 B; Patent Pending)  
Fitted with Kent Type S Sound box  
Plays bill-and-dale-cut and lateral-cut records

*To the Talking Machine Dealer:*

We specialize in the manufacture of Sound-Boxes, Tone Arms, and other attachments for Victor and Edison Machines. You ought to know about them because they multiply your sales and your profits. Kent Products, we say, "Win their way, by their play."

And do not forget that we specialize in steel, sapphire and diamond points.

Not a die-casting, but made of seamless brass tubing, with excellent sound-qualities.

Only gentle curves. No sudden angles to create sound-reflections.

Ball-bearing base. No resistance to movement of needle across the record.

Ball-and-socket joint allows perfectly free up-and-down movement of sound-box.

Can be furnished with or without throw-back; and with or without sound-box.

**FURTHERMORE**, we can manufacture a seamless brass Tone Arm especially for you, according to your own exclusive specifications.

Ask us ANY question  
We will answer to your satisfaction

**F. C. KENT COMPANY**

Irvington, N. J.



Registered in U. S. Pat. Office

(Note change of address to our new and much larger factory)

# Tie Up to This Vacation Model

## Our Great National Campaign

We are placing this graphic advertisement, reproduced in all the following forms, in more than double the number of mediums that we used for Vacation Models last year.

An added feature, sure to increase sales, is the Non Set Automatic Stop.



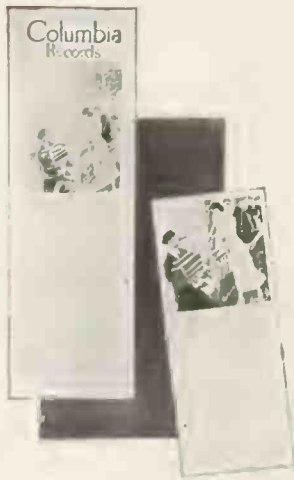
This advertisement will appear in the June issues of many national magazines with an aggregate circulation of more than 15,000,000.

Furthermore, we are following through, right out onto the farms, by placing this Vacation Model advertisement in all of the leading farm publications.

### Your Chance to Tie Up Close

Here are five ways in which you can give prominence to your portable model Columbia Grafonolas, and a sixth important way is suggested on the opposite page.

Get out your June Record Supplements the very moment you receive them



to your whole list of customers. Their covers carry this advertisement. Address your envelopes in advance.

Follow this up with the special folders featuring Vacation Models, which we have prepared for this great campaign. Their covers also carry this advertisement.

Be sure to display in your hearing-rooms and on your sales floor the new June hangers featuring Vacation Models and showing this advertisement again.

Our Monthly Window Display Service, which saves you all your window worries, shows this advertisement still one more time, and features all the latest records. If you are not already a subscriber, get your name in to your Branch Manager now.

Talk Vacation Models to your customers every time they come in. Point out to them the endless pleasure a portable model will give them this summer. Begin now.



COLUMBIA GRAPHOPHONE COMPANY

New York





# Big Columbia Grafonola Drive

## "Now We Can Dance"

You'll say this many times this summer if you have the foresight to take a portable Columbia Grafonola along with you to Vacation Land. Sweet and clear of tone, light, compact and easily carried, these wonderful little Grafonolas are never-failing entertainers.

Make your vacation a success. Come in today and take your choice. We carry all three of the portable models. Terms to suit your convenience.

Prices: \$32.50—\$50.00—\$75.00

(DEALER'S NAME)



### Send for this Cut

It's for your local newspaper campaign, carrying your own name and address. It will make new customers come in. Send for this cut and use it now. It ties up with many thousands of dollars of advertising in the magazines. Follow it up with the other advertisements in our portfolio of Advertising for Columbia Dealers. Do this, and you'll reap a rich reward.



# Lundstrom

## CONVERTO

PATENTED DEC. 11, 1917

### Talking Machine CABINET

The proof of the high selling value of the Lundstrom "Converto" has been established at the hands of Victor dealers all over the country. At present their demand for Convertos exceeds the supply.

Profits from Converto sales have been greatest for those who were first to realize that the Converto does sell readily to present owners of Portable Victors, that it does arouse new interest in Records, and that it does offer in connection with a Portable Victor a more salable instrument to meet the competition of low-priced cabinet machines.

**The C. J. Lundstrom Mfg. Co.**  
LITTLE FALLS, N. Y.

*Lundstrom "Converto" Cabinets are broadly covered by patents. Infringements will be promptly prosecuted.*



## Converto Wholesale Distributors

Albany, N. Y. .... Gately-Haire Co., Inc.  
Atlanta, Ga. .... Elyea Talking Machine Co.  
Phillips & Crew Piano Co.  
Baltimore, Md. .... Cohen & Hughes, Inc.  
E. F. Droop & Sons Co.  
Birmingham, Ala. .... Talking Machine Co.  
Boston, Mass. .... Eastern Talking Machine Co.  
Buffalo, N. Y. .... W. D. & C. N. Andrews  
Burlington, Vt. .... American Phonograph Co.  
Chicago, Ill. .... Lyon & Healy  
Cincinnati, Ohio. .... Rudolph Wurlitzer Co.  
Cleveland, Ohio. .... Cleveland Talking Mach. Co.  
The Eclipse Musical Co.  
Columbus, Ohio. .... The Perry B. Whitsett Co.  
Dallas, Texas. .... Sanger Bros.  
Denver, Colo. .... The Knight-Campbell Music Co.

Des Moines, Ia. .... Mickel Bros. Co.  
Elmira, N. Y. .... Elmira Arms Co.  
El Paso, Texas. .... W. G. Walz Co.  
Houston, Texas. .... The Talk. Mach. Co. of Texas  
Jacksonville, Fla. .... Florida Talking Machine Co.  
Kansas City, Mo. .... J. W. Jenkins' Sons Music Co.  
Schmelzer Arms Co.  
Memphis, Tenn. .... O. K. Houck Piano Co.  
Milwaukee, Wis. .... Badger Talking Machine Co.  
Mobile, Ala. .... Wm. H. Reynolds  
Newark, N. J. .... Collings & Company  
New Orleans, La. .... Phillip Werlein, Ltd.  
New York City. .... Emanuel Blout  
Cabinet & Accessories Co., Inc.  
Knickerbocker Talking Machine Co.  
Omaha, Nebr. .... Mickel Bros. Co.

Peoria, Ill. .... Putnam-Page Co.  
Philadelphia, Pa. .... C. J. Heppe & Son  
The Geo. D. Ornsteln Co.  
Penn Phonograph Co.  
H. A. Weymann & Son, Inc.  
Pittsburgh, Pa. .... W. F. Frederick Piano Co.  
Standard Talking Machine Co.  
Portland, Me. .... Cressey & Allen, Inc.  
Richmond, Va. .... The Corley Co., Inc.  
St. Paul, Minn. .... W. J. Dyer & Bro.  
San Francisco, Cal. .... Walter S. Gray Co.  
Sioux Falls, S. D. .... Talking Machine Exchange  
Syracuse, N. Y. .... W. D. Andrews Co.  
Toledo, Ohio. .... Toledo Talking Machine Co.  
Washington, D. C. .... Cohen & Hughes, Inc.  
E. F. Droop & Sons Co.

# Making the Repair Department Self-Supporting by Systematic and Careful Management

Piano merchants in various sections of the country have for some months past been giving considerable attention to the question of service to the customer, in an endeavor to decide upon some point of demarcation between service to which the customer is entitled by right and without charge and service—principally tuning and repairing—for which a definite and fixed charge should be made.

In the past it was no unusual thing for a piano house to offer free to a customer an unlimited number of tunings during the first year, and an insistent customer could have the free tuning period extended a month or two. There was also included in the selling agreement at times an offer to move the instrument once during the year without charge. All this might have been very well when labor costs and overhead expenses were low, but recently, where every dollar counted, this free service began piling up quite a substantial total on the wrong side of the ledger. Means to obtain relief were quickly considered. The result has been in most cases the elimination of all free tuning, except perhaps one general tuning immediately after the instrument is placed in the home, provided there is a necessity for it. Free moving was long ago forgotten.

This question of free service to the customer is naturally as interesting to the talking machine dealer as to the piano man, although the evils in connection therewith have not been quite so evident in the talking machine trade. The dealer is wise who makes a charge for all repair service, when the demand is not occasioned by some evident imperfection in the machine itself and who likewise has little to

say about the question of repairs while making the sale. It does not inspire confidence in the wearing qualities of the instrument to have the dealer tell the customer that if this or that breaks, or gets out of adjustment, it will be fixed without charge. Also it is the wise dealer who takes occasion to arrange a definite fixed schedule of charges covering the territory in which he does business so that the customer has little room for argument when he receives his bill for repair work.

Several concerns in the West have printed up special repair charge sheets. These charges cover the cost of new parts at list prices as set forth in the repair parts catalog, and also include a time charge for the repairman, as well as his traveling expenses. In one instance the dealer has zoned the city, and has established a fixed travel charge for each zone, on the assumption that the repairman will be carried to the customer's house in the dealer's automobile. The repair work is charged on a time basis at the rate of \$1.00 an hour for the repairman's time.

The dealers in one city have had their repair charge schedules arranged for them by a local distributor, and depend upon the distributor for their repair service. The wholesaler's repairman does the work on the dealer's order, and where a C.O.D. charge is made, he collects a fee of five cents for the collection service. The charge to the dealer and the charge to the customer differ sufficiently to enable the retailer to realize a small profit, about twelve or fourteen per cent, for his trouble. In the schedule, as arranged by the distributor, the charge for the use of the automobile is

made to include the repairman's time going from the store to the customer's home and return, the time actually spent on the job being listed as a separate item. For the information of the customer a chart has been prepared setting forth the time required to make some of the more common repairs and adjustments, among the list on the chart being:

Replacing governor spring, replacing needle arm spring, waxing sound box, timing motor or oiling motor, are repair jobs that require about 15 minutes.

Putting in new sound box diaphragm, putting on two needle arm springs or a new rubber diaphragm insulator, will require about 30 minutes.

Graphiting and oiling of spring barrel or putting in a new main spring require about 45 minutes.

About one hour is required for putting in two or three new main springs.

In cases where a customer demands rush service to meet some special emergency, such as putting the machine in shape after a reception or some other event, there is a double charge made for the automobile service, this double charge being fixed to cover the cost of the special trip. The retailer is naturally up against it to a certain extent when he has a machine out on instalments, and the customer demands that a broken spring be replaced without charge, or that some other adjustment be made. No matter how simple the job, it takes a certain amount of the repairman's time, and every five minutes costs money. The dealer is between two fires, for if he refuses to fix the machine the customer may demand that he take it back and give as a reason that the instrument will not play properly and is unsatisfactory. If he does make repairs without charge to the customer he opens the way for similar demands and takes just that much from the profits of the sale.

One particular dealer delivered a machine in mid-Winter and the customer started it running immediately it was placed in the home. A broken spring resulted from the first winding, which was easily explained by the fact that the metal was cold and therefore brittle. The dealer realized that he was in error in not advising the customer to let the machine stand until it became thoroughly warm and, therefore, replaced the spring without charge or comment. Hardly a week had elapsed, however, before the customer made a demand for another new spring to replace one broken by overwinding and kicked up quite a rumpus when a charge was made. It took considerable explaining to get the money for the spring, and the result was he had a considerably dissatisfied customer. One of the large retail houses maintaining its own repair department has solved the problem of repair charges quite successfully by having a schedule printed up in folder form. This schedule is sent to the purchaser within a week or two after the machine has been placed in the home, and with it a letter suggesting that should any repairs to the machine be necessary or desirable it would be well to place the order with the house that sold the instrument to insure proper attention.

The main thing to remember is that repair work costs the dealer money—cash—and that he must get that cash from the customer if he does not want to run up a sizable total against his profits during the year.

The Cellotone Phonograph Mfg. Co., New York, was organized last month with a capital of \$5,000 by R. Zellman, J. Kramer and I. Arndt, 90 Morningside drive.



## Do Your Address Labels Advertise You?

**E**VERY package you mail, express, or deliver locally affords an opportunity to impress someone favorably. Many leading advertisers recognize this and use a distinctive label for all shipments and mailings—one that ties up with their name, their products or their service.

A member of our staff has been collecting fine address labels for the past year and has a number of sets that he will send, with our compliments, to Victor dealers as long as his supply lasts. These specimens will enable you to print something that will afford good publicity at low cost. Furthermore, our publicity expert will advise you as to the design of your own label if you want assistance.

**THE CLEVELAND TALKING MACHINE CO.**

1125 Oregon Avenue, Bingham Building, Cleveland, O.

## OPPOSE FREIGHT RATE CHANGE

Music Industries Chamber of Commerce Combats Move to Eliminate Commodity Rate on Talking Machines and Pianos to Pacific Coast—Committee Attends Hearings

The Music Industries Chamber of Commerce has received several strong protests, especially from music merchants on the Pacific Coast, against the proposed elimination of the commodity rate on carload shipments of pianos and phonographs from Eastern points and Chicago to the Pacific Coast, and the substitution for them of the regular class rates, which are considerably higher.

For instance, as a part of the general rate revision, it is proposed to eliminate the commodity rate of \$3.31½ (12,000 pounds minimum carload) which is now in effect for pianos to San Francisco, and \$2.87½ (24,000 pounds minimum carload), which is now the rate for phonographs and accessories, and substitute for these commodity rates the regular class rates, which at present are \$4.00 for pianos and phonographs and accessories.

The Interstate Commerce Commission, which has the matter under advisement, held hearings in New York on May 3rd and in Chicago during the following week. President R. B. Aldcroft of the Chamber of Commerce; O. A. Card, of Kohler & Chase; E. A. Dingley, of the Victor Talking Machine Co., and W. E. Rammenkamp, of Kohler & Campbell, Inc., New York, attended the New York hearing and presented a strong protest to the proposed change, citing an abundance of facts to prove that shipments of musical instruments from Eastern points to the Pacific Coast are entitled to the commodity rate.

The proposal to eliminate the commodity rates on musical instruments is merely a part of a much larger rate revision. Involved in the question also is the matter of the increase in railroad revenue. The exact proposal is that the commodity rate on musical instruments, together with certain others, shall be abolished and that such shipments shall pay the regular class rates. Furthermore, it is proposed to increase the regular class rates. The argument of those opposing the continuance of the commodity rates on musical instruments is that on account of previous water competition the rail commodity rate has hitherto been placed at an abnormally low figure. It also appears that

supporters of this proposition prefer to substitute a higher class rate because the intermountain cities now have a differential on the class rates, but do not have a differential on the commodity rates, and the demand for a differential rate on these cities is one of the chief underlying causes of the revision.

## ROYALTIES ON CANADIAN RECORDS

Victor Co. Announces It Will Pay Royalties on All Records Made in Canada for Which American Publishers Hold Copyrights

The Victor Talking Machine Co., Camden, N. J., recently notified the music publishers that commencing with April 1, 1920, a royalty would be paid on all records manufactured by that firm in their Canadian plant of which publishers in the United States held copyrights and the master records of which were made in the United States. In return for the contract covering this situation, the publishers in most instances are waiving all claims for any past royalties that might be due.

## BRUNSWICK CO. DECLARES DIVIDEND

Stockholders at April Meeting Vote Stock Dividend of 200 Per Cent

The stockholders of the Brunswick-Balke-Cotender Co., at the annual meeting last month voted to create an issue of \$44,000,000 Class B common stock, out of which will be declared a stock dividend of 200 per cent, or \$12,000,000, on the present \$6,000,000 common stock, which will be designated Class A stock. The stock dividend will be payable to stockholders of record May 15.

The report for the year ended December 31 last shows net income after charges and Federal taxes \$3,016,914, equivalent after preferred dividends to 44.64 per cent on old common stock.

## DEATH OF RUFUS L. BERRY

Rufus L. Berry, who for the past thirty-seven years conducted the Berry Music House in Springfield, Ill., died in that city recently in his sixty-fifth year. The business, which includes a substantial Victrola department, under the management of Leslie Ford, will be continued by Mr. Berry's widow.

IN THE  
HANDY  
CAN



# NYOIL

FOR YOUR  
PHONOGRAPH

## Made in Our Watch Oil DEPARTMENT

which for half a century has made 80% of all the watch, clock and chronometer oil used in America.

**The Best Oil For Any Talking Machine**

In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

**Colorless, Odorless and Stainless.**

Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and woodwork and is odorless and will not stain. It is free from acid and will not gum, chill or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3¼-oz. and 8-oz. Bottles and in Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers

**WILLIA F. NYE, New Bedford, Mass., U.S.A.**

## PRODUCTION SPEEDED UP

Jones-Motrola, Inc., Making Prompt Deliveries—Increase National Campaign of Publicity

Production at the factory of Jones-Motrola, Inc., has been sped up materially so that this company is now in a position to make prompt deliveries. The production figure, at the present date, has reached 100 Motrolas a day.

Jones-Motrola, Inc., is increasing its national advertising campaign for the coming year. Generous use of newspaper space throughout the country will be made in addition to the list of national magazines used last year. Among the firms who have recently added the Jones-Motrola to the lines which they wholesale are the W. F. Frederick Piano Co. and the Standard Talking Machine Co., both of Pittsburgh, Pa.

## COLUMBIA MANTEL CO. DISPLAY

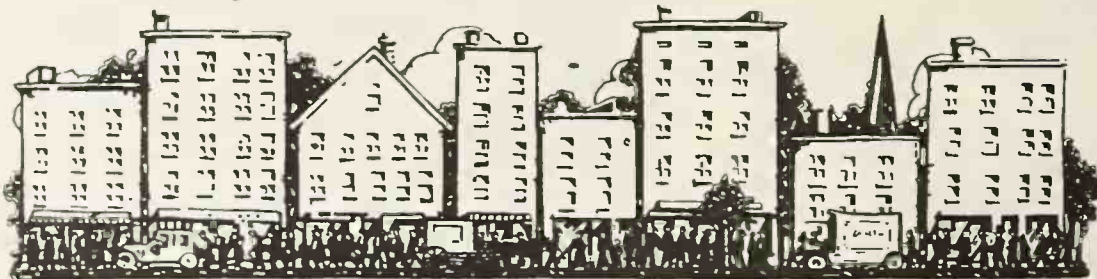
Full Line of Recordions Shown at Industrial Exhibit Held Recently in Brooklyn

The Columbia Mantel Co. exhibited a full line of Recordion talking machines at the Brooklyn Industrial Exhibit held last month, in the Twenty-third Regiment Armory in that borough. The exhibit included console models and several models with special finishes. A nursery model was one that drew much attention. The saying that "A prophet is not without honor save in his own country" is disproved in the case of the Columbia Mantel Co., as products of this company enjoy great popularity in Brooklyn. Publicity in the local papers has been entered into heartily and it was a natural sequence that at the exhibit of Brooklyn industries the Recordion be shown. One of the large models of the Recordion was placed in one corner of the dancing floor at the exhibition and proved valuable in providing music for dancing.

## IDEAL MUSIC CO. IN NEW LOCATION

PLAINFIELD, N. J., May 6.—The Ideal Music Co. has opened for business in its new quarters in the Linke Building at 227 West Front street. The company deals in Victrolas and Victor records and in the new warerooms will have much greater space to display them. The interior of the store is being redecorated and all modern improvements which will facilitate the display and sale of machines and records have been installed.

It was announced last month that the Panhellenion Phonograph Record Co., New York, had increased its capital stock from \$20,000 to \$100,000.



## Window Pains

Dealers tell us it gives them a pain the way advertisers send out window advertising that does not "hook-up." Take more pains with this vital part of your campaign by calling in the experts and assure better dealer co-operation.

Look Into It!

# EINSON LITHO

## INCORPORATED

NEW YORK Originators of Window Advertising for CHICAGO  
71 W. 23rd St. Phonograph and Player Roll Manufacturers 332 S. Michigan Ave.

**To Manufacturers**

*Every phonograph manufacturer who is sincerely anxious to reduce his manufacturing costs and yet not reduce the quality of his product will find a real message in this announcement—a message it will pay him to consider.*

# How This New Copper Arm Cuts Down Manufacturing Costs

By means of a new secret process of fabricating copper into any shape desired a new Copper Tone Arm has been produced which at last answers with successful finality that big problem of the manufacturer—"How can I cut down my selling costs and yet make improvements on my machine?"

The new Copper Process Tone Arm not only cuts down the manufacturer's production cost, but production itself through this method can be greatly increased and improved. You are limited to no hackneyed design but can obtain tone arms through this process in *any design you desire*. Liability of breakage is totally eliminated and there is no possibility of imperfection in manufacture.

**Plating Cannot Peel**

The plating of Copper Process Tone Arms cannot peel and can be brought to a higher and more beautiful polish than other metals. Also important to you are the facts that they are lighter in weight, free from leakage, and their use will

also reduce your assembling costs. Besides these manufacturing superiorities Copper Process Tone Arms produce better tone (more natural, mellow and full), and have other advertising and selling strong points which will also be explained more fully to interested manufacturers.

**Ask More Information**

To manufacturers wishing to learn more about Copper Process Tone Arms full information will be given upon request. If you are a manufacturer in search of a product which will cut down your costs and yet improve both the performance and appearance of your machine write promptly for full information about Copper Process Tone Arms.

**CONDON & CO., Inc., Sole Agents**  
200 Fifth Avenue, New York

**To Dealers**

*Every dealer who wishes to avoid a little mistake which he may unknowingly be making and which has cost other dealers thousands of dollars each year in direct losses will be interested in this Dealer-Message and the Offer it makes.*



## Let Us Send You Free Samples of The Only Ball-Pointed Steel Needle

Let us send to you free, and without obligation, some packages of Torrington Uniform Needles, the only ball-pointed steel needle made. Let us prove to you that these needles eliminate the harsh scratching that costs dealers thousands of dollars each year in lost record sales.

**Free Proof That Torrington Uniforms Are Profit-Winners**

The number of records you sell depends a great deal upon the kind of needles you sell. We want to prove to you that

Torrington Uniform Needles prevent that scratch which disgusts even the most enthusiastic record buyer.

**Mail Coupon for Samples**

Learn how sharp, dagger-pointed needles kill a part of your rightful profits. Learn how Torrington Uniforms, with the ball point that fits snugly and rides noiselessly around the grooves, increase record sales and boost profits. Mail coupon for free samples and our Special Plan K.

**Mail Coupon or Letter to**  
**Condon & Co., Inc.**  
Sole Agents  
200 Fifth Avenue  
NEW YORK

## The New Cabinet Polish That Holds Its Lustre

The big point about GLISS, this new kind of cabinet polish, is the fact that *the lustre lasts*. Through a special and non-injurious compound "Gliss" quickly and without hard rubbing produces a glistening lustre which *does not smear, catch dust, and then wear off*. "Gliss" holds its polish and the pleased face

of your customer will be reflected as she gazes at the results it produces.

Made so that your customers are pleased with their purchases—marketed so that you are pleased with your profit. Mail coupon for Special Proposition on Gliss.

(Coupon)

**CONDON & CO., Inc.**  
200 Fifth Ave., New York

Please send me— Free Samples of Torrington Uniform Needles and Special Plan K— Special Proposition on Gliss. I understand, of course, that this request obligates me in no way.

(Check proposition(s) in which you are interested.)

Name .....  
Address .....  
City or Town..... State.....



The *Mikado* and *Mlle. Modiste* Medleys played by the Philharmonic Orchestra are the most popular English and American light operas played by the best orchestra of its kind. A-6146.

Columbia Graphophone Co.  
NEW YORK

V. E. B. FULLER WITH AEOLIAN CO.

Becomes Head of New Sales Promotion Department Created by That Company

Verdi E. B. Fuller, for a number of years in charge of sales promotion work and tone tests for Thos. A. Edison, Inc., resigned some time ago to do similar work for the American Piano Co., and has now become associated with



Verdi E. B. Fuller

the Aeolian Co., New York, as director of the new department of sales promotion just established by that company for the benefit of the retail dealers in the handling of the Aeolian Co.'s Pianola and Duo-Art pianos and Vocalion phonographs.

Mr. Fuller's success is largely attributed to his wide knowledge of music and artists. It is his claim that the merchandising of high grade musical instruments involves the selling of music itself and many of the innovations which he has introduced successfully have been based on that theory.

A new talking machine store has been opened in Washington, Ind., by the Kiefer Music Co.

"STENTORPHONE" RIVALS GREEKS

Machine With Voice of Thunder Plays Music Which Can Be Heard Two Miles—Inventor's Neighbors Beg for Mercy Without Avail

A London correspondent informs us that a British engineer "with more application than mercy" has invented a talking machine whose volume of sound, it is said, will equal that of Sousa's orchestra the night the States went dry; reproduce a lifelike impression of a modern battle or make possible an Ulsterman's speech at a Sinn Fein meeting.

This latest and loudest form of musical horror is the invention of H. A. Gaydon, a member of the staff of the Creed Cable Co. He recently tried it out on his surprised and delighted neighbors in a London suburb. The tune played was recognized more than two miles away.

Complaints came showering in from the same distance. The objectors begged to have Gaydon removed from the neighborhood. So a well-known theatrical manager decided to take the machine for his vaudeville houses as a popular form of amusement.

The instrument is known as the "Stentorphone"—after Stentor, the Greek herald, who had a voice like thunder—and as the volume of sound produced equals that of an ordinary orchestra it may quite possibly effect a mild revolution in the average dancing hall and movie show.

Compressed air and a patent sound-box are the secrets of the new invention. The air is supplied by an electric motor, and when it passes through a small valve controlled by the gramophone needle—ordinary records and needles are used—it expands and creates a burst of noise that in the case of vocal selections far surpasses the original.

Standing about thirty yards from the instrument the illusion of a band playing selections at about an equal distance is almost complete, but the most entertaining result is obtained when a vocal record is turned on. The artist was Sir Harry Lauder and the song "We Parted

on the Shore"—and it sounded like the monster voice of the biggest giant who ever walked in the fairy tales.

It is contended, indeed, that the machine can be used as a drill sergeant, giving the words of command before playing the marching accompaniment, or that if necessary it can deliver the speeches of famous statesmen in a way that will baffle the obstructive methods of the loudest voiced heckler.

LARGER OUTPUT OF RE-CREATIONS

Production Being Increased and Quality of the Discs Much Improved

The production of Re-creations is rapidly coming to the point where the supply will more nearly approach the demand, according to the latest operating reports from the Edison manufacturing laboratories. At present there is no dearth of materials and the manufacturing organization is operating 100 per cent strong.

Furthermore, a recently perfected disc has been devised which promises a finer quality of Re-creations than ever attained hitherto, which will interest those already familiar with the high grade of excellence maintained by the Edison laboratories in their discs.

With the prospect of improved quality and largely increased quantity of Re-creations the Edison people feel that the biggest year of their history is directly before them.

**PATHE DEALERS and JOBBERS**

**The SCOTFORD Model I REPRODUCER**

Will be a great aid in developing the sale of Pathe Records. Made to fit the Victor gooseneck exactly—it is as quickly attached as the Victor Reproducer is quickly removable. An Attachment also made for applying it to the Columbia Tonearm. Order a sample and realize the profit for you in the richness of its tone—surpassing all in purity, sweetness and power.

**NET PRICES OF SAMPLES PREPAID**

- Nickel Plated Scotford Model I Reproducer - \$5.50
- Gold Plated Scotford Model I Reproducer - 6.50
- Gold Plated Scotford Attachment for Columbia .35
- Gold Plated Scotford Attachment for Columbia .50

Submitted on Approval, subject to return, in which event the full price paid will be promptly refunded.

Liberal Reduction on Quantity Orders  
Profitable Arrangement for Jobbers

**Barnhart Brothers & Spindler**  
Superior Specialties for Phonographs  
Monroe and Throop Streets, CHICAGO

**AUTOMATIC STOPS**

The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

Send 50 cents for Sample Stop

**Kirkman Engineering Corporation**  
484-490 Broome St., New York



# The BEACON

IN every industry there are recognized standards of excellence and quality. The talking machine industry has established three prime requisites for any successful instrument, namely:

- Tone Quality
- Motor
- Tone Arm } Perfection
- Sound Box }
- Cabinet Artistry

The BEACON possesses all of these requisites. Its tone quality has won the favor of musical critics everywhere, who consider it superior to the leading lines now on the market. BEACON cabinet designs are distinctive and exceptionally attractive. BEACON motors, tone arms and sound boxes embody the finest possible construction and workmanship.

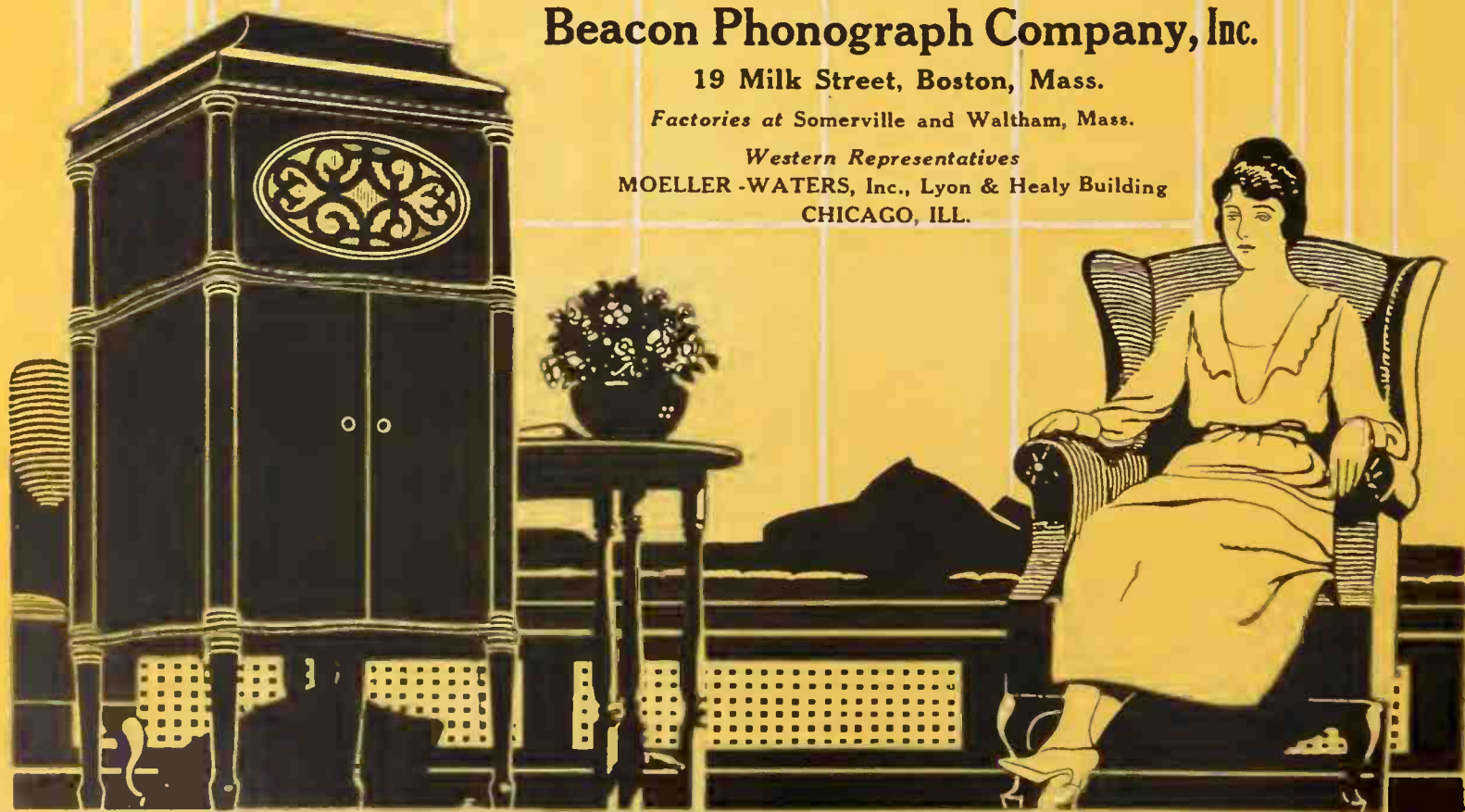
## Beacon Phonograph Company, Inc.

19 Milk Street, Boston, Mass.

Factories at Somerville and Waltham, Mass.

Western Representatives

MOELLER-WATERS, Inc., Lyon & Healy Building  
CHICAGO, ILL.





# The BEACON

FOR progressive dealers the BEACON offers unlimited sales possibilities. Its superb musical quality is a paramount sales argument, and successful dealers everywhere are featuring the BEACON as their leader.

There is a BEACON model to suit the requirements of every prospective purchaser, and every instrument bearing the BEACON name carries with it an iron-clad guarantee as to workmanship and quality.

There are four models, retailing from \$90 to \$250.

PERIOD MODELS from \$375 to \$1,500.

Investigate the BEACON sales plan today. We have an attractive proposition for "live" dealers.

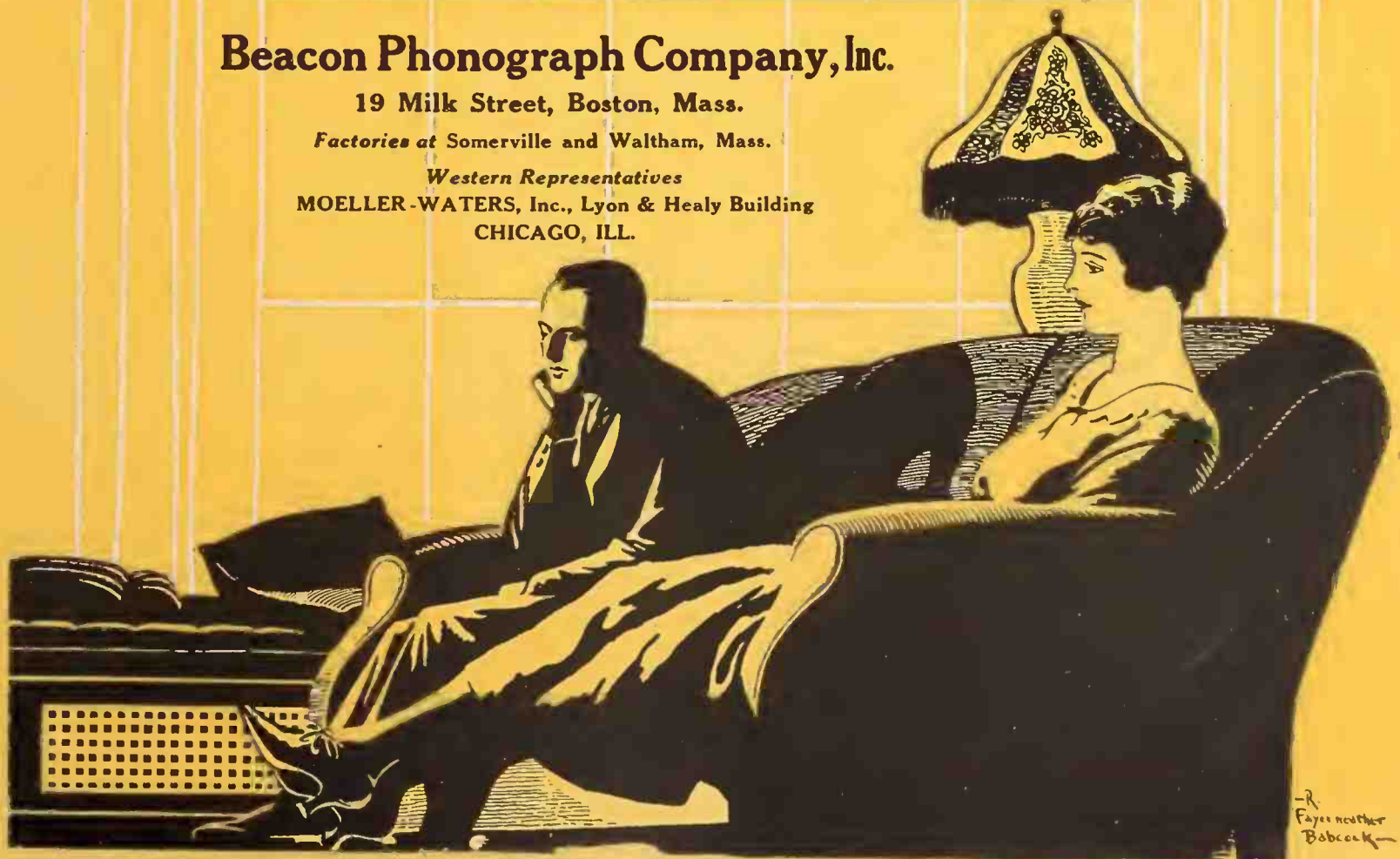
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Western Representatives

MOELLER-WATERS, Inc., Lyon & Healy Building  
CHICAGO, ILL.



R. Fayerweather  
Beacon



**MAGNEVO**  
 EACH NEEDLE  
 PLAYS 10 RECORDS



**THE ORIGINAL AND FASTEST  
 SELLING MULTI-PLAYING NEEDLE**  
**ASK YOUR JOBBER**

Manufactured by  
**SUPERTONE NEEDLE WORKS**  
 18 W. 20th St., New York

**CONCENTRATE ON ONE MODEL**

CINCINNATI, O., May 5.—The Crosley Mfg. Co. of this city is attaining pleasing success in the marketing of the Crosley phonograph. Jobbers and dealers have been established in the leading trade centers, and according to present plans the company's factory facilities will be increased materially to meet the demands of the trade.

The Crosley phonograph is manufactured in one style only, retailing for \$75. The company is concentrating all of its manufacturing sales possibilities on this one model, and Powel Crosley, president of the organization, is giving personal attention to the many important problems incidental to dealer co-operation.

**ADVERTISERS TO DISCUSS DISPLAY**

Convention of Associated Advertising Clubs of the World Will Devote One Session to Matters of Interest to Retail Music Dealers

The second session of the Indianapolis convention of the Associated Advertising Clubs of the World, which will be held in that city on June 6 to 10, promises to be of special interest to talking machine and other music dealers. According to an announcement just made by the program committee the Tuesday morning session will be devoted to advertising in its relation to distribution. Among the topics scheduled for discussion under this head are:

- (1) The Efficient Distribution of Agricultural Products—The Part That Advertising Can Play, by E. T. Meredith, Secretary of Agriculture.
- (2) How to Fit the Display Window Into Local and National Advertising.
- (3) The Function of the Wholesaler as an Independent Advertiser and Merchandiser, as Well as a Distributor.
- (4) How National Retail Distribution Can Best Be Obtained—(A) by National Mediums, (B) by Other Means.
- (5) How Advertising Facilitates Economical Distribution of Raw Materials and Manufactured Articles From One Industry to Another.
- (6) Advertising as a Modern Sales Machine for Getting Distribution at Minimum Cost to the Final Consumer.

A plan for a Federal Department of Advertising, presented in the form of a proposed bill creating it, will be offered at the convention, the program committee announces. The bill, which will be drawn by eminent authorities, will be presented by a man of high position, who will show briefly what advertising has done, and still must do, for the Government.

The Fulton Music Shop, 84 Washington street, Hoboken, N. J., has been incorporated with capital stock of \$15,000 by Louis S. Cohen A. J. Greenberg and Nat. Harris.

**HIGHER AUSTRALIAN TARIFFS**

Material Increases in Duties on Musical Instruments and Parts Provided for in New Measure That Has Just Gone Into Effect

Word has just been received here of recent changes in the Australian tariff laws that will prove of distinct interest to American manufacturers of musical instruments who have established representatives in that country or who contemplate entering the field. The new law provides for a general increase in duties all along the line, with Great Britain enjoying preferential duties from 10 to 15 per cent lower than other foreign countries.

The duty on pianos has been increased five per cent, while the duty on talking machines of all kinds has been increased from 20 to 45 per cent. Talking machine parts and records are admitted tax free when from Great Britain and are subjected to 10 per cent duty when from other countries.

It is understood that the low duty on talking machines and piano parts has been established with a view to encouraging the development of manufacturing industries in Australia.

**NEW COLUMBIA STOCK ISSUE**

The Columbia Graphophone Manufacturing Co. is offering its common stockholders the right to subscribe to 192,000 additional shares of its stock at \$27.50 a share in the ratio of a new share for five shares of common. The new funds are needed by the company to meet demand for its products. Francis S. Whitten, its president, states in a letter to its stockholders that "though the company's production has been steadily increased to the highest point so far attained the company has not yet been able to meet the current demand for its products. Net earnings, after taxes, for the three months ended March 31, 1920, were approximately 35 per cent in excess of the same months last year."

**We Build PHONOGRAPHS to an Ideal—  
 At a Price That Will Appeal!**

We won't say we build the best as we do not deal in superlatives (there's too much competition in that line) but when it comes to Phonographs, well—we will leave it to your judgement as a connoisseur and business man.

**"WE DO CLAIM SUPERIORITY  
 WHEN IT COMES TO SERVICE"**

Three big plants operating continuously give us an output that enables us to supply some of America's biggest jobbers promptly.

**THREE LARGE**



Plays  
 All Records  
 Correctly

Retailers—We have a jobber in your territory who can supply you over night with big value phonographs at a liberal discount.

6 Models—Retail Prices \$85 to \$200

**FACTORIES**

— ADDRESS —  
**GENERAL SALES  
 CORPORATION**  
 1520 Buffum St.  
 MILWAUKEE, WIS.

OWNING AND OPERATING  
 General Mfg. Corporation  
 Recordeon Phonograph Co.  
 Heaney-Schwab Billiard Mfg. Co.  
Makers of Billiard Tables Since 1882



Unico Installation of the Maison Blanche, New Orleans, Largest Talking Machine Department in the South.

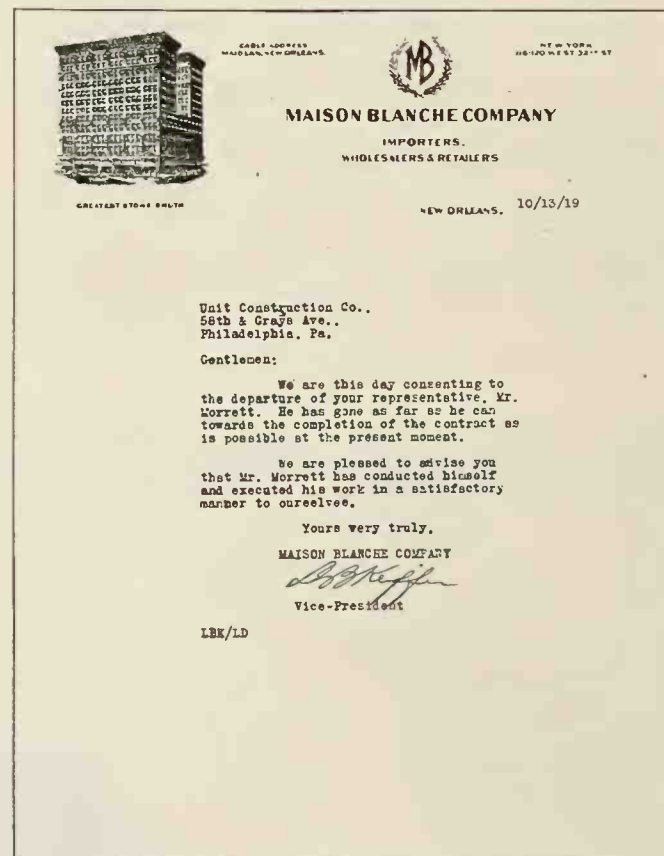
VACATION days call for song and dance music. Hence the increased demand for new records and for small, easily transported talking machines in the beginning of summer. To handle this increase of business at a decrease of cost and confusion, you want the maximum of sales efficiency in your store.

Unico Installations have been conceived with that single purpose in view. They are designed to get the most out of your floor and wall space, facilitating display of your stock and providing easy access to your goods. Attractive in decorative details and ensemble, they give tone and atmosphere to your establishment—a valuable asset in the eyes of your particular patrons and a stimulation to their buying.

Unico demonstrating rooms, counters and record racks are readily adaptable to any desired plans and individual requirements. Their patented flexible features make them re-adaptable to suit changing conditions.

Prompt shipment from stock in ten designs enables you to complete your improvements quickly, because Unico Equipment reaches you completely finished, glazed and fitted, ready for assembly and use.

May we send you our latest booklet, "Musical Merchandising"? It gives you full information about Unico Installation and its vital advantages.



Send us today dimensions of your floor space. Plans and estimates will be submitted promptly without cost.

## UNIT CONSTRUCTION COMPANY

NEW YORK  
299 Madison Ave  
Corner 41st St.

Rayburn Clark Smith.....President  
58<sup>th</sup> Street & Grays Ave  
PHILADELPHIA

CHICAGO  
Willoughby  
Building

**ROYALTY CASE FOR STATE COURTS**

**U. S. District Court Rules That Action of Leo Feist, Inc., Against Columbia Graphophone Co. Comes Under Jurisdiction of State Tribunal—Progress of the Case Interesting**

In the United States District Court of the Southern District of New York, Judge Knox in the suit of Leo Feist, Inc., against the Columbia Graphophone Co., for royalties upon the sale of phonograph records, made from masters recorded in the United States and sold in Canada, reversed a previous ruling and ordered three cases removed to the State Courts, in which Leo Feist, Inc., had in similar suits received a favorable ruling.

The suit at law for the recovery of royalties upon records sold in the Dominion of Canada was originally brought in the Supreme Court. It was tried before Judge Hotchkiss and resulted in a verdict in favor of the Feist company. Upon appeal the judgment granted by the lower court was affirmed by the Appellate Division.

Thereafter the Feist Co. brought three new suits, one in the Municipal Court, one in the City Court and one in the Supreme Court. These suits the Columbia Co. had removed to the Federal Court, claiming that the actions were under the copyright law, and therefore within the exclusive jurisdiction of the Federal Court. Some months ago Judge Knox decided that the Columbia Co. was right in its contention and denied the application of the Feist Co. to have the suits transferred to the State Courts, where they originated. After this decision application for a rehearing was filed and Judge Knox reversed his previous ruling. The

cases will now be tried in the State Courts, where a ruling has already been obtained. These actions, provided some settlement is not made, are the forerunners of innumerable suits which the Feist and other music publishing houses will undoubtedly start, as there is involved a large sum of money.

**THE BASIS OF VARNISH GLOSS**

**The Use of Rosin in Varnish Gives a Gloss, Though It Has a Tendency to Make the Mixture Brittle on Account of Lack of Oil**

How many foreman finishers know exactly why rosin is used in a varnish? We presume many know these simple facts, but there may be some who have not acquired the details. Rosin gives gloss, and also may be used to cut the cost or cheapen the mixture. Rosin also tends to increase the hardness of the film, but you must remember at the same time that it contributes to brittleness, because a less amount of oil is used.

Rosin is also used in japans, driers and practically always in gloss oil, and is practically the only gum which contains just enough oil to keep it from going to pieces. Rosin is used in varnishes of practically all grades. Gloss oil is also used in inexpensive enamels, house paints, etc., where speed is required and also a high gloss desired in a short time.

If an excess of rosin is used in the varnish it is easily detected by continuous rubbing of the surface with the fingers. If this results in a sort of a chalky white surface you may be practically sure that it is a rosin varnish. This does not mean, however, that it isn't satisfactory.

**SOME ETERNAL TRUTHS**

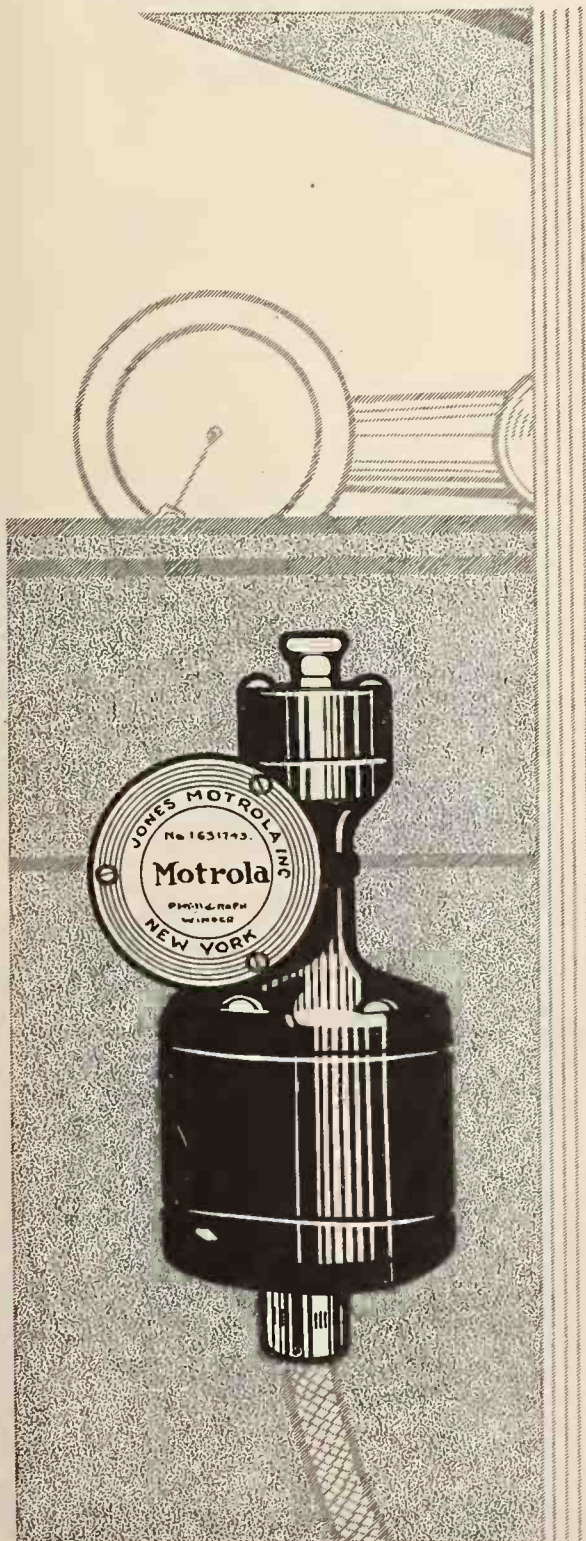
**An Ounce of Loyalty Is Worth a Pound of Cleverness—Stand by Your House**

If you work for a man, in heaven's name work for him. If he pays wages that supply your bread and butter, work for him, speak well of him, think well of him, stand by him, and stand by the institution he represents. I think if I worked for a man I would work for him. I would not work for him a part of the time, but all of the time. I would give him an undivided service or none. If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn and eternally disparage, why, resign your position and when you are outside damn to your heart's content. But, I pray you, so long as you are a part of an institution do not condemn it. Not that you will injure the institution—not that—but when you disparage the concern of which you are a part you disparage yourself. These, the views of Elbert Hubbard, are worth considering.

**INCORPORATED**

The Keen-O-Tone Talking Machine Co., New York, has been incorporated with a capital of \$5,000. The incorporators are R. Kastonbaum, W. Sweisfield and D. Keen, 508 West 134th street.

B. M. Walthall, former Victor Co. traveler, has taken charge of the new State distribution office of the Robinson-Petit Co., Louisville, Ky., which has arranged to distribute the Sonora line throughout the State.



# The Motrola

will help to sell your phonographs because it will supply their owners with perpetual service

ONCE your customers discover this electric self-winding attachment, the old crank handle will be discarded forever. Thus is the last objection to mechanical music overcome—the machine won't "run down" at the wrong time.

The MOTROLA will not only sell talking machines, but will renew the enthusiasm of those who already possess them and will stimulate your sale of records.

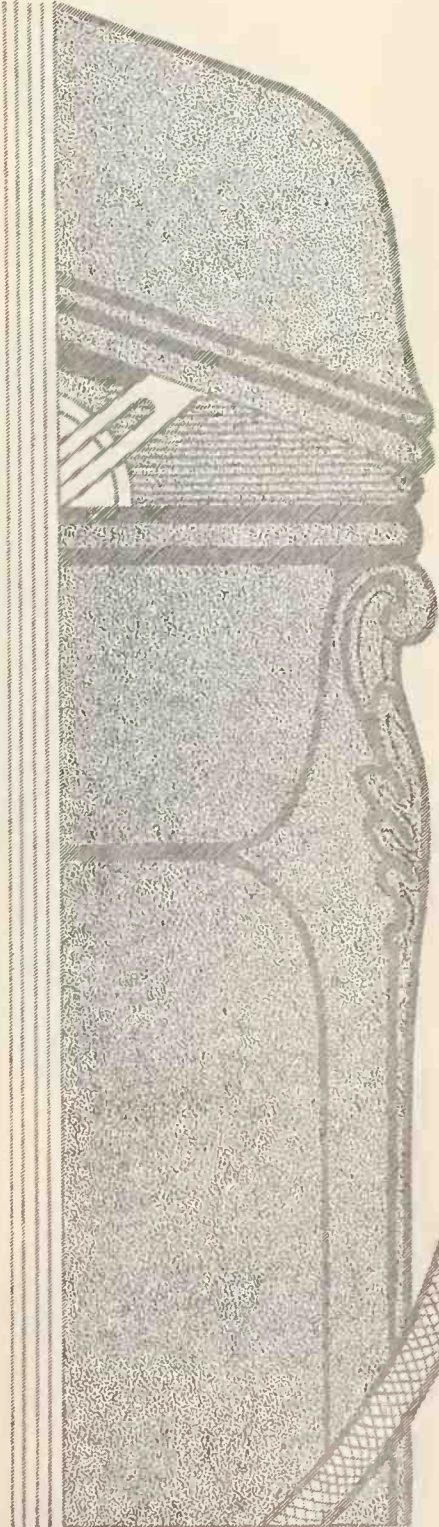
For these reasons the largest jobbers of Edison-Victor-Pathé-Columbia-Sonora and other makes of phonographs are acting as Motrola distributors.

A heavy consumer demand is being created through the series of retail advertisements now running in Life, Literary Digest and other leading publications.

**JONES-MOTROLA, Inc.**  
29 West 35th Street, New York

57 E. Jackson Boulevard  
Chicago

315 South Broadway  
Los Angeles



# What Makes Phonograph Sales?

The natural hunger of human beings for music

Glorifying the instrument by encasing it beautifully—making it serve as the means of producing music and as a furniture ornament of the home. Seekers for the perfect gratification of their music hunger realize their ideals in



It produces music as originally rendered by the artists—full volumed—without scratching or disturbing surface noises. It overcomes the objections of critics to “canned music.” Its mechanical improvements have made it a supreme instrument of musical reproduction.

This most human musical reproducer has been housed grandly. L'Artiste cabinets are triumphant in conception, workmanship and refinement. The five uprights and



four consoles in various woods of exquisite beauty and treatment are *all* period designs. Music lovers and furniture enthusiasts find in L'Artiste phonographs the two essentials that make them want to possess this instrument.

There is no sales resistance when L'Artiste is demonstrated. The sale is made if the prospect wants to buy a phonograph.

L'Artiste Phonographs make friends and profits for the music merchants who sell them. Send for illustrated catalogue and prices.

**GRAND RAPIDS PHONOGRAPH COMPANY**  
GRAND RAPIDS, MICHIGAN

THE PHILADELPHIA SHOW CASE COMPANY  
DISTRIBUTORS

New York office,  
841-845 Bush Terminal Sales Bldg.

Philadelphia office,  
127 North 13th Street

Pittsburgh office,  
2002 Jenkins Arcade

New England distributors,  
C. C. Moir, Cambridge, Mass.

# Outside Salesmen Should Follow Up Their Talking Machine Customers :: :: By W. Edgar Bates

At one time I did not make a practice of calling on people I had sold—but now I do. When I look back to that time, I stop and wonder how many sales were lost because I failed to keep in touch with my customers. Through satisfied, friendly talking machine purchasers I am now getting much new business.

In these days of strong competition we hear much of "service," and, after all, that is what counts. Who is it that does not like attention? People are pleased when we remember them—when we go out of our way to do some little kindness for them. Continued attention has another good effect—it inspires confidence. A man once said to me, "I know you gave me a square deal, for you would not come to see me again if you hadn't!"

I make a practice of calling on each customer at least twice a year. As a rule, I do not make special trips out of my way to see them, but drop in whenever I am in the neighborhood. If it is necessary, I oil the motor or make adjustments, play a record or so, and ask if there is not a friend or neighbor who is thinking of buying a talking machine. It is best to put this question early in the interview and perhaps refer to it later on. This gives the customer time to think of her acquaintances, their needs or expressed desires.

Naturally, it is easier to sell a prospect obtained in this way. When I can introduce myself as coming from Mrs. —, to whom I sold a talking machine, a much better opening is made than if I simply ring the door-bell and ask if there is an instrument in the house.

Understand, I have nothing to say against the good old method of a straight house-to-house canvass. As a young fellow just out of high school I was broken in on that method, and have always stood by it, as it has stood by me. In fact, my time is about equally divided between it and my system of calling which I have just outlined. One's list of bright prospects sometimes shrinks woefully, and then there is nothing like ringing every door-bell in the block.

But getting new customers through satisfied customers proves to be an endless chain. There is one lady who has given me the names of six subsequent customers, who, themselves, in their turn, have brought me a lot more business. Looking over my books, I find that fully 60

per cent of my sales come from this source, the balance being picked up in a straight house-to-house canvass. Of course, no matter how the sale was picked up, I look upon that customer as a potential prospect getter.

There is another point upon which I'd like to touch, for I find that in just this respect many salesmen at times lose out—and, as good old Harry Lauder says, "This is that"—

I've heard of salesmen who never lost a sale, but I've yet to meet one of these gentlemen! No matter how hard we work a prospect, how excellent our merchandise, how convincing our

considerably over \$300—and this prospect I gained through keeping the friendship of a man who bought from the other fellow.

Never run down the machine that you did not sell. Speak a good word for it if you can, but if you can't—"keep mum!" No one likes to have his good judgment questioned, and that is just what you do when you give adverse criticism on the talking machine of his choice. Continue to take a personal interest in the musical needs and wants of the purchaser. The chances are the other fellow will not and therein you have the advantage. The reason for this is, as I've said before, that people like attention!

## EMPHASIZES PERSONAL ELEMENT

Will A. Watkin Co., Through Newspaper Advertisements, Introduces the Public to the Members of Its Talking Machine Staff

The Will A. Watkin Co., Dallas, Tex., has adopted the idea recently set forth in *The World* that the personality of the various individuals of the sales force be put forward in the advertising for business in the belief that the personal element had much to do with the successful selling of talking machines and records. In carrying out the plan the Watkin Co. took liberal space in the local papers and inserted therein the portraits of W. R. Long, manager of the company's talking machine department; Miss Harriet de Freese, in charge of the record department, and J. Fred Butler, who recently joined the Watkin Co. staff to take charge of outside sales.

The Will A. Watkin Co. features Columbia Grafonolas and records, and carries on an extensive publicity campaign in connection with the conduct of that department of its business.

## OPEN NEW STORE IN ILION, N. Y.

Bob Thompson, of Iliion, N. Y., has leased the Munger store in the Graves block in Mohawk and will open as an Edison dealer there. He has other stores in Herkimer and Iliion and will devote most of his personal time to the Herkimer branch while Bertram Cady will have charge of the Iliion store.

*Winning New Customers Through Satisfied Ones Proves an Endless Chain Leading to Success.*

arguments, it sometimes happens that one day we confidently call on a party only to be confronted by a bright, new, shining talking machine—one that our efforts did not put there! That's a jolt indeed, but I've turned such an unpleasant surprise to good account more times perhaps than I would care to mention.

Now, a salesman might treat such a situation in either one of two ways. He might express his chagrin and disappointment in a surly, discourteous manner, or he might adopt the better plan of taking defeat smiling, and show that, while he is sorry to lose the sale, he hopes the pleasant relationship will continue. I have made good record customers for my house out of sales that I have lost and a number of times worked my system of follow-up calls to advantage. At the present time I am taking care of a number of machines which competitors sold, and have drawn new business from doing so. Only the other day I sold a bill of goods amounting to



## WE ARE MOVING—EVERY DAY

*A DEALER doing \$1000 a month can't pay \$500 rent. The landlord's boost may wake a dealer to make more money (a slight ad for the landlord).*

*But, regardless of rent, Pearsall Service of daily and hourly moving Victrolas and Victor records helps you to pay it. We catch all express and freight schedules.*

*Remember this feature of Pearsall Service in May—and don't forget it in July, October, August, June, September, January, November, December, April, March and February.*



**SILAS E. PEARSALL COMPANY**

**DISTRIBUTORS**

WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street, New York

## W. F. G. STEELE TELLS OF AUSTRALIAN MUSIC TRADE

Manager of the Melbourne Branch of the Aeolian Co., Now Visiting This Country, Outlines Conditions in the Musical Instrument Industry in the Antipodes—Some Export Suggestions

An interesting and at the same time interested visitor to New York just now is W. F. G. Steele, manager of the Melbourne, Australia, branch of the Aeolian Co., who came to New York by way of London. This is Mr. Steele's first visit to the United States, and he expressed himself as being much impressed with American methods of doing things, particularly as Australian business men have been strongly inclined to adopt American methods in their trade affairs.

Mr. Steele stated that the Australians were quick to learn, had plenty of initiative, and were not bound by tradition in the conduct of industrial enterprises. Under such conditions the American methods fit in most acceptably, the ideas being carried out in the follow-up systems, in advertising, and in general business practice. The fact that American musical instruments, accessories and supplies have gained a strong hold in the Australian market makes the adoption of the business systems of this country that much easier.

The demand for musical instruments of all kinds is very strong in Australia just now, and the chief difficulty is in getting sufficient goods from overseas to meet the demand. British factories are barely getting back to a producing basis in most cases, and with the manufacturers in the United States overwhelmed with domestic orders, the Australians are not getting the quantities of goods they really need.

All Australian industries are very active just now and are recovering rapidly from the effects of the war and the reconstruction period. Wages as a rule are much lower than those at present prevailing in the United States, but at the same time the cost of living is estimated as being about half of the scale existing in this country, which enables the Australian worker to have a sufficient amount of free money to buy musical instruments and things of like nature.

Although there are several manufacturers of musical instruments, including pianos and players, in Australia, they must depend chiefly upon other countries for supplies of raw materials and parts, and are, therefore, able to produce only comparatively limited quantities of goods. A revision of the Australian tariff laws recently put into effect will, it is believed, encourage manu-



W. F. G. Steele

facturing in that country, inasmuch as although finished instruments from England must pay 30 per cent duty, and from other countries 45 per cent, piano actions and parts may be brought in from England tax free, and from other countries under a duty of 10 per cent.

The Aeolian Co. maintains four branches in Australia—in Melbourne, Sydney, Adelaide and Brisbane—and is credited with having set new, high standards for the conduct of the music

business in the cities where the branches are located. Mr. Steele stated that with the coming of the Vocalion the Aeolian Co. proved a pioneer in presenting to the public the full cabinet phonograph through the medium of display advertising, using quarter, third and even half pages in the daily newspapers. The result has been that the Vocalion has gained a strong foothold in the Australian market and faces a very bright future as the supply increases.

Mr. Steele incidentally offered some suggestions for exporters of musical instruments that should be adopted instantly. If American manufacturers desire to build up a permanent export trade they should see to it that a definite proportion of their output is set aside for distribution among their foreign representatives so that these representatives will be kept supplied even though in smaller quantities than they could really use. As it is now, many of the so-called exporters simply use the foreign market for the unloading of excess stocks and appear to forget all about it when the domestic demand develops to a point to absorb the entire output.

Mr. Steele plans to leave New York about May 15. He will first go to London to attend to considerable work that awaits him there and expects to reach Australia early in July.

### WINS ATTENTION WITH DOG TEAM

The Tremont Talking Machine Co., Boston, recently attracted much attention from the crowds in the neighborhood of Tremont and Boylston streets by sending out a team of four Boston terriers, hitched to a little car on which was a large Victor dog. The propensity of the terriers to sit down to rest at the most congested points on Tremont street gave the traffic police much extra work although the spectators enjoyed it immensely.

The Hillcrest Phonograph Mfg. Co., New York, has been incorporated with a capital of \$50,000, by J. N. Vandervall, A. B. Mason and L. A. Leavelle, 420 Lenox avenue.

# Now Xylophoning for Emerson



THE Emerson Xylo-Phiends can make xylophones do most everything but lie down and roll over. They certainly make them speak a language no toe is too proud to understand.

The Emerson Xylo-Phiends are playing for Emerson Standard 10-inch Gold Seal Records exclusively and making the biggest kind of a hit.

Emerson records are going with a rush—because they feature the new music while it IS new—the sparkling new dance hits—the song hits that you hear people whistling and humming wherever you go.

Now's the time to get aboard the Emerson bandwagon. We'll be glad to answer any questions.

**Emerson Sales Company**

4018 JENKINS ARCADE BUILDING  
PITTSBURGH, PA.



# VITANOLA

The Phonograph of Marvelous Tone



## How Long Do You Expect to Be In Business ?

IF you're in business for a permanent profit—to handle and sell the type of merchandise that makes customers and an ever-increasing trade—then—*Vitanola* spells opportunity for you.

A six figure fortune is going into newspapers and magazines this year to put the name *VITANOLA* before the buying public of the country.

And on top of the nation-wide demand we're creating, the quality of the Vitanola is so high from every standpoint that it is in a class by itself.

Cabinets—motor—mechanical construction—results—from every standpoint Vitanola represents the best that money, skill and “know how” can put together.

*The Book “How to Make a Phonograph Department Pay” is free to all dealers who write for it.*

VITANOLA TALKING MACHINE COMPANY, 508 West 35th Street, CHICAGO, U. S. A.

Metropolitan Sales Representatives: M. M. ROEMER SALES CORP., 1127 Broadway, New York, N. Y.

# What Is It That Makes the Talking Machine Salesman of Real Value to His Employer?

It is far easier to become a successful salesman than many holding such positions realize. Why the majority fail to attain a higher place in the industrial world in this capacity is directly traceable to their own lack of interest. Many have the ability, but they fail to develop their latent talents, and then marvel that they remain only mediocre salesmen, while others of their acquaintance reach higher planes and command salaries that are really worth while. The reasons for failure to rise are few, but the importance of these reasons as dependent upon real achievement are vital and they must be studied closely and adhered to with undeviating purpose.

What is it that makes the salesman of value to his employer—the ability to make customers for the company? This may seem impossible in a large house in cities where the number and character of customers are so large and varied. But it is possible and it has been accomplished by a fair number of individuals. In some cases there are certain salesmen who command large salaries who are carried with the sole idea of making sales. They are capable of making sales because they study their subject in the minutest degree, and the proprietors are aware of the facts.

The man who sells talking machines, for instance, can only make good by proving his ability to make sales that are creditable. It is not a simple matter, but it can be done. First the salesman makes a study of the instrument he is offering for sale and its advantages over other instruments. Thus, when he seeks a customer, or when a customer comes to make a purchase and asks to be shown an instrument

the salesman is capable of talking with intelligence, so that he can offer arguments that will be of sales force. His manner is cordial, but not overbearing, and he is cheerful, considerate and always polite. It matters not when a customer becomes impolite and out of humor, the salesman is always unchanged. By this method he has the customer at a disadvantage and the

## *Many Salesmen Fail to Attain a Higher Place in the Sales Domain Through Lack of Interest*

battle will always be in his favor. He has opportunities to make a sales that would not be possible otherwise.

The road to success is not easy but the goal is worth fighting for. The reward will come after efforts have proven the capability of the man. Practical experience is a help and this is very much needed by the salesman. He cannot advance without a reason, and the reason is plain to the thinking man.

Co-operation and real live interest in the wants of the customer are real essentials that

will make the salesman of profitable value to his employer. Want of interest, simply because one does not own the store, is the reason why some people will never own anything. They are lacking in the first principle that will make success possible.

The excuse offered by this class of people at times is that their salaries do not justify any more effort on their part. This is the very reason why it is low and will never be higher. It is the barrier that stands in the way of the advance they desire. They hope to receive a good salary for mediocre work. We see, now and then, a salesman who rises to a position of trust, and sometimes becomes a manager or even a proprietor. This is accomplished by integrity, hard work, care, interest, politeness and forbearance. Ask the head of any successful organization the reason for his success and the answer will include a number of these fundamental principles for success.

Sometimes the hours are long, the position irksome and the salary below what is desirable. What is to be done to correct these conditions? What value can you place on your services? How can you estimate your worth other than by the number of sales you make? This is the only sure and safe way. If you hope to make good there lies the avenue that leads to success. Sales are the only thing that will count for you. If you cannot sell every customer within your power, the making of a friend will be the next best thing for you to do. These friends will be powerful enough later, perhaps, to help your salesmanship, and it will always pay you to keep in mind these facts.

Of the many thousands of salespeople who



1 WALNUT PHONOGRAPH CABINET

**AMERICAN WALNUT**  
"The Cabinet-wood Superlative."

## For Phonograph Cabinets

The qualities that make American Walnut supreme among the world's cabinet-woods are not debatable. They need no argument. Everybody knows. And everybody has known—back to the earliest name in your own family record.

DOES YOUR LINE MEET THE DEMAND created by our big national advertising campaign for high-grade furniture of American Walnut?

*Interesting data for manufacturers and dealers on request. Write us for a copy of the New Book on American Walnut. (Valuable.)*

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION  
Room 1022, 616 So. Michigan Boulevard, Chicago

# SPECIAL RELEASE

# OKeh Records

4

## TIMELY NUMBERS

*On Sale as soon as received*

- |        |   |   |                                 |
|--------|---|---|---------------------------------|
| 4089   | } | ALEXANDRIA—Fox Trot.....                      | Harry Raderman's Jazz Orchestra |
| 10-in. |   | MAKE THAT TROMBONE LAUGH—Fox Trot.....        |                                 |
| \$1.00 |   | .....   | Harry Raderman's Jazz Orchestra |
| 4090   | } | VENETIAN MOON—Fox Trot.....                   | Rega Dance Orchestra            |
| 10-in. |   | OH! BY JINGO—One Step.....                    | Rega Dance Orchestra            |
| \$1.00 |   |   |                                 |
| 4091   | } | YOU'RE A MILLION MILES FROM NOWHERE—Tenor.... |                                 |
| 10-in. |   | .....   | Carroll Shannon                 |
| \$1.00 |   | WHEN THE HARVEST MOON IS SHINING—Vocal....    | Sterling Trio                   |
| 4092   | } | ROSE OF WASHINGTON SQUARE—Fox Trot.           | Rega Dance Orchestra            |
| 10-in. |   | SONG OF OMAR—Fox Trot....                     | Harry Raderman's Jazz Orchestra |
| \$1.00 |   |   |                                 |

### DON'T WAIT—ORDER FROM YOUR JOBBER TODAY

You will at once recognize the demand for the selections listed above. "Venetian Moon" is without a doubt the current instrumental "hit" and "You're a Million Miles from Nowhere" is the favorite vocal selection. "Alexandria," the fox trot sensation from "Aphrodite" and "Rose of Washington Square," the leading success of "Ziegfeld's Midnight Frolic," are being extensively played, advertised and featured—we pick them as numbers justifying special release.

## General Phonograph Corporation

OTTO HEINEMAN, *President*

25 West 45th Street, New York, N. Y.

Factories : Newark, N. J., Elyria, Ohio, Putnam, Conn., Springfield, Mass., Kitchener, Ont.  
BRANCHES : CHICAGO SAN FRANCISCO TORONTO, CAN.



**The Ted Lewis Jazz Band makes its first laughing trombone record this month. "When My Baby Smiles at Me" is a fox-trot that will fill your till. A-2908.**

**Columbia Graphophone Co.  
NEW YORK**



are daily making the effort to succeed, how many of them are really in dead earnest? How few ever attain to a more than ordinary height? And why? Ask the proprietors of the companies that employ them. Ask for the record of sales that have been made by the failures. The answer can be noted in a few minutes. The sales fell short of the requirements and the salesman was satisfied with the effort made. To-day there is a manager of one store, who a few years ago began the sale of talking machines without very much, if any, knowledge of the instrument itself. He made good, not because it was any favor on the part of the management, but just because he proved that he had the ability to make sales, by making it his business to learn all about his line and his business. To-day he is mounting the ladder that leads to larger success. In the past year he made a new record for the company, and it is a big company, too. But there was a determination to win and he is winning. Can you not do as much? If not, look into your own self and find the reason.

**ANNUAL CONCERT A SUCCESS**

BRIDGEPORT, CONN., May 5.—The annual concert and dance given recently by the fire department of the Columbia Graphophone Mfg. Co. at the Casino attracted a big gathering of friends of the members and proved a decided artistic and financial success. The chief feature was the concert, which introduced to a Bridgeport audience several artists making records for the Columbia library. Among the artists on the program were the Murray Trio, composed of Johnny Ruel, Ed. McGowan and Pete Murray, who are all well known as entertainers and song writers, having written numerous selections which have achieved country-wide success. Miss Margaret Calvert proved not only an excellent violinist, but a graceful dancer. Other artists on the program were "Bill" Steinke and Frank Kampline.

**AEOLIAN CO. OPENS BRANCH IN FORDHAM SECTION**

Elaborate Quarters Provided at 270 Fordham Road to Take Care of Growing Volume of Trade in that Section of the City—Opening Marked by Elaborate Recitals

The new Fordham branch of the Aeolian Co., at 270 Fordham road, New York, was formally opened on Wednesday, April 28, which important occasion was marked by elaborate recitals on the opening day and on two days following. Recitals were given both afternoon and evening.

The new Fordham branch, which is in the heart of that fast-growing district, is only a short block from the Grand Concourse and directly opposite two new theatres now in course of construction. It is under the management of M. P. Stein, who takes charge of the Fordham store in addition to the Bronx branch of the Aeolian Co. at 149th street, over which he has presided as manager for some time.

The main floor of the store, which has a very

handsome plate-glass front, measures 25 x 100 feet. The second floor is 74 x 100 feet, and in addition to housing several departments, contains a commodious recital hall, seating 200.

The opening of the new Fordham branch provides the Aeolian Co. with added facilities for covering the entire metropolitan district in a thorough and direct manner. The Bronx branch at 149th street, under the management of Mr. Stein, has proven distinctly successful and the service the company has thus rendered to its patrons in that section of the city has been much appreciated. The branch in Brooklyn has likewise proven successful, while Aeolian Hall proper takes care of the retail business in Manhattan Borough.

**MEMPHIS HOUSE WITH A HISTORY**

MEMPHIS, TENN., May 6.—The Armstrong Furniture Co., one of the big wholesale furniture houses of the South and of the country, for that matter, has a history extending back eighty-five years to 1835, when the great-grandfather of Owen Armstrong, the manager of the company's wholesale Pathé department, started a furniture factory at Rising Sun, Ind. Later the business was at Lawrenceburg and afterwards at Evansville. The first plant was the first steam factory west of Ohio. The wholesale branch was opened in 1869 at Memphis, and this ultimately became the headquarters of the business. The company covers a very large section of the South with general and special salesmen, and they are all keenly enthusiastic regarding the possibilities of the talking machine business. The company established its Pathé department about four years ago. Within the past year it has been organized on an extensive basis, and has actually increased 200 per cent.

**GRAFONOLA PRICES CHANGED**

Styles K-2 and L-2 to Be \$225 and \$275 After the First of This Month

The general sales department of the Columbia Graphophone Co. has announced a change in the prices of the K-2 and L-2 Grafonolas, effective on May 1, whereby the list price of the K-2 Grafonola will be \$225 and the L-2 Grafonola \$275. The official announcement of these new prices reads in part:

"Straight lines on Columbia Grafonolas make it possible to sell them for use in every home, regardless of the period furniture used in that home. There are more straight lines in the furnishing of a room than anything else, which therefore enables the Columbia Grafonola to fit in with decorations and furniture better than any other type instrument on the market.

"We have the statement of experts in the architecture of furniture for the above, and experience proves that our statement is correct."

FOUNDED 1835

ARMSTRONG'S



**Distributors**

There are certain desirable localities still open for wide-awake Pathé dealers in the South.

Our *Superior Service*, co-operation and jobbing experience enable us to give all dealers the right start. A good start is half the game. Write today for full information.

**ARMSTRONG FURNITURE CO.**

59 and 61 North Main Street

Memphis, Tenn.

Edison Message No. 71

A prominent newspaper advertising manager of the East recently had the following to say about Edison Interlocking Advertising:

“Advertising of the nature shown me to-day is of the highest class and type. All publishers will be glad to get this advertising, as it is elevating and educational to the community, and a credit to the publication in which it appears.”

This is one of many endorsements Edison Interlocking Advertising has received and justifies the effort we apply to its preparation. The best copy writers of our agency, whom we consider, by the way, the ablest in the profession, and the foremost type and layout expert, co-operate in preparing it.

We would be glad to have you use it. See your jobber's salesman on his next trip.

**THOMAS A. EDISON, Inc.**

ORANGE, N. J.

# How California Dealers are Increasing Talking Machine and Record Sales :: By W. B. Stoddard

Much advertising is done by a prominent manufacturer to the effect that its records are so natural that they cannot be distinguished from the voice of the singer. People in the smaller towns are apt to take such an announcement with a grain of salt, so the Key Drug Co., Riverside, Cal., determined to give actual proof. It secured Miss Marie Morrisey, contralto, who sings for Thos. A. Edison, Inc., and billed her for a concert at one of the local moving picture theatres. The concert was advertised in the daily papers and by cards in the company's show window. Admission to this concert was free, but in order to make it more impressive, tickets were printed and given away by the Key Drug Co., only those having tickets being admitted. Miss Morrisey sang a number of her most popular selections, and at the conclusion of each the record of that song was rendered on an Edison phonograph placed on the stage. So similar were the two that if one closed his eyes he could not tell whether it was the singer or the instrument. Needless to say that this "showing the people" was more effective than reams of advertising. During the concert a card at either side of the stage announced: "All of the songs rendered by Miss Marie Morrisey can be secured in record form at the Key Drug Co. Step in when you pass that way and hear any of these, and other songs rendered by this popular singer—as well as hundreds of other popular and classical selections, both vocal and instrumental."

A side entrance to the store leads directly to the phonograph department. This is in charge of a young woman who devotes her entire time to demonstrating the instruments and taking orders for records. Just inside the door stands a phonograph which is kept in constant action, the music floating out upon the air causing many to stop and listen. On either side of the door are long, narrow glass cases, in each of which is a pole with a series of hooks, upon which are hung a number of the late records. These records catch the eye of the people who stop to listen to the music, and frequently bring to mind the one which they desire to buy.

#### Orchestra Concerts in a Store

An excellent manner of securing the trade of the music loving people of San Diego, Cal., was recently adopted by The Bledsoe Co. Hav-

ing a large and beautifully furnished salesroom, which was not in use in the evening, the company offered its use on every Monday evening to the San Diego Conservatory Orchestra. Neatly engraved cards of invitation to all its patrons were then sent out as follows:

#### WE KNOW YOU ARE A LOVER OF MUSIC

Therefore, we cordially invite you to enjoy a rehearsal of the San Diego Conservatory Orchestra in our large music room every Monday evening. This orchestra is composed of talented young musicians under the direction of the well-known local orchestra leader, Chesley Mills.

An evening of splendid entertainment is always enjoyed by those who attend. No admission is charged. Seats for all.

THE BLEDSOE CO.

In order to encourage local talent, the company had several records made of selections rendered by this orchestra, and after the concert a number of these were rendered by the Victrola. With the evening's entertainment fresh in mind, and with a feeling of local pride, a considerable number of these records were sold. No attempt was made to urge people to purchase either talking machines or records, but several of the instruments were placed at convenient intervals and during the intermission there were usually several demonstrations made, resulting in the sale of a number of the late records. The Bledsoe Co. catered not only to the established trade but to prospective customers as well, its regular talking machine and record ad bearing, in a small box, an announcement of the orchestra rehearsals, and a cordial invitation to all music lovers to attend them.

#### NEW MANAGER IN LEWISTON, ME.

Ira J. Nay, Jr., has been appointed manager of the piano and talking machine department operated by the Atherton Furniture Co., in Lewiston, Me. Mr. Nay has had wide experience in the trade and was manager of branch stores for M. Steinert & Sons Co., Boston.

The board of directors of the Columbia Graphophone Mfg. Co., at a meeting held April 19, declared a quarterly dividend of \$2 in cash on each share of the outstanding preferred stock of the company, payable May 1 to stockholders of record on April 24.

#### Poetry Booms Sale of Phonograph Record

A merry little jingle sticks in the mind of the reader long after a logical, sober prose ad has slipped from memory, and it was doubtless with this in view that the Grey-Maw Music Co., Inc., San Diego, ran for its newspaper announcement a catchy verse surmounted with a cut of a Pathé rooster. In the verse, which limps a little at times, it must be confessed, not only popular but classical music is advertised:

The Pathé rooster keeps on crowing,  
So well he might, he's steadily growing.  
Whenever you wish him to entertain  
Just call upon him, 'tis not in vain.  
Collins and Harlan, or Campbell and Burr  
Can always be counted to serve you, sir!  
Or Rudolph Ganz in Rachmaninoff's Prelude  
Can help to fill in an interlude.  
No needles to buy, no needles to change,  
No damaged records to exchange.  
If you buy a Pathé you'll make no mistake,  
It plays any record no matter what make.

GRAY-MAW  
Music Co., Inc.

This company also makes quite a specialty of portable talking machines for camping trips, showing in its window several in handsome leather carrying cases, with a card:

#### MUSIC IN THE WOODS!

Never does music sound so sweet as in the silent depths of the forest, or across the rippling waters of the bay or stream. Take a phonograph with you on that camping trip. Drop in and see our handsome carrying cases; and look over our stock of melodies, old and new.

#### THE PURITAN IN DIXON, ILL.

One of the progressive Puritan boosters of the Middle West is W. L. Strong, of Dixon, Ill. Mr. Strong has been in the music business in that section of the country for twenty years and has built up a good reputation. He finds that the long horn feature of the Puritan phonograph is proving very popular with the public and the demand for Puritan records is growing.

The Crescent Talking Machine Co., registered under the laws of Delaware, has been authorized to do business in New York, with J. L. Horsfall, 109 Reade street, as representative.

## Why Not the Best?

We are more concerned with making our business better than bigger

# The De Luxe Stylus

THE BEST SEMI-PERMANENT NEEDLE MADE

Plays 100-200 Records

Produces Rich, Clear Tone

## 3 for 30 cents

LET THE "DE LUXE" SPEAK FOR ITSELF AND  
SEND FOR FREE SAMPLES, DISCOUNTS, ETC.

Full Tone

**DUO TONE COMPANY, Inc.**

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Medium Tone

## HUMAN INTEREST NEW MOTIF IN RECORD SUPPLEMENTS

Fantastic Illustrations Give Way to Intimate Pictures of Record Stars—Underlying Idea Is to Bring Public and Artist Together—Photographic Studies Best

The artistic appearance of the monthly record supplements issued by the large record manufacturers and the evident care with which these interesting booklets are prepared has marked an important step in the progress of the talking machine industry. The record supplement is recognized as a vital link in the chain which establishes the final contact between manufacturer and customer and its place in the store of every dealer is assured. This handy little booklet has been held up as a model which other lines of industry might well follow. Advertising authorities outside the talking machine industry have paid their tribute to the enterprise and judgment displayed in the compiling and use of the record supplements and in the April issue of Printers' Ink Monthly, S. G. Marden discusses the subject as follows:

"It is necessary for the companies manufacturing records, to issue monthly booklets of from twenty to forty pages, regulated by the output of new numbers. These miniature catalogs have been found to be one of the very best selling agents, and are kept in goodly number on tables, where anyone entering the shops may secure a copy for the asking. Although there is also issued, each month, a wall-hanger, with the new records listed, the public prefers the book, taking it home and often keeping a file throughout the year. These record bulletins, despite the large number necessarily issued, are rather handsome in their way and no expense is spared in making them attractive. The covers are, as a rule, from three and four-color process plates, or color offset, from paintings inspired by operatic music.

"Not so very long ago the record booklet was illustrated with pen-and-ink on halftone running-heads or comic cartoons, dependent upon the numbers featured. If a popular jazz came to the front, it was embellished in its presentation

by extravagant pictures, done in the spirit of the funny sheets. For the most serious records, artists drew sketchy scenes from operas or the concert stage—and it seemed the very best thing that could be done, under the circumstances.

"Now, however, the photographer, with a roving commission, is the artist who illustrates your modern record catalog and monthly bulletin, and the instant popularity of the scheme forces the conclusion that it should have been done long ago.

"'Bring the star and the public together,' is the underlying idea; 'people who buy records should know the human side of the clever folks who are actually making the records. The better they are acquainted, the more sales.'

"That disc, with its wonderful graven entertainment, has been a somewhat cold thing, despite the marvel of its transmitted genius. It was merely something that had been manufactured. To humanize the phonograph record, that people might look upon it as a 'personality'—a living representation—has always been the larger aim of the manufacturer.

"They say, and justly: 'This record is practically equivalent to having the artist in your home. We sell you an animate piece of merchandise. It is the next best thing to paying ten dollars for an opera or a concert ticket.'

"Unusual photographic studies of those who make the records now form the illustrative theme for the revolutionized monthly bulletins, and if the consumer studies them throughout the year, he will have a fairly accurate idea of the intimate personal, human side of these famous artists. Toscha Seidel is presented in walking costume, out for a run with his favorite wire-haired terrier. Adele Rowland has been snapped while off on a summer vacation in the big woods. Billy Murray, the internationally famous, whose rollicking voice has echoed

around the world, is shown in a baseball costume, for Billy is a Big League expert and can toss a ball with the best of them. Irving Kaufman fell asleep on a lounge—with his mouth open—and the shrewd photographer put proof of it in negative form. The caption hints that perhaps Kaufman sings in his sleep.

"One by one all of the stars are shown in these bulletins and seldom conventionally. Operatic genius and concert dignity oftentimes climb down from the high-art pedestal and act 'like reg'lar folks,' and it is this atmosphere that the record manufacturer wants to put over.

"One concern has hit upon a clever method of illustrating the 'human' feature of the record. Animated character studies of the artists break through the opening in the center of the disc, in the act of singing. Thus singer and record merge into one. Some years ago a resourceful artist conceived a plan whereby the circular lines or grooves of the record, thickened or lightened, as occasion demanded, formed the features of the person who made that record. It was a distinctive campaign and one that would bear reviving.

"However, by turning their record books into small photographic biographies of famous stars, the phonograph record people have revived interest in this form of advertising."

### WANTED VICTROLA IN A HURRY

Springfield, Mass., Man Makes Appeal Through Classified Advertising Columns

What might be accepted as proof of the fact that Victrolas are really scarce in Springfield, Mass., was a classified advertisement which appeared in one of the local newspapers recently reading: "Will pay spot cash for any kind of Victrola in good condition. Must have one before April 1, so answer at once." The joke lay in the fact that in the same column appeared advertisements of a score of individuals and music houses advertising Victrolas for sale. Perhaps the advertiser did not believe the ads.

# The Brooks Automatic Repeating Phonograph

DISTINCTIVE—SUPERIOR—MUSICALLY PERFECT

The BROOKS Automatic Repeating Phonograph is the wonder instrument of the industry.

The Automatic Repeater and stop device is an exclusive Brooks feature and can be found on no other phonograph. It is not an experiment, but is a proven success, having been placed on the market over two years ago. It combines extreme simplicity with absolute accuracy.



This is only one of the many BROOKS features. The cabinet work is superb. The mechanical equipment is unexcelled, and the tone quality satisfies the most critical music lovers. The BROOKS phonograph will appeal to everyone who appreciates quality and merit.

Send for our new illustrated catalog. Showing all models.



Model 165

The First Really Complete Phonograph

Write to our nearest Jobber for dealer proposition

**Brooks Mfg. Co. Saginaw, Mich.**

#### JOBBERS

Oakland  
Atlanta  
Chicago  
Saginaw

GALIFORNIA  
A. Schlueter & Co.  
GEORGIA  
Consolidated Phono. Co., 307 Peachtree St.  
ILLINOIS  
Manufacturers Agency, 824 Republic Bldg.  
MICHIGAN  
Morley Brothers, Brooks Mfg. Co.

Buffalo  
Ogallala  
Dayton  
Cleveland

NEW YORK  
The Walters & Barry Corp., 256 Main St.  
NEBRASKA  
The Repeating Phono. Co.  
OHIO  
Lawrence & Klemm, 1329 Alberta St.  
Tiffany Phonograph Sales Co., 312 Raelne Bldg.

Pittsburgh  
Spokane  
Huntington

PENNSYLVANIA  
Newton B. Helms, 3009 Jenkins Arcade  
WASHINGTON  
Northwest Phono. Jobbers, Inc., 911-915 Riverside Ave.  
WEST VIRGINIA  
Kenney Music Co., 331 9th St.



THE ORIGINAL  
**THE WINDSOR PHONOGRAPH**  
 THE ARISTOCRAT.

**They All  
 Follow the Leader**

Have you noticed how many makers who formerly considered themselves leaders in the phonograph industry are now following the leadership of the Windsor Console Phonograph?

The success of the Windsor Console Phonograph seems to have inspired these makers to accord the Windsor the most sincere form of flattery.

When we decided to make phonographs we did not try to copy or imitate the cabinets of some other maker, but we originated a cabinet of our own, the Windsor Console Phonograph, patented November 9, 1915, and September 24, 1918.

The acknowledged leader of all phonographs, "The Windsor," is sold direct from the factory to the dealer, no jobber's profit to pay.

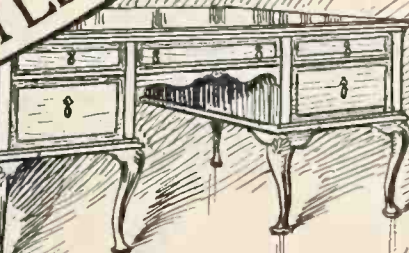
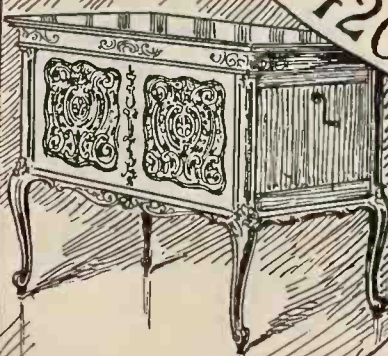
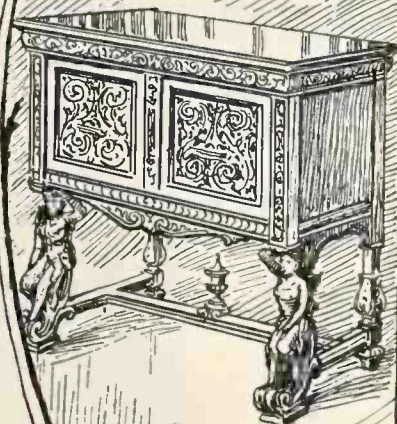
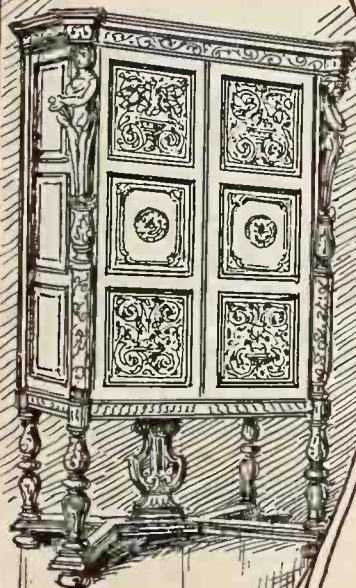
We invite progressive dealers to consider the Windsor when making their plans for the coming year.

An attractive catalogue on request to dealers only.

**THE WINDSOR FURNITURE COMPANY,**  
 1420 CARROLL AVE. CHICAGO, ILL.:  
 : ESTABLISHED 1885 :

LIST OF THE WINDSOR PHONOGRAPH CABINET PATENTS  
 48122 • 49655 • 50479 • 1279743 • 50480 • 50481 • 50483 •  
 49654 • 50478 • 50482 • 50484

*F. A. Meyersheim*



**CHARGES WRONGFUL USE OF NAME**

E. F. Barber Maintains that Sprinkle Piano Co. Did Not Take Over Vocalion Sales Agency in Winston-Salem, N. C.

The Sprinkle Piano Co., whose various activities are already known to the trade, recently entered the field in Winston-Salem, N. C., taking over the piano business of E. F. Barber in that city in order to secure a location for their enterprise.

Mr. Barber had operated for some time past an exclusive agency in Winston-Salem for the Aeolian-Vocalion, using the name Vocalion Sales Agency. When he sold out his business the Vocalion agency was turned over to J. Frank Bland of Winston-Salem, together with the complete stock of machines.

In some of their first advertising the Sprinkle Piano Co. announced themselves as "Successors to the Aeolian Sales Agency," and took occasion to advertise Vocalions, together with other talking machines of prominent and standard makes at greatly reduced prices. The an-

nouncement by the Sprinkle Co. resulted in the publication in the advertising columns of the Winston-Salem papers of the following letter to Mr. Bland, bearing the signature of E. F. Barber, which letter serves to explain itself.

"It has been called to my attention that the Sprinkle Piano Co. are advertising that they are successors to the Vocalion Sales Agency, and that they have a stock of Vocalion talking machines, and are selling them at greatly reduced prices.

"Now I wish to state to you positively that no concern on the globe has purchased the right to use the name "Vocalion Sales Agency" in any way. I wish also to say that no store in Winston-Salem has in stock a single new Aeolian-Vocalion except yourself. When the Vocalion agency was transferred to you, absolutely every Vocalion in my stock was turned over to you.

"You can assure your customers that you are the sole and exclusive representative for the Aeolian-Vocalion in Winston-Salem, and that no other concern can sell them a new Vocalion at any price, let alone at cut prices.

"When you have handled this great instrument as long as I did, you will find that the company making it is too square, and the machine is too good to have to be sold at a cut price. When your customers buy Vocalions, they may rest assured that they are getting square treatment, and paying just the same price for a quality instrument that their neighbors and friends pay.

"Wishing you every success in your efforts to sell the music lovers of this city the best, and assuring you that I stand ready at all times to help you in boosting what I honestly believe to be the greatest phonograph on the market to-day, and in giving your customers a square deal."

The matter was first called to the attention of the Aeolian Co. by the Better Business Bureau of the Music Industries Chamber of Commerce, which has been investigating the matter at some length.

**WATKIN CO. ENTERTAINS STAFF**

Gives Dinner to Sales Force—Interesting Talks Among Features of the Evening

DALLAS, TEX., May 8.—The Will A. Watkin Co. gave one of its regular dinners to the sales force at the Oriental Hotel recently, with about fifteen employes attending. Will A. Watkin, head of the company, discussed the work of the various departments, D. E. Holbrook spoke on "Pipe Organs," W. R. Long on "Volume of Sales," J. Fred Barber on "Period Styles of Grafonolas" and O. W. Fuller on "Reproducing Pianos." A Grafonola furnished the music. J. Fred Barber, one of the speakers, is the latest addition to the Watkin Co. staff and is in charge of the outside sales of the Grafonola department.

**HANDSOMEST MAN GETS VICTROLA**

Members of the fire department of Farmingdale, N. Y., not having enough fires in their fair city to keep them sufficiently busy, decided that they should determine upon the handsomest man in town and upon this male citizen they should bestow a mark of lasting distinction. Being in the fire department gave them a dislike for ordinary medals so they decided that a Victrola would be the proper gift. Just to satisfy the feminine members of the trade we might make the story complete and add the man's name. It is Daniel Gutheil.

The New Model "E"  
**Garford Phonograph**

*The Greatest Value on the Market*

IMMEDIATE DELIVERIES IN ANY QUANTITY



High  
in  
Quality  
Low  
in  
Price

High  
in  
Quality  
Low  
in  
Price

*New Model "E" Garford Phonograph*

The New Model "E" Garford Phonograph has every desirable feature of the high price phonograph

- 1 Plays all makes of records without an attachment.
- 2 Superior Tone Quality.
- 3 Standard Motor of Recognized Merit.
- 4 Artistic Appearance.
- 5 Guaranteed to Give Excellent Service.

*Order Now for Immediate Delivery*

SELLS LIKE "WILD-FIRE" THE YEAR ROUND

*We have an Attractive Dealer Proposition*

**The General Phonograph Mfg. Co.**

(FORMERLY NAMED THE GARFORD MFG. CO.)

**ELYRIA, OHIO**

**"The Music Without the Blur!"**

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

**MARVELOUS MAGNOLA**  
*"Built by Tone Specialists"*

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

**MAGNOLA TALKING MACHINE COMPANY**

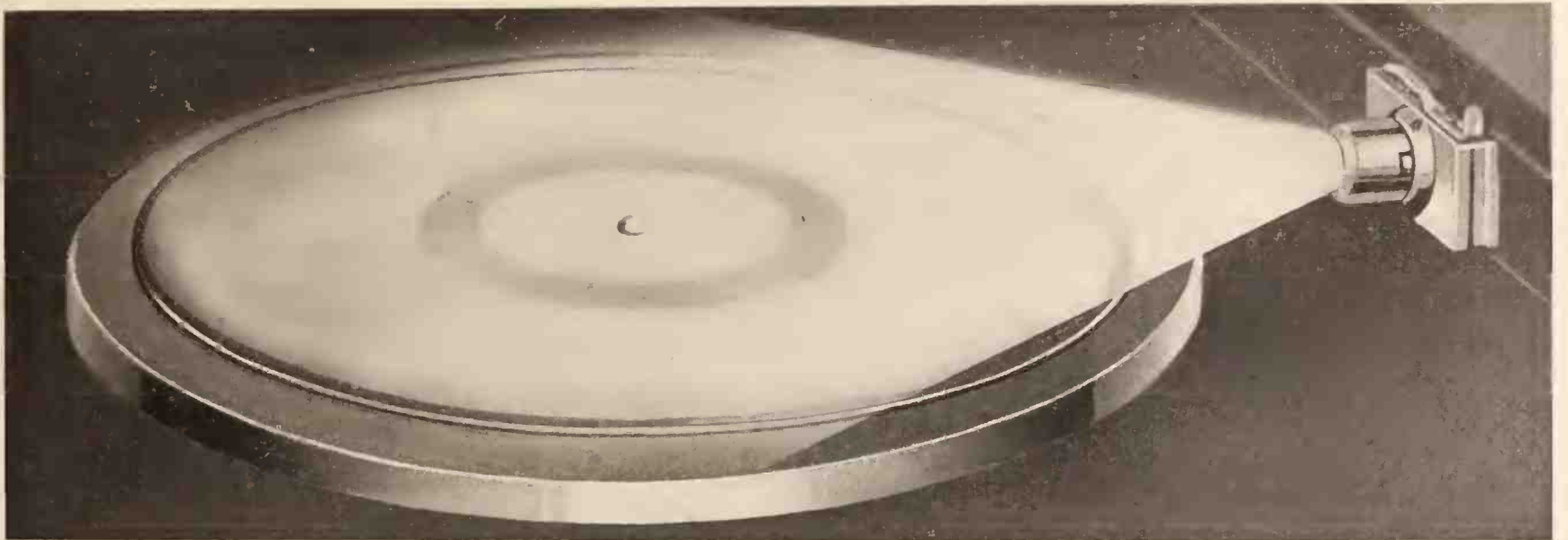
OTTO SCHULZ, President

General Offices      Southern Wholesale Branch  
711 MILWAUKEE AVENUE      1530 CANDLER BLDG.  
CHICAGO      ATLANTA, GA.

# A RECORD-FLASHER

REG U S PAT OFF

Should Be On Every  
**TALKING MACHINE**



## AT LAST

A new light that will apply to every make of talking machine in the world. It is reliable, easily applied, and will give perfect satisfaction. Beautifully finished in nickel and gold. Both lights and batteries are fully guaranteed. Low in price, within reach of every talking machine owner or buyer. Big discounts to dealers. Write your jobber or direct to us for descriptive circulars outlining our selling and advertising campaign.

### RETAIL PRICES

Nickel Finish . . . . \$2.25

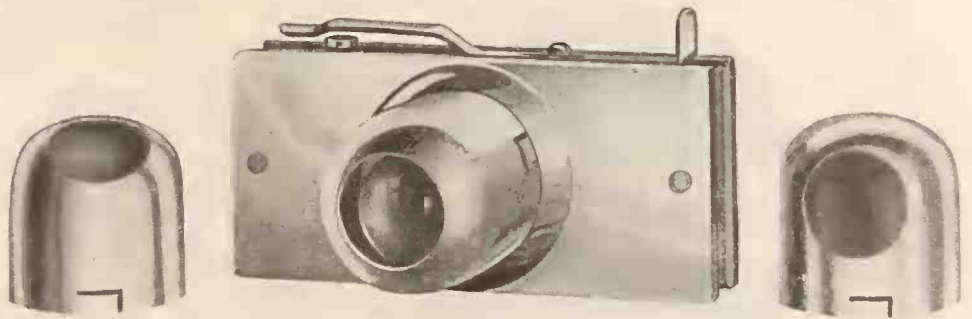
Gold Finish . . . . \$3.00

Battery . . . . 75 cents

ENTIRELY NEW PROPOSITION



Special RECORD-FLASHER Battery



Angular

Vertical  
(Exact Size)

Horizontal

Each package neatly packed with three reflectors as illustrated above

**STANDARD AGCESSORY CORPORATION**  
 355-357 East Water Street      MANUFACTURERS and PATENTEES      Milwaukee Wisconsin U.S.A.



**Al Jolson sings to his Spanish sweetheart, "That Wonderful Kid from Madrid." This latest *Sinbad* hit gives everyone spasms of delight. A-2898.**

**Columbia Graphophone Co.  
NEW YORK**

**JAZZ LESSONS FOR STENOGRAPHERS**

**Syncopated Tunes Make Flying Fingers Speed Over Keyboard and Add Life to Tiresome Exercises—Classical Music Used at L. & H.'s**

CHICAGO, ILL., May 5.—An observant traveler, faring northward after his Winter vacation in the South, noticed that foremen in factories were able to get much more and better service from the negro laborers if they were permitted to sing, or if one of them sang for the rest. In cigar factories, a reader is employed to entertain the workmen, and it is a generally accepted fact that cows respond more liberally and hens lay with greater liberality if music is provided in their pens.

Now the experiment is to be tried on stenographers. They are to manipulate their machines to the accompaniment of jazz music dealt from a talking machine. Here is a sample of the work turned out by a dainty stenog. while the talking machine was grinding out the syncopated jazz:

Now is the time,  
the time,  
the time,  
For all good men and true;  
To come to the aid,  
the aid,  
the aid,  
Of the party, P. D. Q.

\* \* \*  
To learn the keyboard, A to Z.  
In a record-breaking manner;  
Just write to a soothing melody  
On the office's new pianner.  
The experiment of teaching typewriting in

the schools to the accompaniment of music already has been tried with highly successful results. William H. Bachrach, superintendent of commercial education in the public schools, says there is no reason why similar results should not be obtained by business men. At Lyon & Healy's, Victor distributors, it was said the offices had been equipped with the instruments for many months, but classical music instead of jazz is employed to speed up work.

**RECORD PRICES INCREASED**

**Columbia Blue Label Double-disc Records to Cost \$1 After May 1**

The Columbia Graphophone Co. announced this week an increase in the price of its ten-inch blue label double-disc records from 85 cents to \$1, effective on all shipments of records made beginning May 1, 1920. This change in price of Columbia records makes a total increase during the past three years of 33 1-3 per cent.

In a letter to the trade announcing this important change, George W. Hopkins, general sales manager of the company, said:

"This emphasizes the attitude the Columbia Graphophone Co. have taken in trying our best to hold the price down. For many months we have seen this dollar price in sight, but have hoped against hope that it would not be necessary to make it effective. Conditions which have been emphasized to us, on the part of the retailer, by requests from him for the dollar price in order to assist him in meeting his obligations more fairly, plus manufacturing costs, have made it advisable to announce this change in price. "The increased profit to the dealer on this

change in price will be welcomed by Columbia dealers throughout the country, as it will help them solve the riddle as how to meet rising costs of operating a retail store.

"This change in price includes the ten-inch 'E' and 'C' class double-disc record and every Columbia record now selling at 85 cents in the United States."

**POPULATION 792—SALES OVER 100**

**Canadian Dealer Builds Up Good Business in Small Town by Advertising Consistently**

The story of the success of Bonthron & Drysdale, Victor and Brunswick dealers of Hensall, Ont., furnishes a good example of how an enterprising dealer can build up a large business in two years by consistent and intelligent effort in a limited territory. The village of Hensall has a population of only 792. It is noted for the growing of small onions, from which industry the people derive a handsome income. During the second year of business in this territory Bonthron & Drysdale sold over 100 machines to farmers and people in the surrounding townships.

James Bonthron, in talking with The World, declared that his first step in building up his business was good advertising. The results of his first advertisements were immediate and gratifying and he used space at regular intervals thereafter. He finds that in his section of the country it is often of great advantage to send machines out on trial, and many a sale has been clinched by placing in the customer's home the machine which he expressed a liking for when he visited the store.



☞ Victor retailers are invited to take advantage of the many unique features introduced recently by our service department.

☞ We are equipped to co-operate with you efficiently, in every branch of your business.

WRITE FOR A COPY OF THE "TOTAL ECLIPSE"

**THE ECLIPSE MUSICAL CO., Cleveland, Ohio**  
Victor Wholesale

# Supertone

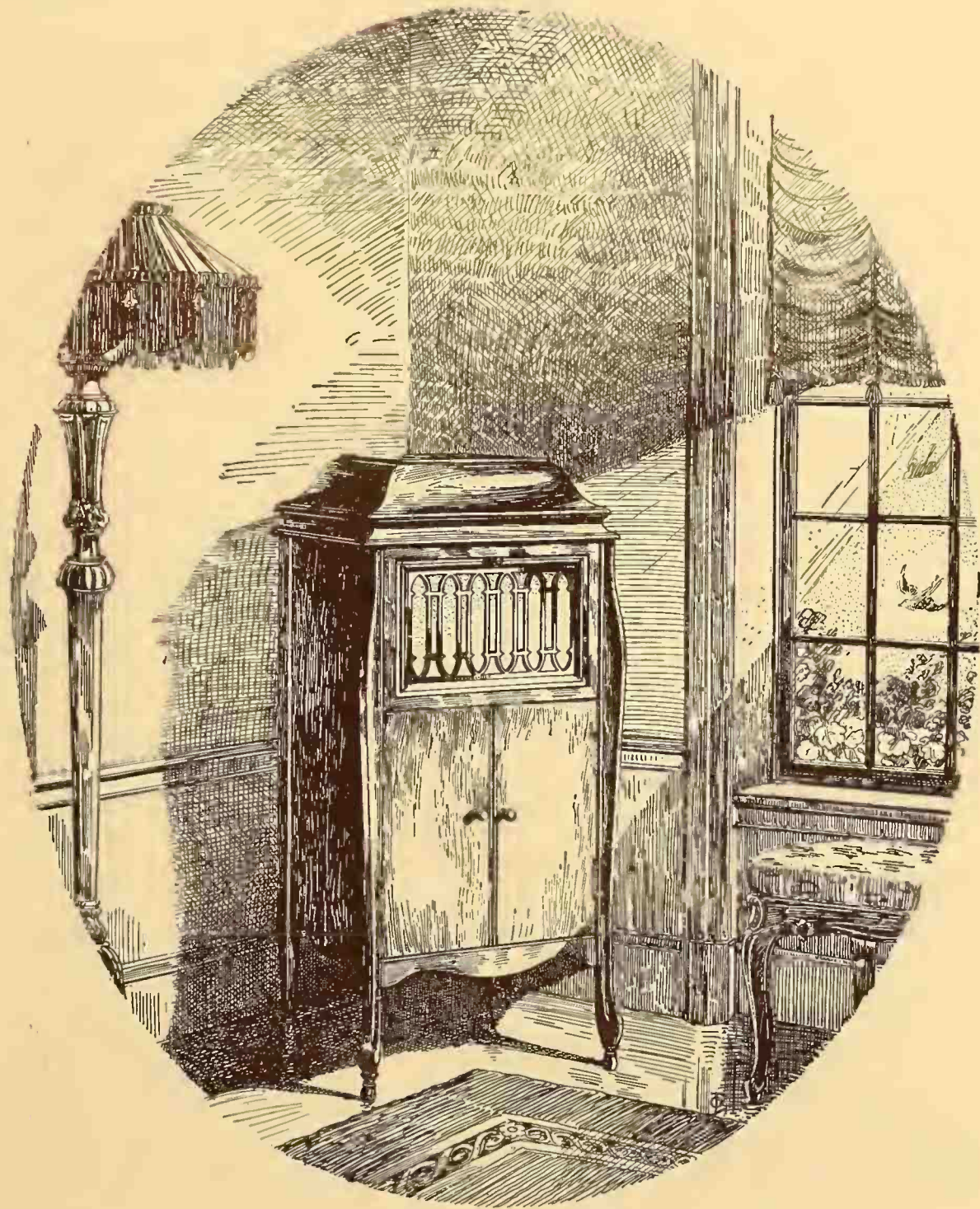
*"All That the Name Implies"*

**STONE QUALITY**

The Real Selling Point of a Phonograph

Comparative tests of the New Supertone with the leading advertised Phonographs and Records on the market, prove that its tone quality is absolutely supreme.

It will reproduce perfectly all makes of records with a natural and true tone that is a revelation.



Model No. 1, illustrated above, is our leader. List Price \$135.00—wonderful value for the consumer, and handsome profit for yourself. SUPERTONE models range in price up to \$300.00—a complete line.

SUPERTONES are sold direct to the Dealer—there is no Jobber's or Middleman's Profit

*Write Us To-day Regarding Our Dealer's Proposition—It's Interesting*

**SUPERTONE TALKING MACHINE CO.**

18 WEST 20th STREET, NEW YORK, N. Y.

Philadelphia Show Room, 323 Real Estate Trust Bldg., C. L. Stephenson, Manager

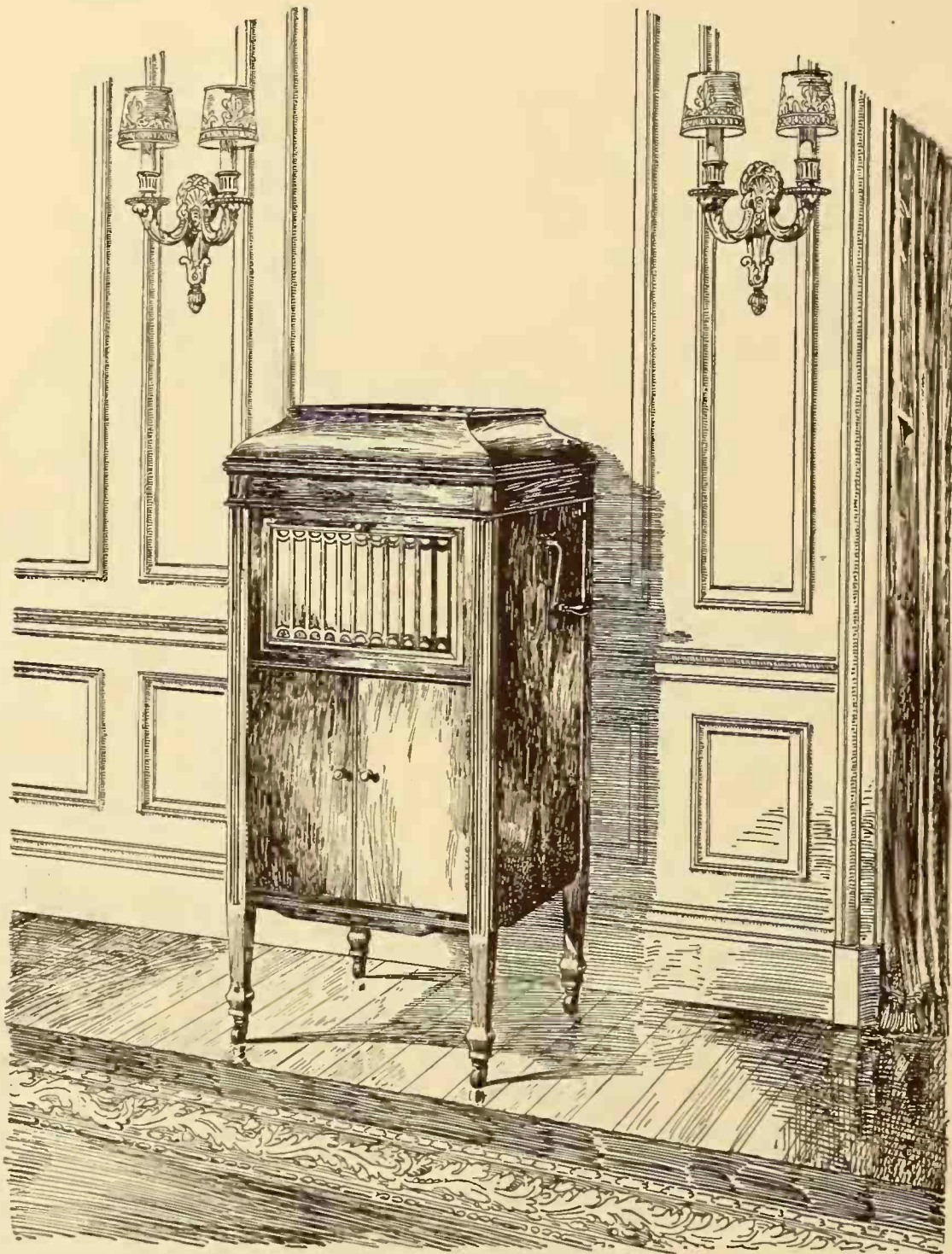
# Supertone

*"All That the Name Implies"*

SUPERTONE—A Super-Quality Machine at Sub-Standard Prices.

Featured by the most prominent and representative Phonograph Dealers, Piano Stores, Furniture Houses and Department Stores.

SUPERTONE has been selected after exhaustive comparison tests with the leading makes of talking machines.



The above illustrates our Model No. 5—List Price \$175.00. There are four more cabinet models, each one as beautiful in design and substantial in construction, ranging in price from \$115.00 to \$300.00. An elaborate line of PERIOD MODELS will soon be ready for delivery.

SUPERTONES are sold direct to the Dealer—there is no Jobber's or Middleman's Profit

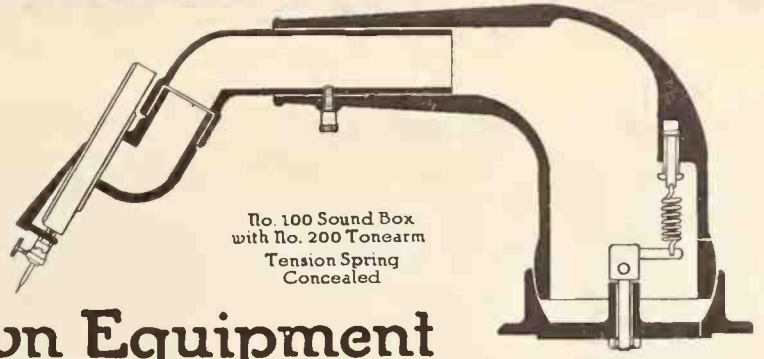
*Write Us To-day Regarding Our Dealer's Proposition—It's Interesting*

**SUPERTONE TALKING MACHINE CO.**  
18 WEST 20th STREET, NEW YORK, N. Y.

Philadelphia Show Room, 323 Real Estate Trust Bldg., C. L. Stephenson, Manager



No. 100 Sound Box  
with No. 100 Tonearm  
Tension Spring with  
Exterior Adjustment



No. 100 Sound Box  
with No. 200 Tonearm  
Tension Spring  
Concealed

## Assemble Your Own Equipment

WE OWN the Dies for producing the Die Cast parts of the above Sound Box and Tonearm designs, and furnish Die Castings to large users at no expense for Dies

SPECIAL Connections can be produced for adapting any make of Sound Box to these Tonearms. Prices on application. Samples sent prepaid upon deposit of \$1.50

Die Casting  
Department

**Barnhart Brothers & Spindler**

Monroe & Throop Streets  
CHICAGO

### NEW COLUMBIA FAN READY

Dealer Service Department of Columbia Graphophone Co. Prepares Useful Advertising Novelty for Benefit of Retail Merchants

The Dealer Service department of the Columbia Graphophone Co. has prepared for the use of Columbia dealers a series of valuable and practical sales helps for Summer use. One of the principal factors in this campaign is an ar-



The Columbia Co. Advertising Fan tistic fan, an illustration of which appears here-with.

A member of the staff of the Dealer Service department of the Columbia Co. commented as follows regarding the value of this fan as a stimulant for Summer sales:

"A well-built and substantial fan has a definite

and useful life when carefully distributed. The better the fan the longer it will be kept and used by the public. If attractive in colors and interest-compelling in copy and illustration, the fan will work continuously during the Summer. In designing the Columbia fan for 1920, the Dealer Service department has taken into consideration all details that go to make a correct fan and the carrier of a potential selling campaign.

"Tie-up of the fan illustration to national advertising copy, in illustration and text, serves to identify the distributing dealer whose name appears on the fan as a part of the Columbia organization and to emphasize in the mind of the public the fact that that particular dealer's establishment is the one market-place in the territory where Columbia Graphophones and records are sold.

"Distribution was another element of serious thought. The fan must be such as to warrant its careful preservation in the hands of the public. This point was covered by past experience, good fortune in securing an exceptional quality of cardboard stock, a strong wooden handle and a perfected method of attaching the two. An instructive folder accompanies each shipment of fans to the dealer, offering valuable suggestion as to how the dealer can place them advantageously at gatherings where music, and particularly music of the Grafonola and Columbia records, would be welcome."

### SHIRLEY WALKER IN THE EAST

Advertising Manager Sherman, Clay & Co., San Francisco, Tells of Progress in His Section

Shirley Walker, advertising manager of Sherman, Clay & Co., San Francisco, Cal., Victor wholesalers, was recently a visitor to New York, calling at The Talking Machine World offices, and visiting some of his many friends in the trade.

In a chat with The World, Mr. Walker spoke enthusiastically on the outlook for Victor progress on the Pacific Coast. He stated that his company is making important expansions in its Victor wholesale plans throughout its territory and that there is every reason to believe that Victor dealers will close a record-breaking year. Mr. Walker is devoting considerable time to the Victor interests of Sherman, Clay & Co. and a unique, co-operative campaign in behalf of the company's Victor dealers was recently introduced by Sherman, Clay & Co.'s advertising department.

### GIVING SERIES OF LECTURES

A number of experts from the various departments of the Victor Talking Machine Co. have, with representatives of other industries, been engaged in giving a series of lectures to the students of Drexel Institute, Philadelphia. They have attracted much attention.

## Announcing

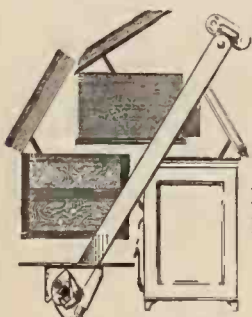


## THE JOHN ELLIOTT CLARK CO.

156 S. W. TEMPLE STREET  
SALT LAKE CITY - - UTAH

## A NEW HOME FOR VICTOR SERVICE

This organization is equipped to give exceptional service to Victor Dealers. It is a service directed along practical, efficient lines, and is based on ideas and policies that will interest and please the progressive Victor Merchant



### New Automatic Cover Support

Practical—Inexpensive  
Fool Proof

Made in two different styles

- No. 1 Fit Cover at any angle
- No. 2 Hinge Plate bent to Fit Cover

Samples on Request  
Quantity Discount

Pat. Dec. 9, 1919

AUTOMATIC COVER SUPPORT MFG. CO.

77-81 MILL STREET

BLOOMFIELD, N. J.

**TALKING MACHINE EXPORTS GROW**

Exports, Including Records, for Eight Months Ending February 29, 1920, Total \$5,005,692.

WASHINGTON, D. C., May 10.—In the timely summary of exports and imports of the United States for the month of February, 1920, (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during February, 1920, amounted in value to \$50,558 as compared with \$19,572 worth which were imported during the same month of 1919. The eight months' total ending February, 1920, showed importations valued at \$510,242 as compared with \$162,884 worth of talking machines and parts imported during the same period of 1919.

Talking machines to the number of 6,422, valued at \$259,945, were exported in February, 1920, as compared with 7,506 talking machines, valued at \$184,645, sent abroad in the same period of 1919. The eight months' total showed that we exported 51,329 talking machines, valued at \$2,422,271, as against 33,897 talking machines, valued at \$964,251, in 1919, and 60,541 talking machines, valued at \$1,675,681, in 1918.

The total exports of records and supplies for February, 1920, were valued at \$305,076 as compared with \$296,966 in February, 1919. For the eight months ending February, 1920, records and accessories were exported, valued at \$2,583,421; in 1919, \$1,837,753, and in 1918, \$1,275,514.

Grover W. Sims & Son, New Edison dealers in Huntington, Ind., have purchased the music business of J. E. Steinkamp at Jasper and will enlarge their stock in the Huntington store.

The Talking Pictures Sales Corp., New York, has been incorporated with a capital of \$25,000 by P. Loff, C. J. Best, A. Weimann, 13 East 127th street.

**GETTING BILLY MURRAY TO WORK**

Tenor So Popular With Record Users Gets to Work During Visit to Eclipse Musical Co.

CLEVELAND, O., May 8.—Billy Murray, popular tenor, was a recent visitor to the offices of the

**JOIN A. T. EMERSON, INC., FORCES**

A. T. Emerson, president of A. T. Emerson, Inc., announced recently the acquisition to the company's factory executive staff of J. L. Duckworth and Richard Hoodeman, both of whom were formerly connected with the Pathé Frères



Billy Murray, Popular Victor Record Star, Doing the Unusual in Eclipse Co.'s Stock Room

Eclipse Musical Co., Victor wholesalers. Mr. Murray demonstrated his versatility by tackling a real job in the record department of this company. He filled orders, made up mail order packages and in general demonstrated that he was keenly interested in the service offered to the company's dealers. Everyone with whom Mr. Murray came in contact was inspired with his optimism and good nature.

Phonograph Co. Mr. Duckworth will be production manager of the company and Mr. Hoodeman, who was formerly manager of all the plants in the State of Indiana for the Pathé Frères Phonograph Co., now occupies a similar position with A. T. Emerson, Inc. Both of these men are thoroughly experienced in their respective fields and form valuable additions to Mr. Emerson's organization.

**Of Vast Importance to Edison Disc Instrument Dealers**



Showing No. 95-A

A Queen Anne Creation. Designed expressly for use with the Quiet Model Edison Instrument equipped with the famous Eject-O-File Record Filing System. Produced in natural figured Red Gum and rouge Red. Dimensions: 20" wide, 22" deep, 32" high.

**"The Eject-O-File"**

The Eject-O-File is manufactured and owned exclusively by the Eject-O-File Co. Manufactured under U. S. mechanical and design patents.

The Eject-O-File is a most simple and efficient method of "Filing & Finding" disc Records at the desired time. Mechanism controlled entirely by gravity. Has no springs to get out of order and if you do not have an Eject-O-File in your home you do not realize what is best in Record Filing efficiency.



Showing No. 95

A straight line effect conforming with the Chalet Model Edison Instrument for which it is designed and produced. Equipped with the Eject-O-File Record Filing System. Dimensions and Finish same as No. 95-A.

Manufactured by

**THE EJECT-O-FILE CO., Inc.** HIGH POINT, NORTH CAROLINA

FACTORY AND GENERAL OFFICES





IF you are not selling  
**BRILLIANTONE  
 STEEL NEEDLES**

ask any one of  
**20,000**

**BRILLIANTONE**  
 Dealers who will tell  
 you of the customer  
 satisfaction that  
 they give because  
 of their

**Quality**

Write for samples and prices to your near est distributor.

If he cannot supply you, write direct to us.

**BRILLIANTONE STEEL NEEDLE CO.**

OF AMERICA, INCORPORATED

**347 Fifth Avenue**

**NEW YORK CITY**

**AT 34th STREET**

**SUITE 1003**

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

# The MODERNOLA

*A Home Delight to Ear and Eye*

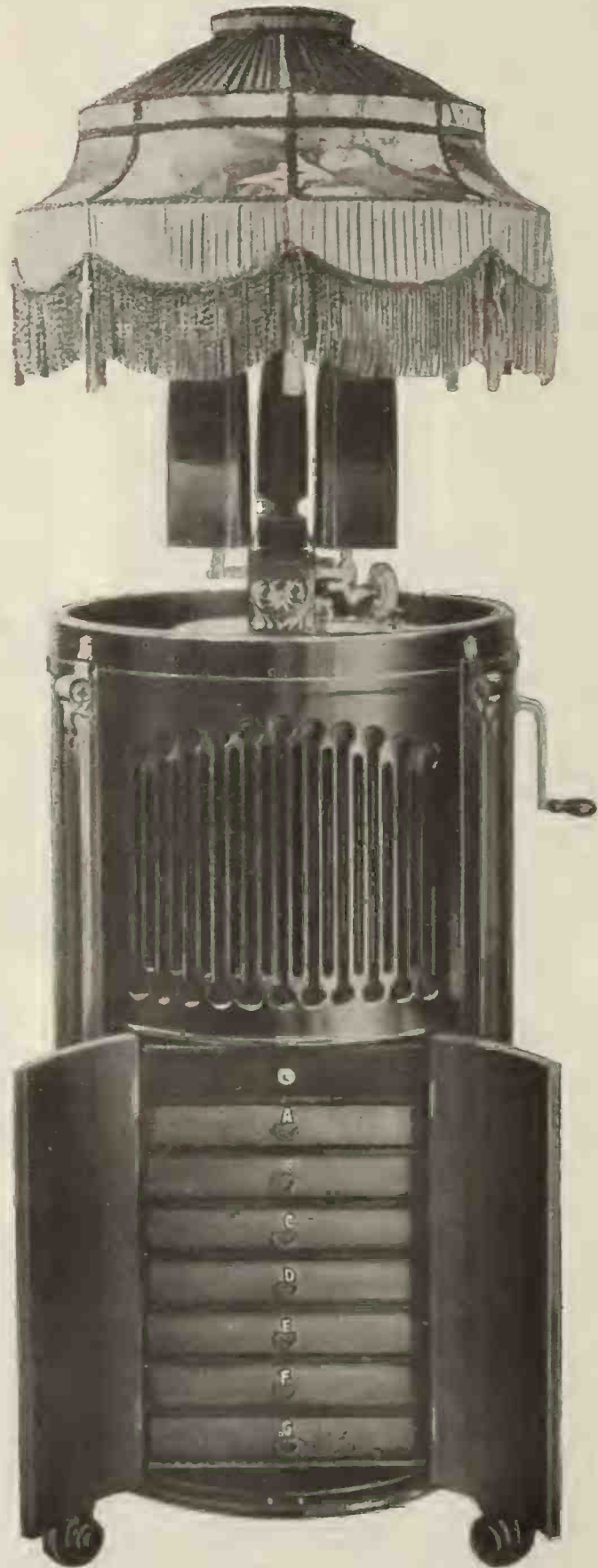
**I**N conception, in construction and in finish, here's a high grade musical instrument and home ornament.

The Modernola is a circular instrument—individual in type and refinement. It is artistic to a maximum degree, its indescribable beauty of line and finish further enhanced by a rich, colorful lamp shade, which is detachable.

The lamp shade feature and the unique circular design have won universal approval. The Modernola carries into any home an indescribable cheerfulness—a refined home atmosphere.

The Modernola is famous for its evenness and richness of tone. It's a solid wood instrument—not veneered. It's a phonograph of quality—through and through.

*Sales rights are constantly becoming more valuable. Write us regarding the marketing of the Modernola in your particular city or territory.*



## THE MODERNOLA COMPANY

JOHNSTOWN, PA.

*Eastern Representative, Geo. Seiffert*

Greeley 2978-2291

45 West 34th St., Monolith Bldg., New York

**GREAT GATHERING OF EMERSON DEALERS IN BALTIMORE**

Clarke Musical Sales Co. Entertained Enthusiastic Army of Emersonians at Southern Hotel on April 20—Eddie Cantor and Walter Scanlan Among the Entertainers—An Event of Moment

BALTIMORE, MD., May 1.—The Clarke Musical Sales Co., distributors of Emerson gold seal records in Maryland, Delaware and Washington, D. C., entertained the Emerson dealers of their territory Tuesday night, April 20, at the Southern Hotel of Baltimore. An enthusiastic crowd gathered to meet in person the guests of the occasion, Eddie Cantor, the famous Emerson star, and Walter Scanlan, another brilliant Emerson artist, who was the star of "Somebody's Sweetheart" last season, and "Always You" this season. Both of these gentlemen were

Emerson. Co. and its plans of expansion for the future, dwelling particularly on the several new record plants—some in course of erection and others in process of negotiation—which will give Emerson a tremendous added production, and also on the introduction, in a big way, of the high-grade Emerson phonographs, which will, in a few months, be sold in practically every city in the country. Mr. Carroll's remarks were received with distinct interest, and created a stir of decidedly favorable comment. The Clarke Musical Sales Co. deserves un-



Emerson Dealers Entertained at Southern Hotel by Clarke Musical Sales Co.

performing in Baltimore at the time—Eddie Cantor as the chief comedian of the Ziegfeld Follies, and Walter Scanlan in vaudeville at the Maryland Theatre.

The beautiful main dining room of the Southern Hotel was taxed to its capacity when the principal guests arrived. They were greeted with a spontaneous outburst of applause, long continued, which was a decided tribute to the great popularity of both Mr. Cantor and Mr. Scanlan. During the service of a bountiful supper an elaborate array of prominent entertainers from the musical comedy and vaudeville stage furnished the ladies and gentlemen present with a varied program of humor and music.

The introduction of Mr. Cantor and Mr. Scanlan was greeted by a tremendous ovation. Eddie Cantor responded with a little speech that threw the crowd into convulsions of laughter, and Walter Scanlan sang several songs that won the hearty applause of the audience.

The evening closed with a serious message from the executive offices of the Emerson Phonograph Co. to its dealers, for Joseph I. Carroll, manager of sales, had run down from New York to tell them many welcome things. In a brief talk he traced the rapid progress of the

limited praise for the thorough manner in which it provided for the pleasure of those present, and the occasion will always remain a happy memory for their Emerson dealers.

**THE TRADEMARK A SIGN OF QUALITY**

The trademark may be taken as a sign of quality and as leading to pride in one's product. The man who thinks enough of his business and the product turned out to want to brand it with a trademark to identify it, naturally feels that he is turning out a product of quality and building a reputation for which his trademark will stand. Also, the fact that an institution makes a practice of identifying its product with a trademark calls into action closer inspection and supervision of work, to the end that the product turned out may justify the trademark itself. The trademark is, first of all, a stimulant to quality in product and pride in one's business reputation.

**ENLARGE THEIR STORE**

Spring Bros., talking machine dealers, of Eaton, O., have just enlarged their store, taking in the second floor and installing an elevator.

**STEEL TAPE INSTEAD OF RECORDS**

Washington State Inventors Seeking to Perfect Novel Development—Company Organized Known as Washington Talking Machine Co.

TACOMA, WASH., May 5.—Two enterprising Californians with considerable technical skill and organizing ability have selected this city as the point wherein to construct and sell a new talking machine, which has original design and wide possibilities to recommend it and which carries the germ of an idea which may revolutionize record making in this country, granted sufficient capital to place the perfected scheme upon the market.

The firm is called the Washington Talking Machine Co., and the incorporators are E. A. Jewell and H. Kovell. An enterprise of the same nature has been carried out and is in operation at Berkeley, Cal., where the company is known as the Kovell Talking Machine Co.

A factory site has been selected in a building near the Lincoln High School and offices are being fitted up at 1126½ Broadway.

A little conversation elicited the fact that the manufacturers are hard at work on an altogether new design, substituting a steel tape on which is inscribed four complete operas. The inventors are just now attempting the problem of transferring to blank tapes just in the same way as a blank record is inscribed from one that is completed.

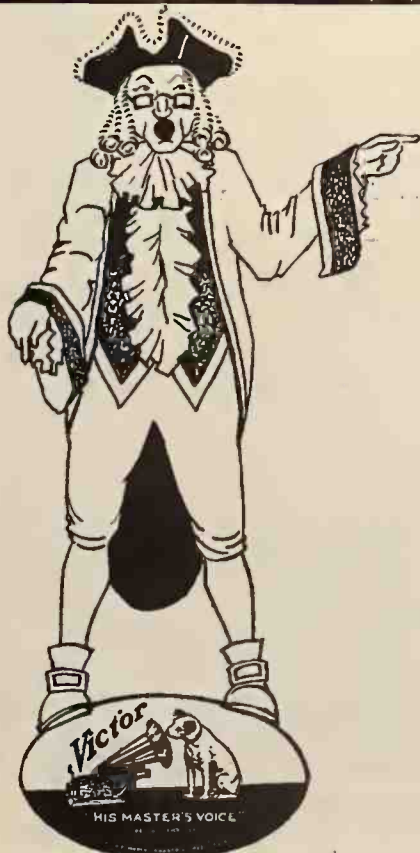
The new idea will permit the presentation of a complete opera in the private home. The expense will be considerable but it is planned to meet this by establishing opera tape bureaus over the whole country, much in the manner of operation as the film exchanges.

**STEPHENSON, INC., IN CHICAGO**

Open Office Under Management of Leo. Bruschauser—Interesting Issue of "Newts"

"Newts," a monthly magazine edited by Frank Nutze, vice-president of Stephenson, Inc., New York, recently arrived in its March dress. As usual the contents are most interesting and contain much constructive and homely philosophy.

Among other things, the issue contains the announcement that Stephenson, Inc., have opened up a Chicago office in The Consumers' Building, 220 South State street, that city, under the management of Leo Bruschauser. The opening of the Chicago office was made up for the purpose of having a Stephenson representative in close touch with the Western talking machine manufacturers, which is one of the primary objects of the Stephenson policy.



**Father Knickerbocker Says—**

The Victor products are the sole foundation of our great business.

Victor retailers will find it profitable to build their business alone on this firm foundation.

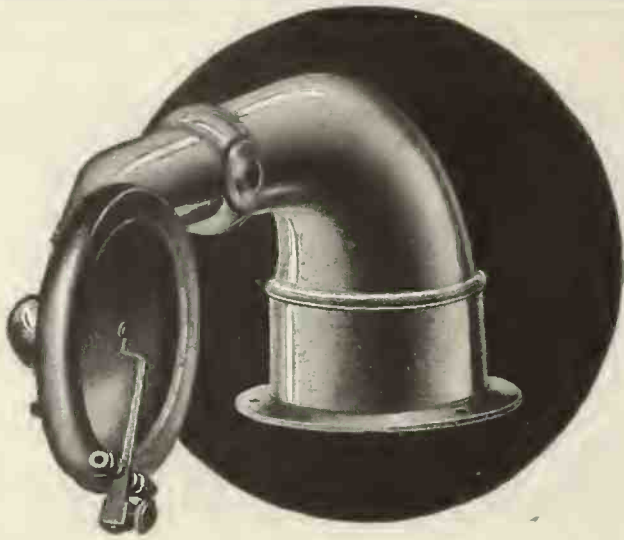
**Knickerbocker Talking Machine Co.**

Metropolitan Victor Wholesalers

138-140 West 124th Street

New York City

# *Tone Arms that will add Sell- ing Value to your Talking Machines!*



## *Put Quality Tone Arms on Your Machines—Yet Pay Less*

**The Mutual**  
TONE ARMS & SOUND BOXES

The new, improved Swivel Joint, insulated Ball Joint and patented Spring Lock help to eliminate blasts and vibrations.

**MANHATTAN**  
Wooden Tone Arm

You get a sure-fire talking point when you put this beautiful wooden tone arm on your machine.

**SUPREME**  
TONE ARMS & SOUND BOXES

Rugged and simple in design, powerful and appealing in tone—the Supreme Tone Arm is all that its name implies.

*Priced in Quantities \$2.50 Up Write at once for further information relative to sizes and prices. Let us know your requirements—we're equipped to solve your tone arm problems.*

**A TONE ARM SERVICE—NOT A TRUST!**

We admit the claim that one or another of our tone arms is a standard part of many representative talking machines. What of it? Does that prove anything more than that quality tells? Does it not prove that this organization is actually the *Tone Arm Headquarters of America?*

As manufacturers of the Mutual, Supreme and Manhattan Tone Arms, we sell direct to talking machine manufacturers

**WILLIAM PHILLIPS**  
President and General Manager

## **WILLIAM PHILLIPS SERVICE**

*Manufacturers ~ ~ Engineers ~ ~ Consultants*

145 West 45<sup>th</sup> Street  
New York City

Chicago Representative: H. Engel, Republic Building.

**NOTABLE ARTISTS FEATURED**

In Interesting Volume Just Issued, Which Tells of Fifty Artists Who Record Exclusively for Columbia Company—Beautifully Produced

"Fifty Artists Who Record Exclusively for Columbia Records," is the title of a most interesting and valuable publication that has just been introduced by the advertising department of the Columbia Graphophone Co. This booklet is now ready for distribution to the dealers, and Columbia representatives in the metropolitan territory are enthusiastic regarding the sales value of this new publication.

The booklet is printed in a convenient size, artistically arranged, and introduces fifty famous artists who make records for the Columbia library exclusively. Each page is given over to one artist and contains a recent photograph of that artist with a complete "nut shell" biography of the artist's musical career. The book is one which every owner of Columbia records will enjoy owning, and it affords Columbia dealers and the members of their sales staff a series of sales arguments of inestimable value.

The tremendous strides achieved by the Columbia recording department in recent years is reflected in the fame and renown of the artists listed in this new booklet. The majority of these artists have won international success, and the fact that they record for the Columbia library exclusively indicates the high esteem in which Columbia records are held by these artists.

The list includes artists and organizations who are famous in the operatic, concert and theatrical worlds, and their Columbia records have attained signal success. The complete list of artists featured in this new booklet is as follows: Art Hickman's Orchestra, Georges Baklanoff, Maria Barrientos, Nora Bayes, Robert Hood Bowers, Eddy Brown, Harry C. Brown, Pablo Casals, Chicago Symphony Orchestra, Cincinnati Symphony Orchestra, Columbia Band, Columbia Orchestra, Columbia Saxophone Sextet, Guido Diero, Fiske University Quartet, Harry Fox, French Army Band, French Symphony Orchestra, Mary Garden, Lucy Gates, Jeanne Gordon, Percy Grainger, Louis Graveure, Charles Hackett, Josef Hofmann, Italian Grenadiers Band, Sascha Jacobsen, Al. Jolson, Jose Lacalle, Hulda Lashanska, Hipolito Lazaro, Florence Macbeth, Marconi Bros, Jose Mardones, Barbara Maurel, George Meader, Alice Nielsen, Paulist Choristers, Philharmonic Orchestra of New York, Rosa Ponselle, Charles A. Prince, Prince's Band, Prince's Orchestra, Prince's Symphony Orchestra, Margaret Romaine, Romani Romano, Leon Rothier, Oscar Seagle, Toscha Seidel, Riccardo Stracciari, Ted Lewis Jazz Band, Van and Schenck, Bert Williams and Eugene Ysaye.

**COHEN BROS. IN JACKSONVILLE**

Prominent Victor Dealers Open Handsome New Department—One of the Most Complete Victor Establishments in That Section of the South—Plans to Carry a Large Stock

JACKSONVILLE, FLA., May 6.—Cohen Bros.' new Victrola department, which was designed by Manager Johnson after an extensive trip through the leading trade centers of the East, has recently been opened to the public. The new Victrola parlors are situated on the balcony on the mezzanine floor and are approached by the main aisle stairs from the Duval street entrance, also the Laura street side.

The firm first contemplated building this department on the main floor, but on account of the fast growth of their Victrola and record trade and also that the music-loving people like more quiet and seclusion when they come to hear records, they decided the balcony the best place for it. This department was opened four years ago, with only two demonstrating rooms. Last year they added two more, and yet could

not seat the people, and now they have remodeled the whole department and added six glass soundproof rooms, giving them ten rooms. The decoration of the department is very unique, although in keeping with the rest of the store. The rooms are built of mahogany and are finished inside with French grey, giving a very soft, homelike effect. The furniture of every room is finished to match the woodwork. The lighting effect is good.

Just in front of the main battery of rooms is the new record rack and seven counters. These also are of the latest design, the big record rack holding over 10,000 records.

In speaking of his business, Mr. Johnson said Victrolas have been very scarce for past three years, but that he had just gotten back from a visit to the Victor Talking Machine Co.'s factory at Camden, N. J., and things were looking much better, shipments are coming much bigger than in years. Cohen Bros. are very proud of this new department and the success it has made, as for many years they did not carry talking machines at all, as the policy of the firm has always been the best or nothing.



**MAGNEDON**  
EACH NEEDLE  
PLAYS 10 RECORDS



THE ORIGINAL AND FASTEST  
SELLING MULTI-PLAYING NEEDLE  
**ASK YOUR JOBBER**

Manufactured by  
**SUPERTONE NEEDLE WORKS**  
18 W. 20th St., New York

**QUALITY—SERVICE**

CENTRALLY LOCATED DISTRIBUTORS—PLACING ON YOUR SHELVES THE LATEST HITS AND SUPPLYING YOU WITH BULLETINS HANGERS, CUT-OUTS AND ADVERTISING MATERIAL IS ONE FEATURE OF LYRIC SERVICE THAT CONTRIBUTES TO THE ACKNOWLEDGED FACT THAT OURS IS A LIVE ORGANIZATION

*Write At Once for Dealer's Terms, Etc.*

**Immediate Deliveries**

**Lyruphone Co. of America**

117 Mechanic Street

Newark, N. J.

**A CO-OPERATIVE ADVERTISING PLAN**

Talking Machine Dealers in Various Sections of New York Join in Running Full Page Advertisements in Neighborhood Newspapers

A number of the progressive Victor dealers in the Yorkville, Harlem, Washington Heights and Bronx sections of New York City, have recently been co-operating in carrying on a campaign of advertising in the several editions of the Home News, devoted to the interests of the localities mentioned. Full page advertisements are used, and the first of the series was devoted particularly to the Victrola IV and its particular fitness for the use of children and for camping and traveling parties. Each of the advertisements bore under it the names of the several dealers—six or seven as a rule—from that particular section who are operating in the campaign. Inasmuch as the Home News has a circulation of several hundred thousand copies divided into five or six local editions, and is delivered right into the home where housewives read it religiously for the local gossip it contains, the campaign should be beneficial.

**Do You Throw Money Away?**

It is not a popular pastime—but still it is unconsciously done by many who just don't know that *Repair Parts* can be bought for less

**RENE MADE SPRINGS AND PARTS LAST LONGER  
COST LESS**

**RENE MFG. CO.**

**Montvale, N. J.**

**REMOVE TO NEW QUARTERS**

Smith-Schiffin Co., well-known manufacturers of decalcomanie products, have moved from 126 Liberty street to 149 Church street, New York City. The move was made for the purpose of increasing the size of the quarters made necessary by the increased business which is being done by this company.

**AGGRESSIVE CANTON, O., CONCERN**

J. W. Brown Piano Co. Has Won a Strong Place in the Music Trade in That City

CANTON, O., May 3.—Founded six years ago, the J. W. Brown Piano Co., then occupying four rooms on the ground floor, has now grown to be one of Canton's most enterprising music houses and to-day occupies the whole building in which it originated, at Walnut avenue S. E.



The J. W. Brown Co. Force and Second street. The Brown Piano Co., headed by J. W. Brown, its founder, ranks high with the leading music houses of eastern Ohio.

The accompanying photograph shows a part of the main piano sales floor and the piano sales force. Miss Hazel See, in charge of the record department, is seen standing in the doorway. J. W. Brown, president and general manager of the company, is at the office window. S. P. Bowers, salesman, at his left and at the extreme left is J. E. Keefer, bookkeeper and assistant secretary.

The Brown Co. now has four phonograph rooms on the second floor, two Ampico piano studios, a bench room and a store room. Other rooms are devoted exclusively to the display of phonographs and for record stocks. The whole first floor is given over to the display of pianos, office and repair department.

The Brown leaders are the Sonora phonograph and the Knabe and Ampico reproducing pianos. Mr. Brown in establishing his business has applied concrete business methods, catered to the most particular trade, and that his customers might have the opportunity at all times of viewing the very latest in the musical line he visits New York and Chicago at least twice annually. He recently attended the National Music Show at New York, together with several other local musical dealers, and in the local press was quoted as to the benefits derived from visiting the national show and the impetus it gave local music trade.



# LUMBER & VENEERS



*View of our cribs at Long Island City, N. Y.*

## Safe in the Cribs!

After thousands of miles from Africa or Mexico, millions of feet of beautiful mahogany safely float in our enormous cribs—ready for the trip through the largest Mahogany and Veneer Mill on the Atlantic and Gulf Seaboard.

**Astoria Mahogany Company, Inc.**  
347 Madison Avenue, New York

*Successors to*  
Huddleston-Marsh Mahogany Co.  
Astoria Veneer Mills and Dock Co.  
F. W. Kirsh, Inc.

*Mills and Yards, Long Island City, New York*

**BRANCHES:**  
44 North Market Avenue, Grand Rapids, Mich.  
2256 Lumber Street, Chicago, Ill.

# CAST

# PRECISION

# CAST

PRECISION CASTINGS COMPANY, INC.  
SYRACUSE, N. Y.

Manufacturers of Die Castings in  
**Aluminum, Zinc, Tin, Lead Alloys,  
Babbitt Bearings**

THE INSTRUMENT OF QUALITY.

# Sonora

CLEAR AS A BELL

## ALL RECORD NEEDLE EQUIPMENT

EVERY phonograph owner wants to be able to play ALL MAKES of records. To do this three needles are necessary: 1—For steel needle records. 2—For sapphire records. 3—For diamond records.



Sonora, recognizing this demand, offers an extremely attractive all-record needle equipment which is meeting with an enthusiastic reception all over the country. *The sales of this all-record needle equipment are large because it makes available, in convenient form and at a moderate price, just the needles which the owner of a phonograph wants.*

This equipment consists of a Sonora Diamond needle in a gold-plated holder and a Sonora Sapphire needle in an ivory holder, both of the highest grade in material and workmanship. These are each beautifully polished with a needle point absolutely accurate in size, fitting the record groove exactly. In the upper part of the handsome case (furnished free) is a set of Sonora Semi-Permanent Needles—two loud, two medium and one soft.



Retail Price, \$6.25 complete.

*Here's a remarkably big seller and it's of typical Sonora quality in every respect. Place your order now.*

### Sonora Phonograph Company, Inc.

George E. Brightson, President

New York: 279 Broadway

Canadian Distributors:  
I. MONTAGNES & CO., Toronto

*See list of Sonora Jobbers in double page advertisement in this issue*



THE INSTRUMENT OF QUALITY

SONORA

CLEAR AS A BELL



# NEEDLES

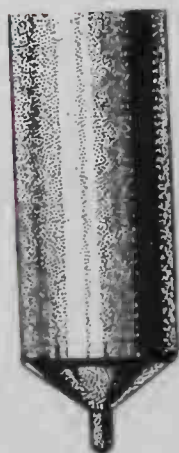
## Have Points of Superiority!



This is a new Sonora needle. The sides are parallel and as this needle wears down its diameter does not increase and since there is no wearing away of the sides of the grooves of the records this results in increased life for the records.



This shows an ordinary steel needle after playing one record. The point has been worn off and the needle is useless for further playing. The ordinary steel needle has tapered sides and as it wears down enlarges at the point and tends to wear and damage the record, thus spoiling the purity and beauty of the tone.



This is a Sonora Semi-Permanent needle which has played many records. The needle is worn down but is still in perfect playing condition. This needle is scientifically constructed to give the best possible tone quality throughout its life and is most economical ultimately.

**T**HESE are the fastest selling, finest quality and best advertised phonograph needles. They retail at 25c a package. They bring you the largest profit per individual sale and give the greatest satisfaction to your customers.

Sonora Semi-Permanent Needles are designed for use on ALL MAKES of phonographs using any make of steel needle records.

These needles are very popular, they are being called for in ever-increasing quantities and are extremely profitable for you to handle. If you haven't ordered these needles, do so *now*.

Attractive, trade-making leaflets and counter cards will be sent free with your order.

25c per card of 5

40c in Canada

*Three Grades: Loud Medium, Soft*

### Sonora Phonograph Company, Inc.

George E. Brightson, President

New York: 279 Broadway

Canadian Distributors:  
I. MONTAGNES & CO., Toronto

*CAUTION: Beware of similarly constructed needles of inferior quality*



Louis Graveure sings two simple love-songs, "The Want of You" and "I Know a Lovely Garden," which will sell as long as lovers last. A-2897.

Columbia Graphophone Co.  
NEW YORK



**RECORDING FOR THE VOCALION**

Evelyn Scotney, Opera Soprano, Latest Addition to Exclusive Vocalion Artists

One of the latest additions to the list of exclusive Vocalion record artists is Evelyn Scotney, the noted Australian coloratura-soprano, who has won a wide reputation in musical circles in this country, first as a member of the



Evelyn Scotney

Boston Opera Co. and most recently with the Metropolitan Opera Co. Miss Scotney's first records will appear in the Vocalion list for June, and from advance reports are of a caliber that insure her being a most welcome addition to the growing ranks of Vocalion artists.

**THE VALUE OF SUGGESTIONS**

It is a wise man who will take a suggestion. The Doehler Die Casting Co., of Brooklyn, N. Y., has found this maxim not only true, but entirely profitable as well. For a long time past this company has placed suggestion boxes in its plants. Employes have co-operated heartily and many suggestions have been made which have materially reduced the cost of production and increased the efficiency of the plant. The Doehler Die Casting Co. in turn, has rewarded the originators of these various suggestions with substantial checks, which has in turn further stimulated their interest in suggesting ideas for the benefit of the business as a whole.

D. M. Guthrie and C. L. Schwager of the sales staff of the Kansas City, Mo., branch of the Columbia Graphophone Co., were guests at the executive offices a few days ago. These visitors spent some time getting acquainted with the Columbia executive personnel, and also called at the factories in Bridgeport and the recording laboratories in New York. They were greatly impressed with the magnitude of the manufacturing facilities, and left for home imbued with renewed enthusiasm and optimism.

**NEW F. C. KENT CO. TONE ARM**

New Jersey Manufacturer Installs Special Machinery for Turning Out Tone Arms of Drawn Brass—Equipment Available for Others.

The F. C. Kent Co., well-known manufacturer of tone arms and attachments, who recently moved into the new modern daylight plant at 65-71 Grace street, Irvington, N. J., has just announced a new tone arm made from seamless brass tubing. This new product is unique in many respects and carries many features that will interest the trade. The Kent Co. has been experimenting on this tone arm for over two years and is now manufacturing a product which it claims meets every test.

New machinery, tools, dies, etc., have all been expressly made for the purpose of turning out this new arm with speed and accuracy and the product will be made in its entirety in the F. C. Kent plant.

The tone arm proper is described as being

made in one piece, and is so constructed as to insure an unobstructed tone passage from the time the sound waves leave the reproducer until they reach the tone chamber, there being no angles to catch and reflect the sound. By a series of gentle curves the tone is scientifically propelled and expanded without distortion. The firm also claims that by the use of "live" brass instead of die casting, both the tone value and volume are noticeably increased, while the use of brass also promotes a higher finish, thus adding to the appearance of the instrument.

The F. C. Kent Co. is most enthusiastic over this newest creation. Although the tone arm will be manufactured as a stock proposition, in several models, the firm's equipment is such as to make it possible to build a tone arm of seamless brass tubing according to blue prints for such manufacturers as may desire an exclusive product.

Summer is almost here. Have you made your plans for an active warm weather campaign?

**"LIBROLA"**

A Library Table PHONOGRAPH at a Reasonable Price

Two thirds of top is stationary, no need to move anything when playing phonograph.

Fully equipped to play all disc records satisfaction guaranteed.

62% re-orders to date.

Write for prices and exclusive territory.



No. 250T. Patent applied for  
48" long, 28" wide, 31" high. Finished all around  
Mahogany or Walnut

SEABURG MANUFACTURING COMPANY  
JAMESTOWN, NEW YORK

A black and white photograph of a young child with dark, curly hair, wearing a light-colored, possibly fur-trimmed coat. The child is holding a large, dark-colored record disc in front of their chest. The record has a circular label in the center with the word "Gennett" visible. The background is dark, making the child and the record stand out.

“A new  
Gennett!”

*The* **ULTIMATE**

in record perfection is attained  
in **Gennett Records.**

**T**O realize the new heights of  
record development hear the  
May **Gennett Records**, just  
out. They bring new delights  
from all phonographs. Hearing  
is believing. Any Starr dealer is  
glad to give you a hearing.

*Write for Gennett Catalog*

**THE STARR PIANO COMPANY**  
Richmond, Indiana

New York   Chicago   Los Angeles   Birmingham  
London, Canada

## MARION DORIAN'S GREETING AND FAREWELL TO TRADE

Chief Auditor of Columbia Co., Who Recently Resigned to Practice Law, Reviews Growth of Industry, Showing How Conditions Have Changed and Improved During Recent Years

As mentioned in the April issue of The Talking Machine World, Marion Dorian, chief auditor of the Columbia Graphophone Co., and one of the most popular and highly esteemed members of the talking machine industry, has resigned his position after twenty-three years of service with the company, in order to practice law in Washington, D. C.

In a recent letter addressed to the editor of The Talking Machine World, Mr. Dorian extends his hearty good wishes to the industry, as follows:

"Editor The Talking Machine World:

"In extending me the courtesy of your columns to say au revoir to my friends in the industry you have conferred a highly valued favor and given further evidence of that un-failing friendship which has marked my intercourse with your journal and its representatives always.

"After nearly a quarter of a century of association with the trade I cannot contemplate with equanimity the severance of ties so intimate, close and pleasant. I have many warm, true friends among the brotherhood of talking machine dealers and salesmen and to all of them I wish to say:

"I have been proud of your friendship and your jovial companionship. Whenever fortune favors me with opportunity to meet and greet you again, I shall embrace it with fervor and gladness. Whenever any of you visit Washington, D. C., where I propose to make my home, be sure of a hearty welcome and a cordial greeting.

"In returning to my first love, the practice of law, I am providing against the calamity which sometimes overtakes the man who, after years of activity, ceases to be healthfully busy and plans to take life easy, but finds, when too late, he has tackled the hardest job of his career. I have been a worker for so many years I cannot be idle now and hence will resume the law as a safeguard against dry rot and its attendant evils.

"I have watched the growth of the industry from its weakling period to its proportions of a giant in modern industrial life. I have, in a modest way, contributed something to its development and growth and shall never cease to feel for it and the company with which my fortunes and my allegiance have been for so many years inseparably woven, the profoundest interest and attachment.

"What wonderful changes have been recorded since, as a young man, I entered the industry! What vast additions to the talking machine army since those early days when the entire industry did not muster more than a thousand. What giant strides lie between the old nasal cylinder phonograph record of those almost forgotten years of yesterday and the sonorous

beauty of the double-disc record of today. And who can fail to marvel at the mechanical and artistic elegance of the modern cabinetted instruments when comparing them with the crude unattractive machines of the long ago.

"When I entered the service of the Columbia the disc record was unknown as a commercial product. It did not appear in any form until many years after. The records of those days were always of the wax-cylinder type. The master record, as it was termed, was used for duplicating purposes. A specially constructed machine known as a duplicating machine was used to produce copies or duplicates of the master record, and that was the only known method of production. Later a method was discovered whereby a mould or matrix in copper could be secured from the 'master' and copies could be secured by pouring the melted wax into these moulds. This was rightfully considered a tremendous advance in manufacturing processes. This process was patented and was much litigated.

"Before the moulding process was invented the legitimate manufacturer was subjected to great loss by the pirating of his record products. Certain individuals or firms, known in the trade as 'Dubbers,' would equip themselves with duplicating machines and would make copies of any popular record which appeared, selling the copies at much lower prices than the established one, which they could well afford to do as they had incurred no expense for artists or other recording expenses. These pirates did not survive because the courts confiscated their machines and stocks and enjoined them from continuing the practice.

"Many of the record makers of those earlier times have passed off the stage. Some are still making records today and are as popular as ever.

"It is interesting to compare sales conditions of today with those of that faraway yesterday. Then every sale was cash in advance. No credits were granted and no dealer ever thought of having sound-proof booths and other modern conveniences.

"Piano houses and dealers fought the talking machine for many years, repudiating its claims to recognition as a musical instrument. They were finally forced to concede its popularity and it is common knowledge that the talking machine has been one important factor in the success of many of these houses.

"It was not an uncommon occurrence away back yonder for a dealer to pay a premium over list price for the privilege of securing the first model of a new type of machine.

"One might multiply indefinitely interesting phases of the development of the industry culled from the field of reminiscence, but knowing as we all do how marvelous has been the

history and development of this great industry and knowing also the great forces of intellect, business ability and foresight dominating, directing and controlling its destinies to-day, it is no stretch of imagination to say that its future will be even more marvelous and gratifying than its past. Those who are identified with it during the next ten years in any capacity will have abundant reason to congratulate themselves upon their affiliation with an industry destined unquestionably to be the greatest in the world."

## IMPORTANT EDISON CHANGES

Three Edison Territorial Supervisors to Assist in Execution of 1920 Sales Promotion Plans

Announcement has just been made of several interesting and important changes in the sales organization of Edison laboratories. H. R. Holes, M. M. Kuhn and L. R. Geissenhainer, formerly territorial supervisors, will assist in directing the execution of the 1920 sales promotion plans from the laboratories at Orange. Each will concentrate his efforts upon one of three groups, into which the jobbing points in the United States and Canada have been divided. As territorial supervisors these men gained a practical knowledge of the problems dealers have to meet and the experience thus acquired will be an exceedingly valuable asset in their new positions.

## \$5,000,000 STRADIVARA CONTRACT

Blumauer-Frank Drug Co., of Portland, to Take Output of Pacific Phonograph Mfg. Co. for a Period of Five Years

PORTLAND, ORE., May 5.—The Blumauer-Frank Drug Co. has contracted for the output of the Pacific Phonograph Mfg. Co., a Portland concern, for a period of five years. This is the largest merchandise contract ever recorded in the Northwest, the company undertaking to market \$5,000,000 worth of Stradivara phonographs during the five years of the contract. Their territory includes Oregon, Washington, Idaho and Alaska. George Mugge will be in charge of the Stradivara department of the Blumauer-Frank Drug Co. Officers of the Pacific Phonograph Co. are: W. B. Wiggins, president; E. W. Barlow, vice-president and general manager; S. L. Eddy, treasurer; Ira F. Powers, F. A. Douty, George Broughton and F. N. Clark, directors. The concern, which is at East Thirty-third street and Broadway, has been in operation about a year. The deal was closed by F. N. Clark, representing the Pacific Phonograph Co., and H. J. Frank, head of the Blumauer-Frank Drug Co.

An entertainment was given by school children in Mamaroneck, N. Y., on April 30 to raise funds to buy a talking machine. It was successful in every way.

## "LEADERSHIP"

Victor Dealers:—

*There is always one recognized leader in each community in every line of merchandise.*

*Recognized leadership is assured an exclusive Victor dealer. Think it over.*

**THE TOLEDO TALKING MACHINE CO.**

EXCLUSIVELY WHOLESALE

TOLEDO, OHIO



**PLAN AN EXTENSIVE ROAD TRIP**

Player-Tone Products to Be Brought to Attention of Trade Through Visit of M. S. Levenson, Sales Manager of Company, to Middle West and Pacific Coast Points

PITTSBURGH, PA., May 5.—M. S. Levenson, sales manager and secretary of the Player-Tone Talking Machine Co. of this city, manufacturers of the Player-Tone talking machine, will leave very shortly for an extensive trip to the Pacific Coast. Mr. Levenson is making this trip in order



M. S. Levenson

to give his personal attention to the many inquiries received for special agencies for his company's products throughout the Middle West and on the Pacific Coast.

During the past few weeks, I. Goldsmith, president of the company, has been in receipt of letters from well known talking machine houses throughout the West, asking for details regarding the Player-Tone line. These concerns have manifested a keen interest in the sales possibilities of this product, and Mr. Levenson's trip will undoubtedly result in the closing of several agencies.

Notwithstanding the handicaps occasioned by the recent railroad strike, the Player-Tone Talking Machine Co. gave its dealers splendid service in the delivery of instruments. The company used large trucks for deliveries to

Akron, Columbus, Cleveland and other points within 150 miles of Pittsburgh, and their efforts in this direction were greatly appreciated.

**STODART DEMAND INCREASES**

Stodart Phonograph Co., New York, Discontinued Making Cabinets for the Trade January 1 in Order to Devote Entire Plant to Manufacturing Its Own Machine

The Stodart Phonograph Co., 119 West Forty-second street, New York, of which George H. Beverly is general manager, is fast becoming one of the factors of the talking machine industry. This company has been making phonographs for many years, but primarily was engaged in making cabinets for the trade. Last year it produced approximately 40,000 cabinets, and it was just about a year ago that the first Stodart phonograph was marketed. On account of the success of this machine, the company discontinued on January 1 the manufacturing of cabinets for the trade. This has enabled it to concentrate on the production of the five new models of the Stodart phonograph which were recently placed upon the market. Not only have these instruments become very popular throughout this country, but the company is at present doing a splendid export business.

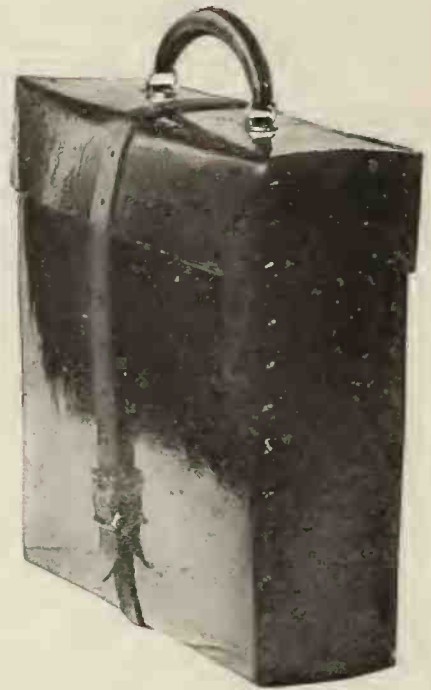
The factory maintained by the company is one of the largest in the East, and is equipped in a thorough up-to-date manner, while the name of Stodart is one of the very oldest in the music industry, being also that of the Stodart piano, which was established 100 years ago.

During the past sixty days, radical changes have been made in the Stodart phonograph which was manifested in the new models which were announced in February, during the National Music Show week, with the result that the quality of these machines has been materially enhanced. Besides producing an instrument of superior quality, the Stodart Phonograph Co. has facilities at its command which guarantee service at all times. In speaking of this this week to a representative of The World, George M. Beverly said the company is proud of its record of shipments. "While we went into the new year," he said, "with a tremendous amount of orders on hand, yet every machine that had been promised for delivery previous to the twenty-fifth of December, was delivered. We consider this a phenomenal record, to say the least."

The company has issued a very attractive

**Specially Designed  
Record  
Carrying Cases**

*It will not break the records*



No. 205A 4 x 12½ x 12½ inches

**Just the Case You Need**

Made of .040 Never-Wear-Out Vulcanized Fibre with a 7/8-in. grain leather strap. Strong metal, keretol-covered handle, lid telescopes. Studs on the bottom provide ample protection from that source.

It will carry 35 of your best records.

Comes in the high gloss finish as shown. The price will surprise you.

*A sample will convince you*

We are also Manufacturers of all kinds

*Musical Instrument  
Cases and Covers*

Write for Catalogue and Prices

**J. D. Hunt Mfg. Co.**

Massachusetts Avenue and  
Davidson Street

INDIANAPOLIS, IND., U. S. A.

**YAZOO RIVER RED GUM**

For high-grade cabinet work. Of soft texture and rich, dark color. Sawed from mature, thrifty trees. Specially manufactured and air seasoned.

Adapted to a variety of finishes—Satin Walnut to Dark Mahogany. Can furnish either in Plain or Quarter sawed stock.

- 10 cars 3" No. 1 Common and Better Qrtd. Red Gum.
- 10 cars 2½" No. 1 Common and Better Qrtd. Red Gum.
- 10 cars 2" No. 1 Common and Better Qrtd. Red Gum.
- 10 cars 1¼" No. 1 Common and Better Qrtd. Red Gum.
- 2 cars 1" No. 2 Common Red Gum.
- 2 cars 1¼" No. 2 Common Red Gum.
- 2 cars 2" No. 2 Common Red Gum.
- 2 cars 1" No. 1 Common and Better Qrtd. Red Gum.
- 5 cars 1" 1st and 2nds Qrtd. Red Oak.
- 5 cars 1" No. 1 Common Qrtd. Red Oak.
- 5 cars 1" No. 1 Common Plain White Oak.

Send us your inquiries for all cabinet woods.

**THOMAS & PROETZ LUMBER CO.**

15 Angelrodt St., St. Louis, Mo.

folder, illustrating the five styles of Stodart machines, which is now being sent to the trade.

**TIMELY COMMENT ON "CRANKS"**

The discussion in a musical journal of the question as to why musicians are called "cranks" reminds one of Lord Chesterfield's advice to his son "never to attack whole bodies or any kind." "Judge of individuals," wrote Chesterfield, "from your knowledge of them, and not from their sex, profession or denomination." The advice is as sound nowadays as it was in 1746, and the writer in the musical journal goes contrary to it when he says that "the fault lies in the art of music itself, which is so exclusive that it does not lead to the study of literature, history or life in general." Scholars, historians, writers and philosophers have all been called "cranks." People rather commonly indulge in such generalizations, even when the exceptions to the rule are so numerous that they not only do not prove the rule, but prove that there is none.—Christian Science Monitor.

**"GRAFARET" IN SALT LAKE CITY**

Novel Tune Shop Opens as Mecca for Dance Enthusiasts—M. H. Kirk Is Manager

SALT LAKE CITY, UTAH, May 6.—The opening of the Grafaret, 40 East Second South street, Salt Lake's newest and most attractively appointed music establishment, was a great success. Throughout the opening day of the store, large crowds of interested visitors attended the reception given by M. H. Kirk, the manager.

A visit to the new store impresses the observer with the smart interior decoration and arrangement of the stock display. Several booths outfitted as music rooms, each individually decorated and appointed, are provided for the prospective purchaser of one of the musical instruments or records to readily determine his choice.

"It is our purpose to make the choosing of an instrument, whether it be a Sonora or a Mandel phonograph, or an Emerson record, a delightful experience rather than a task," said Mr. Kirk. To carry out this idea, a concert room has been provided at the rear of the store. Half of the hall is set off for the audience, while the other half is cleared for dancing.

Concerts and dancing will be special features every afternoon and evening at the Grafaret. To attend the daily dancing parties will obligate no one to purchase instruments or records.

**NEW SONORA DISTRIBUTORS**

The Sonora Phonograph Co. has just announced the appointment of Moore, Bird & Co., Denver, Colo., as distributors for Sonora phonographs in the States of Colorado, New Mexico, and Wyoming east of Rock Springs. This new jobber has an efficient sales organization that is already making excellent headway in the development of Sonora business in that and adjacent territory.

**LAMBERTZ TO LEAVE WEILER BROS.**

Arnold M. Lambertz, manager of the Victor department of Weiler Brothers, 122 North Fifth street, Quincy, Ill., will sever his connection with that firm on May 20 and will locate in the West. At the present time Mr. Lambertz has not made announcement of his future plans.

**THE TRUTH AND NOT THE TRUTH**

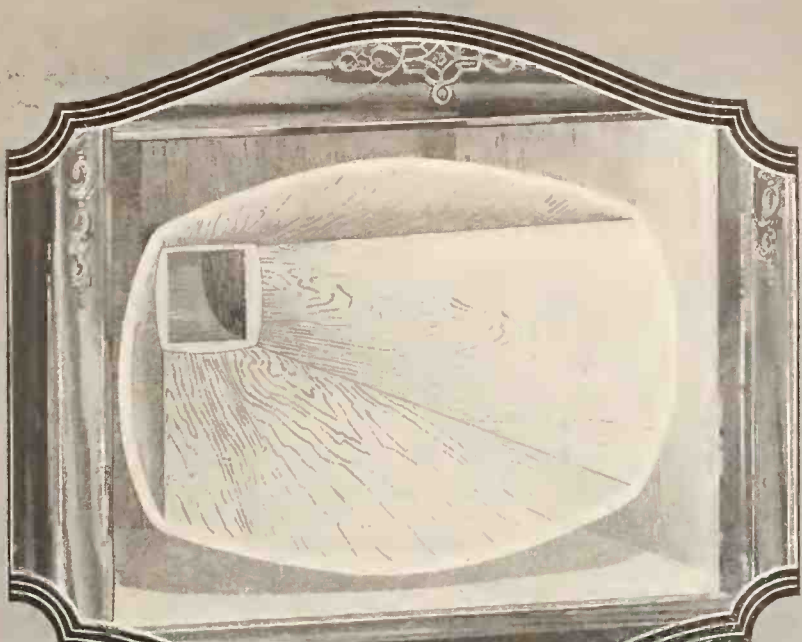
Carried away by his enthusiasm and in the flush of joy over his great sales record during a particularly profitable month one dealer prepared the copy for his weekly advertisement, using as his startling head, "Our Needles Break All Records."

**MAGNEDO**  
EACH NEEDLE  
PLAYS 10 RECORDS



**THE ORIGINAL AND FASTEST  
SELLING MULTI-PLAYING NEEDLE**  
**ASK YOUR JOBBER**

Manufactured by  
SUPERTONE NEEDLE WORKS  
18 W. 20th St., New York



**HARPONOLA**

**A  
Prophet  
of Golden Profits**

**L**ET the phonograph with the golden voice build up sales for you.

It is so beautiful of design, so rich and mellow of tone, so perfect mechanically, that the first Harponola you sell builds up a growing demand.

One impressive selling point lies in the fact that Harponola's greatest beauty can not be seen until the grille is removed — and the eye catches the golden glint of the richly finished horn of yellow spruce.

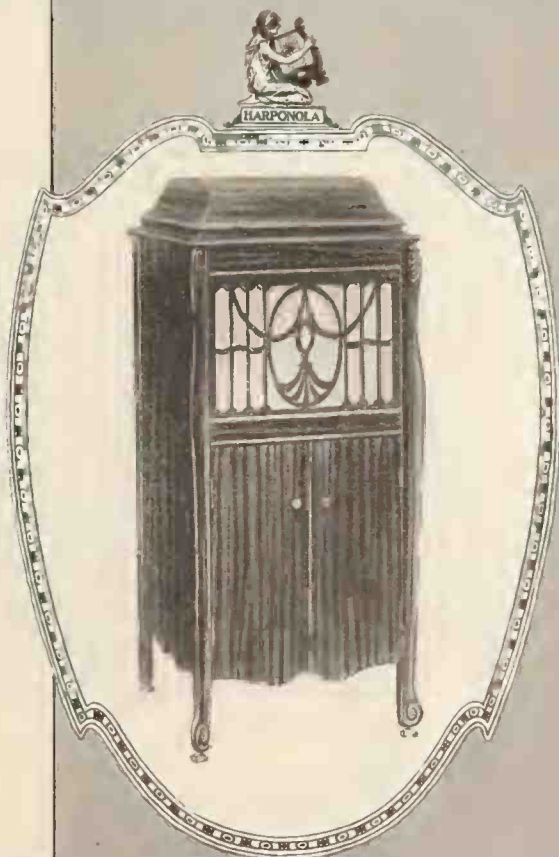
Cabinets are made by the Mersman Brandts Brothers in a separate factory.

A good profit on every machine. Repeat sales built by our special proposition on OKEH records. Write for details.

**THE HARPONOLA CO.**  
101 MERCELINA PARK  
CELINA, OHIO

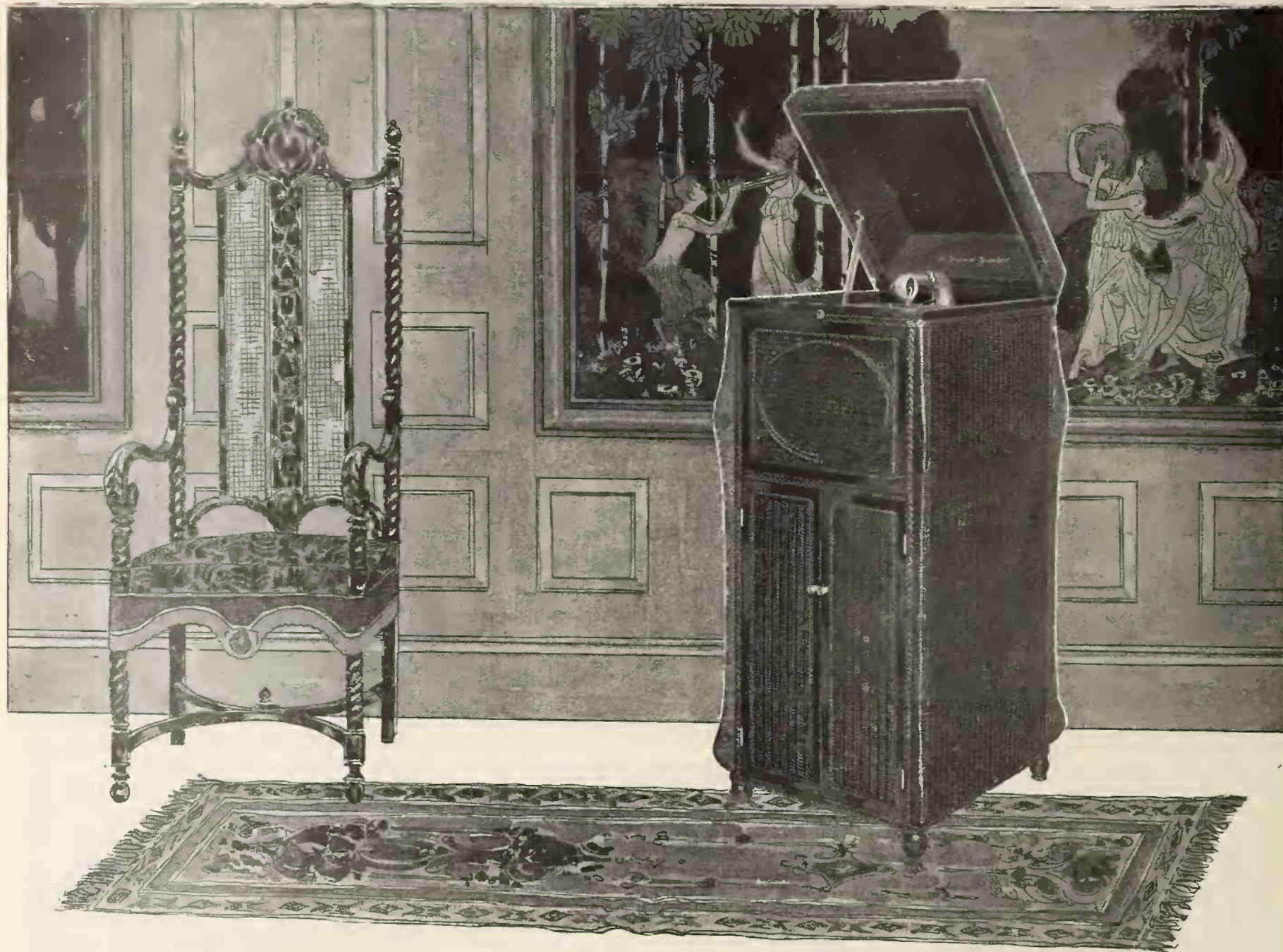
EDMUND BRANDTS, President  
A Restricted Amount of Territory Open for Jobbers

*The*  
**PHONOGRAPH**  
*with the*  
**GOLDEN VOICE**



# The Heywood-Wakefield

## PHONOGRAPH



## Thousands will prefer it

**T**HE reed and wicker cabinets of the Heywood-Wakefield mark a distinct innovation in music reproduction. The vibratory noises, so commonly caused by the confined air pockets and sealed-up cavities of wood cabinets, are eliminated. Through the open spaces of the reed the music flows clear and strong.

The reproducer, invented and perfected by an eminent throat specialist, parallels the human organs of sound. It is cushioned and non-resonant. Every detail of a record is caught and reproduced with a faithfulness matching the sincerity of the artist. And there is no disturbing "screech" or metallic taint to mar its exquisite tone.

The Heywood-Wakefield is equipped with either spring or electric motor. The universal

electric motor is an exceptionally strong selling feature. It never heats, is absolutely silent in operation and uniform in speed.

As a fitting background to its rare musical value, the Heywood-Wakefield possesses an unusual decorative appeal. The cabinet can be had in three hundred different shades of color. It harmonizes with every style of wood furniture, and enhances the effect of reed and wood combinations, or reed alone.

No dealer can afford to overlook this phonograph.

The Heywood-Wakefield is made under the Perfek'tone patents.

Write today for details of models, prices and specifications. Address the nearest office of

**HEYWOOD BROTHERS & WAKEFIELD COMPANY**

New York Philadelphia Boston Baltimore Buffalo Chicago Portland, Ore. San Francisco Los Angeles  
Factories: Gardner, Mass.; Chicago; Wakefield, Mass.

When you visit Atlantic City see all models of the Heywood-Wakefield at the Perfek'tone Store, 517 Boardwalk

**A SHOP WITH PERSONALITY**

**Peerless Phonograph Shop in Colorado Springs Equipped in an Elaborate Manner**

COLORADO SPRINGS, COL., May 3.—The Peerless Phonograph Shop, of this city, under the management of F. G. Schultz, is hailed as a store with a personality, for in the arrangement of the interior every effort has been made to have the details individual as well as elaborate. The shop at 11 South Tejon street is in reality a branch of the Peerless Furniture Co. and was opened to provide for the necessary expansion of the company's phonograph department, in which is featured Victor, Columbia and Brunswick machines and records.

The store is particularly notable for the elaborate character of the furniture and interior arrangements. Each room is as comfortable as can be, and equipped with attractive wicker furniture and lighted by the Brasco system. The big French windows are artistically set off with rose drapery.

The color scheme of the row of bungalows is ivory and French gray. Over each door hangs a bungalow light. Vines, real honest-to-goodness vines, are trailing up the sides of the bungalows, and about all is the atmosphere of home.

At the end of the bungalows a garden wall starts, and is complete in every detail, even to the large square post at the end, and the creaky, squeaky iron gate, with the old road and the woods visible through the irons. Worked into the grill of the gate is the crest of the Peerless Phonograph Shop.

The reception room takes up practically the entire front half of the store. It is finished in ivory and mahogany wicker furniture, and the color scheme is ivory and mahogany. Palms and flowers, tastefully placed, set off the beauty of the room. The partition at the end of the reception room is of leaded art glass, and with the glow of the electric lights behind a pleasing effect is produced.

Even the bungalow idea has been carried out in the private office of F. G. Schultz, the manager of the store. A ventilator pipe has been painted brick red and touched here and there



**Reception Room in Ivory and Mahogany** with a dash of white, the whole having the appearance of an old brick chimney.

Manager Schultz is thoroughly experienced in the talking machine business, having started with the Columbia Graphophone Co. in Bridge-



**Sound-proof Rooms in Bungalow Effect** port, Conn., and for nine years having been manager of the talking machine department of the G. A. Crancer store in Lincoln, Nebr. He is assisted by George Perry and A. E. Paulson as salesmen. The new separate shop was opened last December in time for the holiday trade.

Hampson, Mintie & Abbott, the prominent merchants of Waterbury, Conn., have recently taken the agency for the Aeolian-Vocalion.

**NEED OF BETTER STORE LANGUAGE**

**Store Service Expert Gives Some Worth-while Hints on Often-heard Expressions**

Every dealer who is interested in the development of his sales force, and who is on the watch for ways in which the efficiency of his retail methods can be improved, should find the following hints worthy of his consideration.

"Good expressions make good impressions," says this expert in store service. He puts up a plea to standardize store speech, believing that certain modes of address would please the public, command respect and establish prestige for the establishment.

Certain expressions he would taboo. For instance: "What'll you have?" "Waited on?" substituting, "Do you wish attention, sir?" or "madam?" "Is there anything I can show you?" or, during rush hours: "Getting service?"

On closing sales, never say: "Is that all?" or "Nothing else?" but, "Now, what else, please?" or, "Anything else?" Do not say "lady" in direct address, he admonishes, but "Madam," and instead of "Yes'um," "I'll say so," "You bet," "It sure is"; say "Yes, indeed!"

Again, it is better to say "Less expensive" rather than "Something cheaper." However, he advocates showing the article, rather than asking the undiplomatic and unnecessary question, "About what do you want to pay?"

Other "don'ts" are: not "Thanks," but "Thank you"; not "Ain't," but "Are you" or "Isn't"; not "Do you want something high priced?" but "Do you wish something better?" not "Dandy," "Great Stuff," but "Excellent" or "Reliable."

Never use the words "Fake," "Junk," or "Dope" in addressing a customer.

Words are the tools with which one builds respect and good impressions. They are the salesman's tools, especially, so he must use good ones.

"Make your tongue your friend—not your enemy."

**"Easier to sell**  
**than any other**  
**phonograph in the world"**

That's the way salesmen talk about

The **Aeolian-VOCALION**

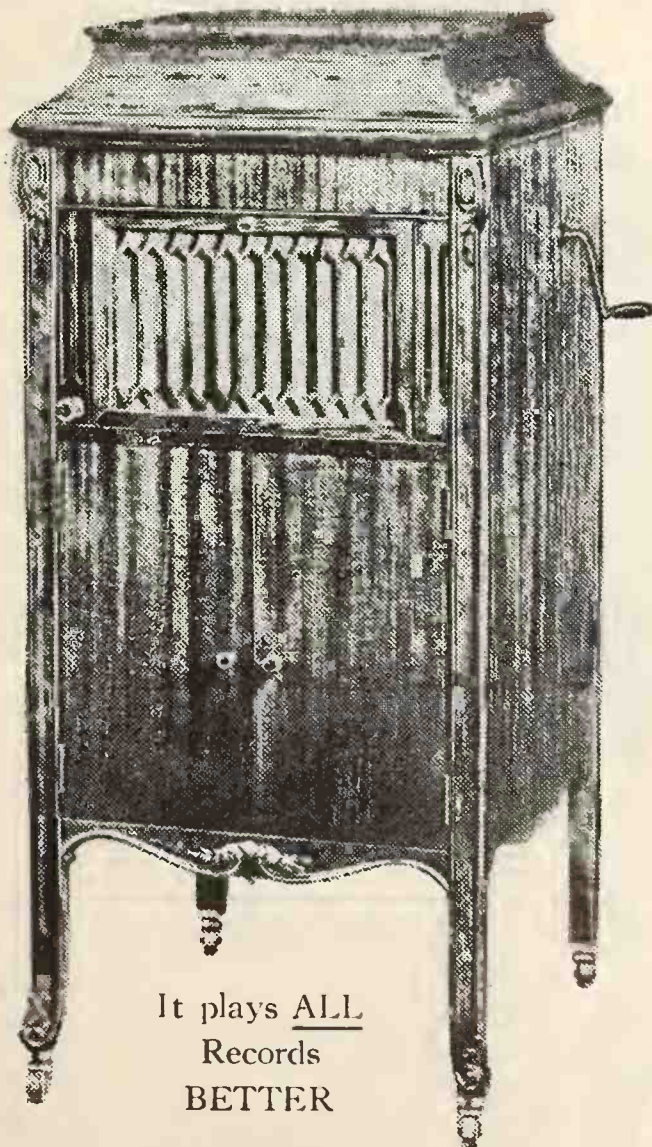
*The new and greater phonograph*

**VOCALION RECORDS** Two distinct styles of records. A lateral cut and a hill and dale. You can therefore sell EVERY phonograph owner in your community.

— Ask for our Dealers' Proposition —  
 We are Western Distributors, prepared to give you the goods you want **WHEN YOU WANT THEM.**



13 to 19 East 1st, South - - - - Salt Lake, Utah



It plays ALL  
 Records  
**BETTER**



Lucy Gates' two melodious lullabies, "Baby Mine" and "Mammy's Song," are magnets for all music lovers. Have you ordered a big supply? A-2911.

Columbia Graphophone Co.  
NEW YORK

### AEOLIAN EXPANSION IN EUROPE

A. J. Mason, General Manager of European Interests of Aeolian Co., Now in New York, Tells of Plant Being Erected to Make Vocalion Records in England—Enlargement of Plant in Paris to Meet Growing Trade

A. J. Mason, general manager of the European interests of the Aeolian Co., arrived in New York recently from London in order to confer with the officials of the Aeolian Co. here regarding various matters connected with the widespread development of the company's business abroad. Mr. Mason will remain in the United States until about the middle of May before returning to Europe.

In an interview with *The World*, Mr. Mason took occasion to tell of the elaborate plans for expansion now being carried on in the various Aeolian plants abroad, particularly in England and France.

There is also being erected in Hayes a new plant to be devoted to the manufacture of Vo-

calion records, for which there appears to be a most substantial demand in Great Britain. This new plant will have a large capacity. The Vocalion machines are manufactured in a plant in London proper, and the output of these instruments is being increased steadily. The progress of the Vocalion is particularly notable in that the instrument was introduced in England during the war and therefore under a handicap, and it has only been since the armistice that the Vocalion has had a fair chance to make a place for itself in the British market. Its success, however, has been most gratifying.

The French plant of the Aeolian Co., in Paris, is also being enlarged materially, the plan of the company being to have establishments in both England and France capable of taking care not only of the sales demands of those companies themselves but to take care of a considerable portion of the general export trade.

Mr. Mason stated that conditions in Great Britain were slowly, but surely, returning to a normal level, even though the progress was not so great as some might wish. He said that

conditions in England at the present time closely approximated those in the United States.

Demands for musical instruments continue at a high level, but it is the general opinion that when factories are fully manned and begin producing on the same basis as in 1914, demand and supply will reach a common level.

### A POPULAR TRADE MEMBER

L. M. Cole, General Sales Manager of the Iroquois Sales Corp., a Trade Developer

BUFFALO, N. Y., May 5.—We take pleasure in presenting herewith a "snap" of L. M. Cole, general sales manager of the Iroquois Sales



L. M. Cole at His Desk

Corp., of this city. Mr. Cole, who is one of the most popular members of the Buffalo talking machine fraternity, numbers among his friends talking machine dealers in all parts of the Eastern trade, and his efforts to co-operate with his clientele have met with pleasing success. The Iroquois Sales Corp. is the wholesale distributor for Mastertone talking machines and Okeh records, and Mr. Cole, through the use of progressive sales methods, has developed a splendid business for these products in this territory.

### JOS. WOLFF DUE FROM BERMUDAS

Joseph Wolff, secretary of the Sonora Phonograph Co., accompanied by Mrs. Wolff, is spending a few weeks in the Bermudas, and according to present plans, will return to New York the early part of next week.

Revenues from musical instruments imported into England in 1919 were \$706,173—not a large sum even for a free trade country.

SEND FOR ILLUSTRATED PRICE LIST  
AND FREE SAMPLE

**"GLOBE" TRANSFER NAME PLATES**

DEALERS EVERYWHERE APPLY THEM  
ON PHONOGRAPHS, PIANOS, ETC.

**GLOBE DECALCOMANIE CO.**  
JERSEY CITY, N. J.

**COTTON FLOCKS**

.. FOR ..

**Record Manufacturing**

**THE PECKHAM MFG. CO.,** 238 South Street  
NEWARK, N. J.

## Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

**THE C. E. WARD CO.**

(Well-Known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers  
and Dust Covers for the Wareroom

### Distributors

**BRISTOL & BARBER, INC.**  
111 E. 14th St., New York City

**YAHN & LANGE DRUG CO.**  
207-215 E. Water St., Milwaukee, Wis.

**COHEN & HUGHES, INC.**  
Washington, D. C.

**BECKWITH-O'NEILL CO.**  
Minneapolis, Minn.

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

**OHIO SALES CO.**  
Beckman Bldg., Cleveland, Ohio

**THE REED CO.**  
237 Fifth Avenue, Pittsburgh, Pa.

**SONORA DISTRIBUTING CO. OF TEXAS**  
Dallas, Texas.

**CHAS. H. YATES**  
311 Laughlin Bldg., Los Angeles, Cal.

**W. D. & C. N. ANDREWS**  
Buffalo, N. Y.

**SACHS & CO.**  
425 So. Wabash Ave., Chicago.

**SHERMAN, CLAY & CO.**  
741 Mission St., San Francisco, Cal.

**JOHN A. FUTCH CO.**  
35 Auburn Ave., Atlanta, Georgia  
1500 South Boulevard, Charlotte, N. C.  
630 Washington St., Jacksonville, Fla.

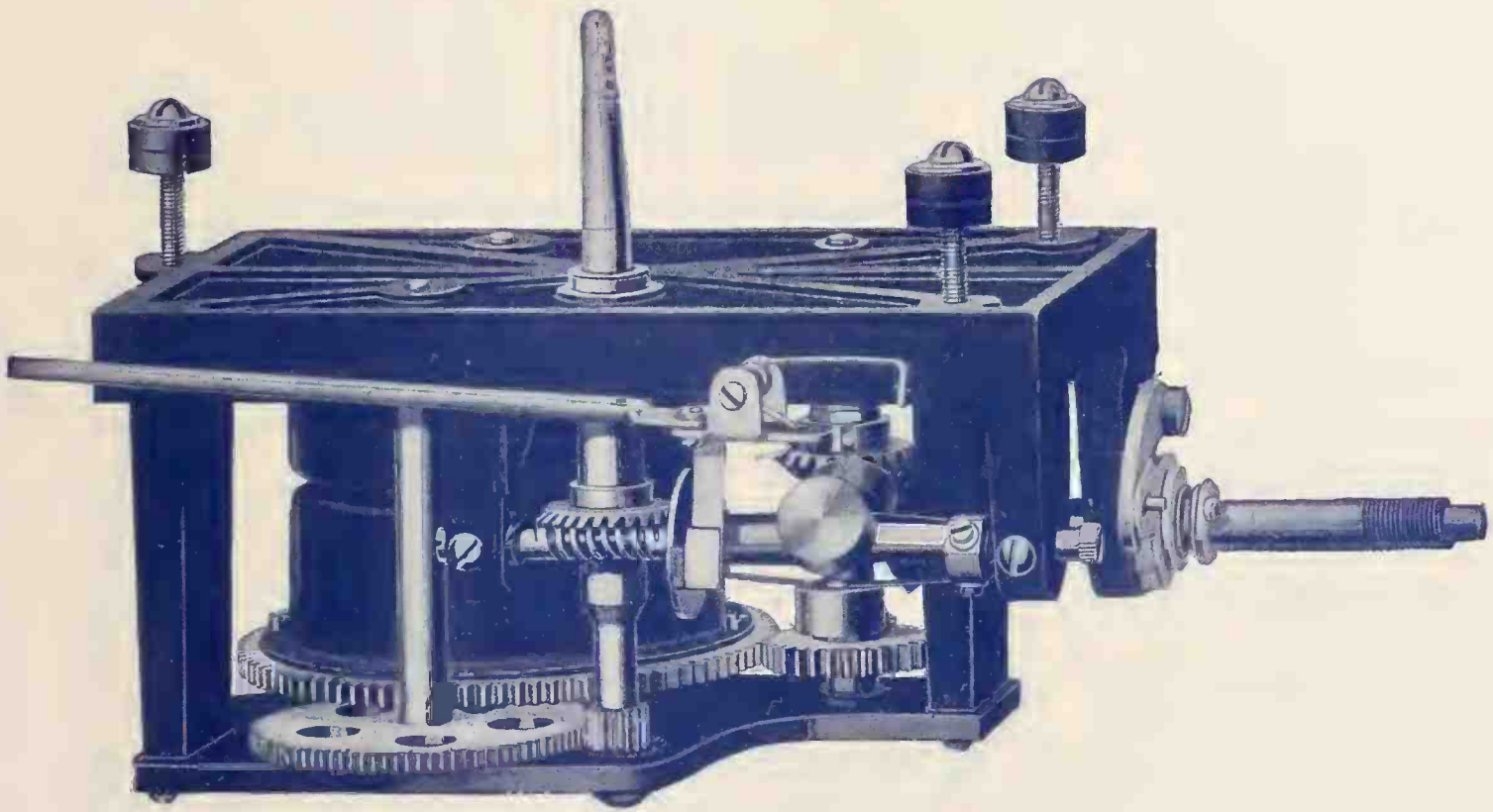
**ORTON BROTHERS MUSIC HOUSE**  
Butte, Mont.



# The Heineman Motor

*The Standard Motor For High-grade Phonographs*

The unprecedented demand we have had for this motor makes it plain that it is an unusual motor.



HEINEMAN MOTOR No. 77

**You Will Use This Motor Eventually—  
Why Not Now?**

Over 1,000,000 Heineman No. 77 Motors in Use the World Over

## GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

New York City, N. Y.

OTTO HEINEMAN, Pres.

FACTORIES: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.  
BRANCH OFFICES Chicago, Ill. San Francisco, Cal. Toronto, Can.



**JULES TARLOW GOES TO PITTSBURGH**

Becomes Buyer for the Talking Machine Department of Kaufman-Baer & Co.

Jules Tarlow, for the past two and a half years connected with the talking machine department of Gimbel Bros., New York, under



Jules Tarlow

the management of M. Max, has been appointed buyer for the talking machine department of Kaufman-Baer & Co., Pittsburgh, Pa. Mr. Tarlow is well known in the local talking machine field and has been a successful student of salesmanship and merchandising. He leaves for his new position with the best wishes of his co-workers at Gimbel's, who took occasion to present him with a gold watch as a mark of their esteem. Mr. Max presented Mr. Tarlow with a handsome traveling bag.

**"GLISS" POLISH WELL RECEIVED**

New Condon & Co. Product Wins Approval of Dealers and General Public

Condon & Co., New York, the sole agents for "Gliss," a special polish for phonograph cabinets and fine furniture, and which has a number of individual qualities, state that the sales of the product have greatly increased during the past two months. Of special gratification has been the letters of commendation which Condon & Co. have received from dealers who not only have used and tested its merits on their own goods, but have found that their trade is well pleased with the product. In advertising "Gliss," special prominence is given the slogan, "The Lustre Lasts." It is claimed for "Gliss" that it "cleans, dries and polishes" in one operation. Condon & Co. are also agents for "Uniform" steel needles and other products.

The Period Cabinet Co., New Albany, Ind., which recently engaged in the manufacture of talking machine cabinets, has taken over the plant of the American Cabinet Co. of that city and will have a capacity of 300 cabinets a day.

**EDISON DEALERS MEET IN SYRACUSE**

Dealers in Central and Western New York Are the Guests of Frank E. Bolway & Son, Inc.

SYRACUSE, N. Y., May 3.—Frank E. Bolway & Son, Inc., Edison jobbers for Central and Western New York, recently held a very interesting meeting of their dealers at the Onondaga Hotel, this city, for the purpose of discussing various phases of the business, and particularly the sales plans for the future. Practically every dealer in the zone was present and also enthusiastic, and T. J. Leonard, general sales manager of Thomas A. Edison, Inc., spent the day with them discussing and explaining the company's sales plans for 1920.

In the evening following the meeting, the dealers were entertained at an elaborate banquet at the Onondaga Hotel, during the course of which a number of artists, including Miss Rae Samuels, the prominent vaudeville star, Ben Bernie and others, carried out an interesting program.

**CONCENTRATE ON "TALKER" LINE**

The Stoffer & Stackhouse Co., who for the past thirteen years conducted a very successful general store at Bourbon, Ind., are achieving pleasing results with Okeh records and Dusonto talking machines, which they added to their lines about a year ago.

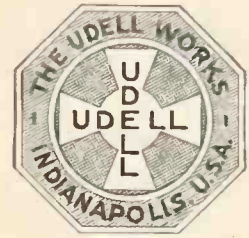
In fact, these records and talking machines have been so well received by the company's trade, that they recently decided to discontinue their general store business and concentrate all of their activities on Okeh records, Dusonto talking machines and general talking machine accessories. Their stock of store merchandise is at present being closed out under the auspices of the T. K. Kelly Co., of Minneapolis.

**APRIL ISSUE OF "THE PURITAN"**

The April number of "The Puritan," published by the United Phonograph Corp., Sheboygan, Wis., makers of the Puritan phonograph, contains in addition to the usual amount of interesting hints to salesmen several articles of interest to all music dealers. The first article is a short history of musical instruments, tracing the development from early Egyptian days down to the present time. The show window of the music store of C. W. Copp, South Bend, Ind., is reproduced as an example of effective window treatment.

When Small Machines Are Plentiful As Now

Udell



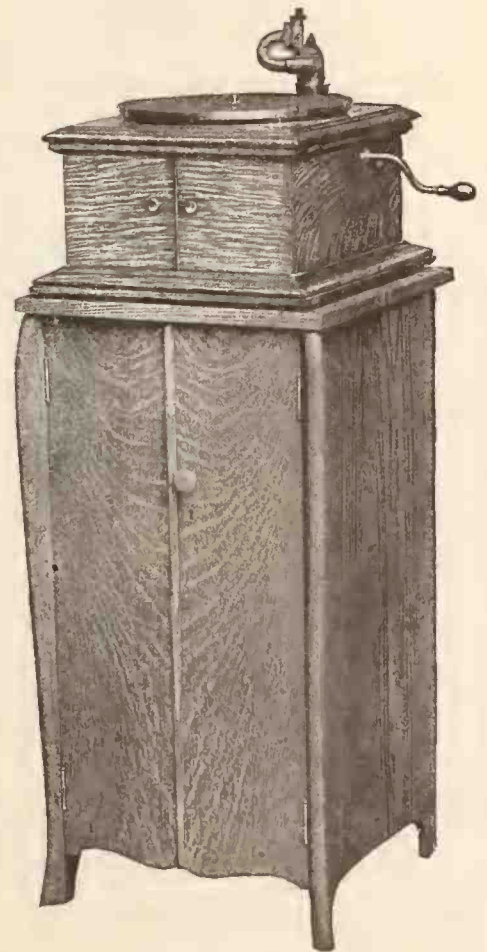
TRADE-MARK

Cabinets

MAKE AND HOLD THE SALES

The excellence of UDELL Design, Finish, Workmanship and reputation add attractiveness to the machine itself.

UDELL CABINETS represent the dealer's opportunity



No. 404 [Vertical Interior] For Victrolas IV-A and VI-A For Columbia B or C

Height, 32 in. Width, 17 in. Depth, 17 in. Quartered oak front. Mahogany front. Average weight, crated, 75 pounds. Holds 208 records. [If horizontal shelving is desired, order No. 1404.] [When felt interior is wanted, order No. 404F.]

THE UDELL WORKS 1204 28th Street INDIANAPOLIS, IND.

**IOWA DEALERS LOOK US OVER**

We are the Iowa Distributors of

**Vitanola Phonographs**

"THE PHONOGRAPH OF MARVELOUS TONE"

AND

**Story & Clark Pianos**

"MANUFACTURED SINCE 1857"

*We Are Equipped To Give You Service*

**E. H. JONES PIANO CO.**

DES MOINES

Shops Building

IOWA

# All phonographs may look alike—

Varnish and nickel-plating may cover a multitude of sins. But the public is being educated to investigate before buying

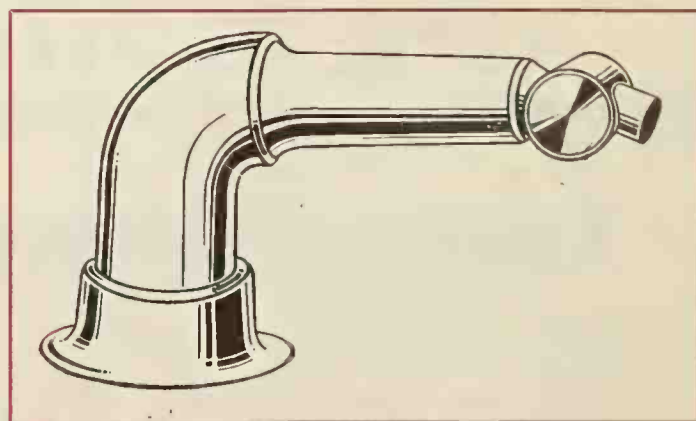
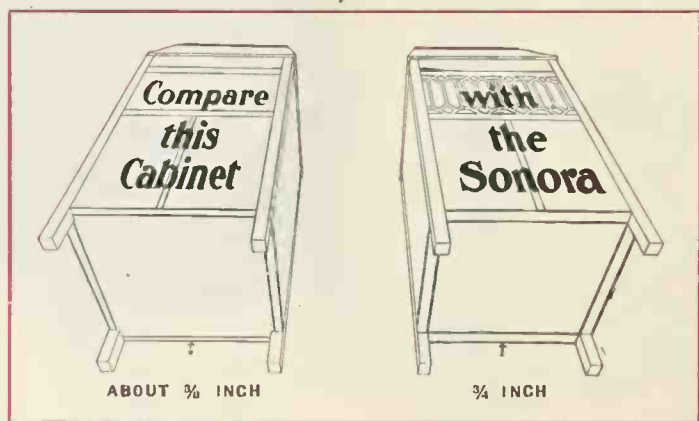


has solid substantial cabinets. Carefully made of sturdy, high grade wood, Sonora cabinets do *not* warp. They last a lifetime. It is significant that Sonora cabinets are  $\frac{3}{4}$ " thick whereas nearly all other makers of phonograph cabinets use wood only  $\frac{3}{8}$ " thick or thereabouts.

Sonora is not only unequalled in cabinet construction but in beauty of cabinet appearance, in workmanship and in matchless tone. Not "How cheap?" but "How good!" has always been Sonora's motto.

Sonora has an ALL BRASS tone arm. ALL BRASS in a tone arm produces a superior tone. Cornets are made of brass for this reason. Zinc-lead castings used by nearly all other phonograph manufacturers for tone arms are brittle, cheap and give an inferior tone. Sonora does not use castings for tone arms. Sonora will not.

Sonora is perfect in constructional details. That's why Sonora's tone is unrivalled. Sonora is a quality instrument and contains no poor materials.



Examine the Sonora critically in comparison with other phonographs and you will understand why Sonora is The Highest Class Talking Machine in the World and why it is easily sold without offering "easy payments" as a leading attraction

**WE** are adding new dealers. *If you wish to handle the wonderful Sonora write at once to the distributor covering your territory:*

**Gibson-Snow Co.,**

Syracuse, N. Y.

State of New York, with the exception of towns on Hudson River below Poughkeepsie, and excepting Greater New York.

**W. B. Glynn Distributing Co.**

Saxtons River, Vermont

States of Maine, New Hampshire, Vermont and part of Massachusetts.

**Griffith Piano Co.**

605 Broad St., Newark, N. J.  
Northern New Jersey.

**Hessig-Ellis Drug Co.,**

Memphis, Tenn.

Arkansas, Louisiana, Tennessee, Mississippi.

**Hillman Phonograph Co.**

Wheeling, W. Va.

Virginia and West Virginia.

**Kiefer-Stewart Co.**

Indianapolis, Ind.

Entire State of Indiana.

**The Magnavox Co.,**

616 Mission St.,

San Francisco, Cal.

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

**C. L. Marshall Co., Inc.**

82 Griswold St., Detroit

409 Superior St., Cleveland

Michigan and Ohio.

**Minneapolis Drug Co.,**

Minneapolis, Minn.

States of Montana, North Dakota, South Dakota, Minnesota.

**I. Montagnes & Co.,**

Ryrie Building, Toronto, Can.  
Canada.

**M S & E,**

221 Columbus Ave.,

Boston, Mass.

Connecticut, Rhode Island and Eastern Massachusetts.

**Lee-Coit-Andreesen Hardware Co.,**

Omaha, Nebraska

State of Nebraska.

**American Hdw. & Equipment Co.,**

Charlotte, N. C.

North Carolina and South Carolina.

**C. D. Smith Drug Co.,**

St. Joseph, Mo.

Missouri, Northern and Eastern part of Kansas and five counties of North-eastern Oklahoma.

**Smith, Kline & French Co.,**

Philadelphia, Pa.

States of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.

**Sonora Phonograph Co., Inc.,**

279 Broadway, New York

Distributors for Greater New York.

**Southern Drug Co.,**

Houston, Texas

Southeastern part of Texas.

**Sonora Drug Co.,**

Atlanta, Ga.

Alabama, Georgia and Florida.

**Southwestern Drug Co.,**

Wichita, Kansas

Southern part of Kansas, Oklahoma (except five Northeastern counties), and Texas Panhandle.

**Strevell-Paterson Hardware Co.,**

- Salt Lake City, Utah

Entire States of Utah, Colorado, Wyoming, New Mexico and Southern Idaho.

**C. J. Van Houten & Zoon,**

Marquette Building,

Chicago, Ill.

Illinois and Iowa.

**Sonora Distributing Co., of Texas,**

Dallas, Texas

Western part of Texas.

**Yahr & Lange Drug Co.,**

Milwaukee, Wis.

Wisconsin, Upper Michigan.

**Robinson, Pettet Co., Inc.**

Louisville, Ky.

State of Kentucky.

**Sonora is licensed and operates under BASIC PATENTS of the phonograph industry**



**The Columbia Novelty Record this month is "Khaki Boys March," a bully bell solo with British Orchestra accompaniment. Order big. E-4562.**

**Columbia Graphophone Co.  
NEW YORK**

### OPENS NEW WHOLESALE QUARTERS

John Elliott Clark Co. Completes Model Establishment With Every Convenience to Give Dealers Intelligent, Helpful Service.

SALT LAKE CITY, UTAH, May 5.—The John Elliott Clark Co., Victor wholesaler, has just



Model Record Booth and Show Window completed new wholesale quarters in the Simon Building, 146 South West Temple street, of this city. The new plant is devoted entirely to the



Educational Department

wholesaling of Victor products and accessories and will be complete with all departments to

give the dealers intelligent and helpful service.

The new offices include a model record booth and a show window where special trims will be made up and become available for dealers' use. One of the principal features will be the educational department, in charge of a competent and experienced music supervisor who has had sales experience and who has attended the special courses in salesmanship given by the Victor Talking Machine Co. at Camden.

The department will conduct special salesmanship classes for local and nearby dealers and their employes, give them special assistance in community activities, concerts, recitals, etc., and visit them regularly, giving advice on store service, arrangements and methods.

### PUBLICITY THAT IS ATTRACTIVE

Sonora Advertising in Leading Newspapers of the Country Wins High Praise for Excellence

The advertising department of the Sonora Phonograph Co. is using in the leading newspapers of the Middle West and in some of the standard New York City newspapers a series of attractive advertisements that is attracting the general interest of the trade and public. These advertisements call attention to two important features of the Sonora phonograph, namely: The all brass tone arm and the fact that the Sonora cabinet is made of wood three-quarter inch thick.

The advertising is illustrated by the use of very clear black and white cuts showing the all brass Sonora tone arm, together with two black and white drawings of cabinets. The thickness of the wood used in the Sonora cabinet is emphasized in the drawing.

This campaign was inaugurated by the Sonora advertising department in order to give the public some idea of the distinctive features of Sonora product. The company's jobbers and dealers are enthusiastic regarding the practical value of this advertising.

### BOSTON BOOK CO. IN NEW HOME

Brooklyn Factory Increases Output and Chicago Branch Installs New Machinery—Demand for Albums Shows Growth of Industry

The Boston Book Co., Inc., the well-known manufacturer of record albums, which some time ago moved its New York plant to 57-65 Hope street, Brooklyn, is now back to normal in point of production and in a very short time the capacity of the plant will be greatly increased. The new quarters now house much additional equipment which makes for speed and efficiency. In addition to the occupancy of larger quarters in its new Brooklyn home, which demonstrates the growing business of this concern, it might also be noted that the Chicago plant of the company, located at 509 Plymouth court, that city, has also been forced to install much new machinery in order to care for the business in Middle West territory. The fact of the matter is that the Chicago plant almost rivals the main factory, as far as general output is concerned.

J. M. Alter, president of the Boston Book Co., in a recent statement to a representative of The World, said: "With the installation of the most modern machinery in all departments of our business, we not only simplify the manufacturing of our album, but we increase the production, without lowering the standard of our product.

"While it is very true we have a tremendous amount of orders on hand, we are not behind in shipments, and as a matter of fact we are even accepting new orders, all of which will be taken care of at the promised time. When both our Brooklyn and Chicago plants are working at their new capacity, the outlook indicates that our production will be much greater during 1920 over the 1919 period. The great demand for albums, which is increasing, is another demonstration of the greatness of the talking machine industry."

VITANOLA DISTRIBUTING AGENCY OF TEXAS

THE TEXAS DISTRIBUTORS OF

**THE VITANOLA**

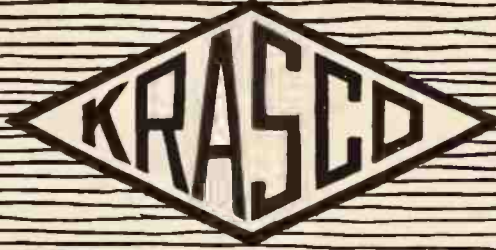
"The Phonograph of Marvelous Tone"

*If you are in Texas territory, write for information regarding an agency for this progressive line.*

907 COMMERCE ST.

'Phone X-5511

DALLAS, TEXAS

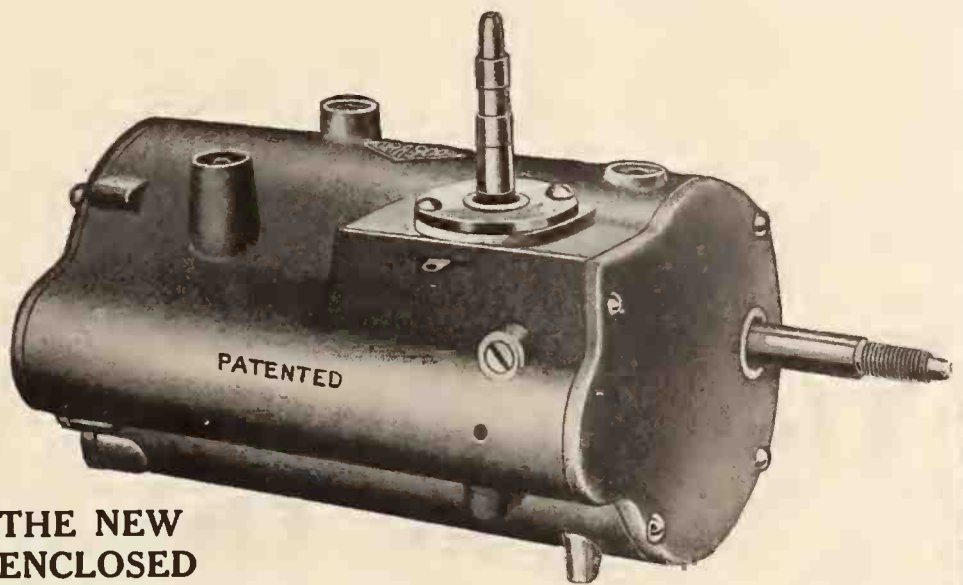


## The Phonograph Salesman

SAYS:

"Purchasers of the better Phonographs of today are growing keener on the subject of silent and dependable motors. They demand to hear a perfect reproduction of the voice or instrument—original and nothing else. The salesman says the KRASCO is the one dependable motor, backed by a "KRASCO" liberal guarantee."

And he *knows* he is right.



Send for Literature  
on KRASCO Open  
and Enclosed Motors,  
Sterling Reproducers  
and Tone Arms.

THE NEW  
ENCLOSED  
KRASCO MOTOR—  
THE SENSATION OF THE NEW YORK SHOW

Krasberg Engineering &  
Manufacturing Corporation

536 Lake Shore Drive

Chicago Illinois U.S.A.

# Krasberg

## IOWA CONVENTION DATE AUGUST 3

Mickel Bros., Victor Distributors, Will Entertain Dealers' Association in Des Moines—Chase & West Score Big Hit With Attractive Float in Parade—Budget of Trade News

DES MOINES, IA., May 6.—At a meeting in this city on April 21, of the officers and executive committee of the Iowa Victor Dealers' Association, the definite date of the fourth annual convention was set for August 3. An interesting program has been arranged, which will take up the entire day, and in the evening Mickel Bros. Co. will tender the members and wives a banquet and dance at Hotel Fort Des Moines.

A number of Victor dealers have called on Mickel Bros. Co. recently in an effort to secure more goods. Among them were: Jos. Britt, of the Cray Hardware Co., Boone, Ia.; L. R. Spencer, of Harmony Hall, Iowa City, Ia.; John D. Vance, of Vance Music Co., Mason City, Ia., and L. A. Murray, Davenport, Ia.

Galli-Curci played to a \$7,000 house recently and stirred up some wonderful business for the sale of her records. Chase & West secured the seat sale, together with the program, and their record sale on the following day amounted to \$286.

T. F. Perkins, manager of the Haddorff Piano Co., has resigned to accept the position of manager of the piano department of the Ginsberg Furniture Store.

H. B. Sixsmith, sales manager of Mickel Bros. Co., has just returned from a trip through the State, covering practically every one of the larger Victor dealers.

Recently the Drake University conducted a demonstration in an effort to raise funds. The feature was a parade consisting of a number of floats descriptive of the different branches of study. The Liberal Arts float was given to Chase & West, Victor dealers, on which they constructed a mammoth Victrola measuring eleven feet in height. Inside of the Victrola a male quartet sang. Needless to say that applause greeted them all along the line.

Paul Cushman, formerly manager of the Victrola department of the Standard Furniture Co., Centerville, Ia., has resigned to accept a similar position with the Red Cross Decorating Co., also of Centerville. Mr. Cushman is well known throughout the State in connection with the Victor work.

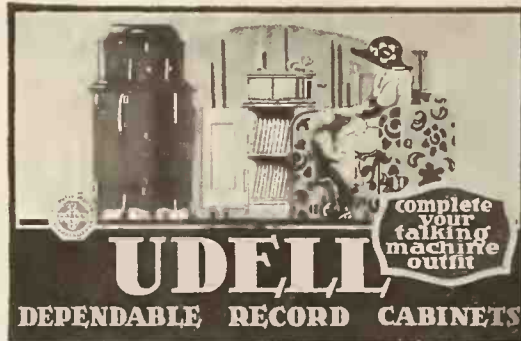
The Radio Talking Machine Co., Dover, Del., has been incorporated with a capital of \$500,000, by W. I. N. Lofland, Frank Jackson and Mark W. Cole.

## DISPLAY CARD FOR UDELL DEALERS

Attractive Piece of Publicity for Window and Wareroom Use Just Prepared by the Udell Works as Part of Their Dealer Service

As a part of their service to dealers, the Udell Works, the prominent cabinet manufacturers of Indianapolis, Ind., have just prepared and begun the distribution of a most attractive display card, twelve inches high and eighteen inches wide, for use in show rooms and windows. The cards are worked out in several rich colors, with the Udell cabinets shown in natural shades.

The cards are made with an easel backing or can be hung by a silken cord, and the dealers



Udell Display Card

who have already received and used them are very enthusiastic about the attractiveness of the whole affair. This new piece of publicity is in line with the policy of the Udell Works in helping their dealers sell Udell cabinets after they have been placed on the wareroom floor. The manufacturers feel that the transaction is not completed when the order is filled by the factory, but that their interest lies in the deal until the cabinet is placed in the home.

## RECORD STARS IN WASHINGTON

Eddie Cantor and Van and Schenck Autograph Records at Store of Lansburgh & Bro.

Lansburgh & Bro., Washington, D. C., recently attracted crowds of music lovers to their store at 420-430 Seventh street, N. W., by advertising the fact that the celebrated record stars, Eddie Cantor and Van and Schenck, would personally autograph any of their records purchased at the store during certain hours. Eddie Cantor was the center of attraction on Tuesday, April 27, and the popular Emerson artist had a busy hour at noon signing all the records which were purchased. On Friday, the 30th, Van and Schenck were likewise busy autographing their Columbia song hits, which were in great demand.

## VICTOR ARTISTS IN INDIANA

Werrenrath and Braslau Achieve Great Success in Crawfordsville, and Former Is Featured in Concert in Lafayette—Concerts Help Trade

CRAWFORDSVILLE, IND., May 5.—The first joint recital in which the Victor artists, Reinald Werrenrath, Metropolitan baritone, and Sophie Braslau, Metropolitan contralto, ever engaged in was given in Crawfordsville April 29, under the auspices of Schultz & Schultz, Victor dealers of that city. A tremendous audience from Crawfordsville and a surrounding territory thronged the new high school auditorium to enjoy the most unusual recital. Although it was necessary to bring chairs from all over the State to furnish the auditorium, which was but recently built, the Victor dealers spared no effort or expense in making the event a complete success. Mr. Werrenrath is to appear in Lafayette, Ind., on May 12, under the auspices of the Smith College Alumnae Association of that city, assisted by O. L. Foster, the local Victor dealer. E. B. Knight and H. A. Diehl, of the Stewart Talking Machine Co., have helped with the arrangements for both concerts.

## SONORA AIDS IN WELFARE WORK

Announcement Made by President Geo. E. Brightson Pleases Saginaw Welfare League

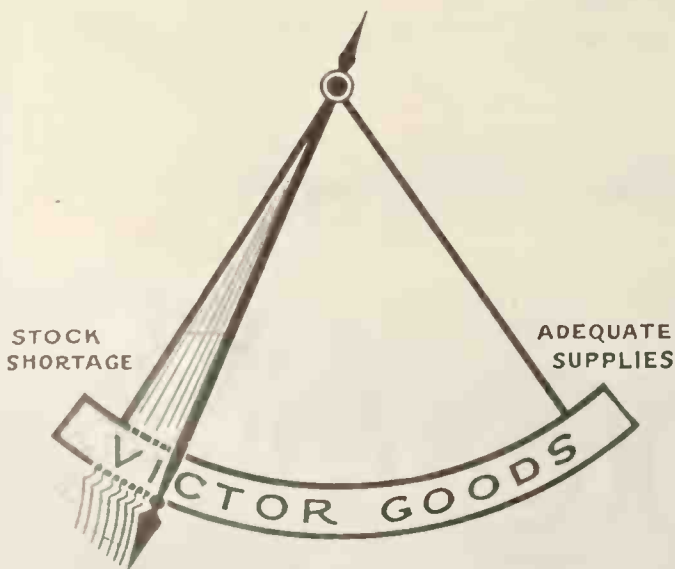
The largest plant of the Sonora Phonograph Co. is located at Saginaw, Mich., and when a suggestion was made by the Welfare League of Saginaw that Sonora aid them in their work the proposition was favorably received, and the following article, which appeared in the Saginaw News-Courier, thus reported this matter:

"Announcement was made recently by George E. Brightson, president of the Sonora Phonograph Co., through the secretary of the company, Jos. Wolff, who has been in the city for several days, that the company will accept its Welfare League apportionment of \$15,000, based on a payroll of \$1,000,000 for the Sonora and Herzog plants.

"This is the last big concern to announce its acceptance of the league's one and one-half per cent assessment and follows closely that of President W. C. Durant, of the General Motors Corp., who, on his recent visit here, approved his company's \$32,000 assessment. The Sonora assessment was the second largest in the city.

"Welfare League officials are highly elated over this action of the Sonora Co., which practically cleans up the list of big subscribers to the fund, their approval of the plan being taken as a strong endorsement of the league."

# The Pendulum is Swinging The Other Way



Victor goods are coming from the factory more rapidly—production is catching up.

It is time for the dealer to arrange for the sort of wholesale service that will enable him to realize upon the new opportunity.

**DITSON** VICTOR EXCLUSIVELY **SERVICE**  
FULFILLS EVERY REQUIREMENT

**THE OLIVER DITSON CO., BOSTON**  
**CHAS. H. DITSON & CO., NEW YORK**





*The Crippen "Interpretone" Talking Machine is ten years ahead of any other talking machine made, and I am willing to send the instrument out to be its own salesman.*



#### **Specifications**

The Crippen "Interpretone" has a mahogany veneered case, 45 inches high, 20 inches wide, 22 inches deep. It has a Revolving Record Cabinet (a remarkable selling feature) equipped with eight record albums, each holding four ten-inch and four twelve-inch records. Plush Turn Table that runs true. All metal work gold plated. "Radio" Sound Box of concert size entirely different from anything hitherto placed on the market. It is the only box which eliminates interference of one tone with the succeeding tone. System of "damping" has been introduced. Machine guaranteed for one year which includes spring breakages.

# The Greatest Talking Machine Proposition the Trade Has Ever Seen

**I**N my opinion the Crippen proposition is the greatest thing the talking machine world has seen since the advent of the phonograph.

The Crippen "Interpretone" is ten years ahead of all other machines in the matter of tone,—and I am willing to let the machine prove this statement.

I have spent years in the music trade as a retailer, manufacturer, inventor and tone expert, and I know tone and the elusiveness of its character, and I tell you you can hear a quality and character of tone in my talking machines you cannot hear in any other talking machine made.

In my machine the tone comes out free and open. The tone is not confused and smothered as if it were being produced in a box. For the first time talking machine dealers will have a real stimulant to the sale of records.

The Crippen "Interpretone" is just so far ahead of all other talking machines **in every respect** that makes for salability, that I can make this as my initial proposition:

I will send any reputable talking machine dealer one of these machines for a ten-day trial. If after trying and testing it beside the machines you are now selling it is not a good 25 dollars better than any talking machine you have ever seen in size, finish and general character of cabinet work, and if it hasn't a better tone than any you have heard in **any talking machine at any price**, you may ship it back, at my expense.

If it is as I say it is, the best talking machine proposition on the market, barring none, and you believe you can handle it so that we can both make some money, then we will quickly get together on the minor details.

*I have a complete line of period models retailing from \$140 to \$350 and will send illustrations of these on request.*

*Walter Crippen*  
President

**THE CRIPPEN COMPANY, INC., 437 Fifth Avenue, New York**

NEW POST FOR H. E. MORRISON

Emerson Phonograph Co. Announces His Appointment as Assistant Sales Manager

The Emerson Phonograph Co. announced recently the appointment of H. E. Morrison as assistant manager of sales.

Emerson dealers will welcome the news of Mr. Morrison's appointment to this important post, for he is well known in the talking machine trade and has concentrated his activities on the development of dealer service.

While in charge of the Wright & Wilhelmy Pathé business Mr. Morrison attained signal success and produced a sales volume far beyond the company's expectations.

PERFECTING NEW TYPE MACHINE

F. D. A. Goold Makes a Number of Improvements in His Original Talking Machine Model

F. D. A. Goold, who, as was announced in The World some time ago, has been working on a new type of talking machine at his laboratory in New York, has recently made a num-

AN ATTRACTIVE WINDOW DISPLAY FOR USE OF DEALERS

The Aeolian Co. has just had prepared for the use of Vocalion dealers a most attractive window display, heavily lithographed, and designed to fit around the various styles of Vocalions and to hold at the extreme end two of

The accompanying photograph gives some idea in black and white of the general appearance of the display, but the richness of the coloring and the full details of the design can only be appreciated by a study of the display itself.

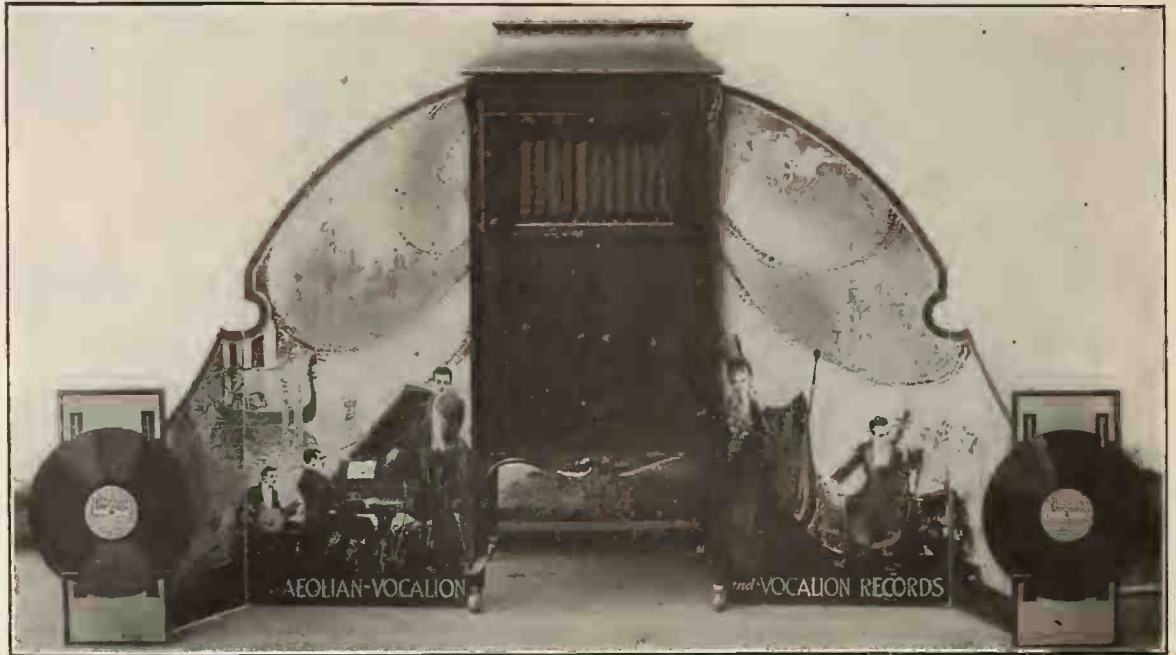


Illustration Gives Idea of Attractiveness of Handsomely Prepared Aeolian-Vocalion Window the latest Vocalion records. The display, which is in two sections, one section to be placed at each side of the machine, has been most carefully designed, and represents an allegorical treatment of the various forms of music, operas, sacred, concert and dance music, etc.

ber of improvements in his original model and succeeded in reducing the size of the reproducer, at the same time arranging it so that it provides for the playing of both lateral and hill and dale records.

Mr. Goold's reproducer is made entirely of special kinds of wood and is designed accord-

ing to the ideas back of the violin. He has succeeded in getting some excellent reproductions, especially of violin records, and records by female artists. Mr. Goold contemplates making arrangements with some manufacturing company to take over his invention and market machines built according to his ideas.

OKeh Records



at your command; and on hand on your shelf, within 24 hours after your order reaches us.

Our Shipping Location and facilities are such that on orders

reaching us before 4 o'clock p. m.—

We Guarantee to Ship Orders the Same Day

We have been able to give our dealers fully 85% delivery—that's service. Try us on these specials:

- 4089 { ALEXANDRIA—Fox-trot,  
10 in. Harry Raderman's Jazz Orchestra  
\$1.00 { MAKE THAT TROMBONE LAUGH—Fox-trot,  
Harry Raderman's Jazz Orchestra
- 4090 { VENETIAN MOON—Fox-trot... Rega Dance Orchestra  
10 in.  
\$1.00 { OH! BY JINGO—One-step..... Rega Dance Orchestra

- 4091 { YOU'RE A MILLION MILES FROM NOWHERE  
10 in. —Tenor ..... Carroll Shannon  
\$1.00 { WHEN THE HARVEST MOON IS SHINING—  
Vocal ..... Sterling Trio
- 4092 { ROSE OF WASHINGTON SQUARE—Fox-trot,  
10 in. Rega Dance Orchestra  
\$1.00 { SONG OF OMAR—Fox-trot,  
Harry Raderman's Jazz Orchestra

Stoffer & Stackhouse Co., Inc., Bourbon, Ind.

Let it be known!

The awakening caused by our message in the April issue was so pronounced, and the calls for extra copies so many, that it is here repeated and it will be reproduced in circular form for general distribution.

Send for yours!

Another **Tonofone** Message

**At Last the Secret is Out! People Now Know That the Weak Spot in Every Phonograph is the Needle!**

*The facsimile letters shown below are typical of hundreds of others—they come from music lovers everywhere:*

F. C. KENNEDY, PRESIDENT  
 P. O. CLARKEMAN, SECRETARY  
 2506 14TH AVENUE, MISSISSIPPI 2308  
 B. C. HOLMES, VICE PRESIDENT  
 H. J. PLATT, FINANCIAL SECRETARY  
 3247 PARK BOULEVARD  
 A. V. BAKER, TREASURER  
 2506 14TH AVENUE

**GLENVIEW IMPROVEMENT CLUB**  
 THE RESIDENTIAL DISTRICT SURROUNDED BY PARKS  
 OAKLAND, CALIFORNIA

March 22, 1919.

R. C. Wade Co.,  
 Chicago, Illinois.

Gentlemen:-

Kindly mail me five packages of "Tonofone" needles, for which I enclose fifty cents in postage stamps. I have tried out various makes of so-called semi-permanent needles, including the much advertised "Needles", but have found nothing that in any way can compare with the "Tonofone" samples received from you a short time ago through your advertisement in the Talking Machine World. You simply cannot boost the "Tonofone" needle enough.

It takes only a trial to convince one of this. Kindly advise me by whom the Tonofone is carried in stock in either San Francisco or Oakland, Calif. If you are not represented by a jobber in this locality, may I take the liberty to suggest your taking up the matter with Mr. Walter S. Gray, Jobber of Talking Machine Accessories, Chronicle Bldg., San Francisco? I do not wish to appear presumptuous, but would like to see your product on sale in every phonograph store in the country, that is how much I think of it.

Yours truly,  
*P. O. Clarkeman*

**Tonofone** is positively the best needle made. We don't think it—we know it. We're not arguing—we're telling You. But it isn't what we think or You think—it's what others think that counts, and counts big. It's their trade and their money that keeps business going—if we don't satisfy them—**Good Night!**

PETER M. RIPKE, CHIEF OF POLICE  
 MEMBER NATIONAL BUSINESS IDENTIFICATION SOCIETY  
 CHIEF'S OFFICE  
 POLICE

**OAK PARK, ILLINOIS.**  
 DEPARTMENT OF POLICE

January 17, 1920.

The R. C. Wade Co.,  
 110 S. Wabash Ave.,  
 Chicago, Ill.

Gentlemen:-

Please accept my sincere appreciation for the wonderful Phonograph needle you have produced, and which is now selling on the market under name of "TONOFONE".

I am the owner of a cabinet size Victrola and have close to 500 records in my collection. I have tried every needle on the market, and have had more or less satisfaction, according to length of time a certain needle was used. I recently noticed your Ad in one of Chicago's local news papers, and immediately purchased a package of your needles, and to my great delight, I had new born music, yes music I never knew existed in any phonograph record, and without the usual scratching.

Therefore, Gentlemen, allow me to congratulate you, upon your wonderful achievement, in producing this NEW BORN MASTER OF PHONOGRAPH NEEDLES, for the music loving public.

Very truly yours,  
*T. Lindhe*  
 Sergt., of Police.

Thure Lindhe  
 210 Marion St.,  
 Oak Park, Ill.

**Tonofone Satisfies** where other Needles disappoint—makes **Music** where others just make a scratchy somewhat musical noise.

**Stock up on Tonofone** — use its Superior qualities for demonstrating. It sells records and machines.

**Our Advertising** is distinctive and different—it is honest—it commands attention—it gets business **for you.**

**Our Wholesale Distributors Cover the Earth They Reach Every City, Town and Hamlet All Over the World**

EASTERN AND EXPORT REPRESENTATIVES  
**EMERSON INTERNATIONAL, INC.**  
 1780 BROADWAY, at 57th STREET  
 NEW YORK CITY  
 PHONE, CIRCLE 3822

**DON'T LOSE TIME**  
 WRITE FOR FULL PARTICULARS  
 AND NAME OF NEAREST  
 DISTRIBUTOR  
 TODAY

INVENTORS AND SOLE MANUFACTURERS  
**R. C. WADE CO.**  
 110 SOUTH WABASH AVENUE  
**CHICAGO**  
 PHONE RANDOLPH 2045

# H.K. Lorentzen

Manufacturer of

Exclusive Cabinet Hardware and Accessories  
60 Grand Street  
New York City

## CONDITIONS ACTIVE IN TEXAS

Interesting Report From W. C. Buschardt, of Houston, on the General Trade Situation in Southern Texas—Optimistic Over Prospects

W. C. Buschardt, of the Southern Drug Co., Houston, Texas, Sonora distributor, was a recent visitor to the executive offices of the Sonora Phonograph Co. Referring to conditions in Texas, Mr. Buschardt gave the following optimistic report:

"The Neches Phonograph Co. has been given the exclusive Sonora agency for Beaumont and the three boys who compose this firm are certainly live wires. They want all the high-priced models we can get hold of for them, and when we informed them that it would be ninety days before we could get a \$750 model they wanted they stood pat and told us to place their order.

"To show the kind of business that the Neches Phonograph Co. does, I'll say that it sold one woman five baby grands two weeks before Christmas. She ordered one for herself and four for relatives as holiday presents. This record of five baby grands to one customer is something that it would be pretty hard for any other dealer to come anywhere near equaling.

"Despite the fact that Southern Texas has had a crop failure, due to a great extent to the storm which made havoc at Corpus-Christi, business in Texas is exceptionally good. Though the cotton crop is only about 10 per cent, lumber and oil developments are making up for this.

"One section of Houston is known as the oil district, and here are the residences of men in-

terested in oil, one after the other, splendid houses ranging in value from \$25,000 to \$100,000 and even higher.

"Adams & Allcorn, with stores at Tyler and Waco, Texas, have made extensive improvements and have a very fine home for their Sonora stock. When we first took over the Sonora line," said Mr. Buschardt with a smile, "I ordered quite a number of baby grands and members of our firm, seeing all these baby grands rolling in, were rather fearful that we had overbought on these expensive instruments. 'Let's wait and see,' said I.

"The Sonora 'bulge' lines as shown by the baby grand were attractive to our dealers and apparently not only induced them to put extra sales effort on the baby grand, but appealed strongly to their customers, so that in a very short time, in going over our sales sheets, it was apparent that instead of having to be afraid that the baby grands would not move rapidly, we were faced with an alarming shortage of this model."

## MISSISSIPPI VITANOLA AGENCIES

The Memphis Furniture Mfg. Co., Memphis, Tenn., distributor for the Vitonola talking machine, has recently established a number of new agencies around Memphis and in the Mississippi Valley. The jobbing of this machine is a new venture for this company and it is rapidly growing under the direction of R. G. Morrow, Jr.

The Memphis Talking Machine Co., Memphis, Tenn., has recently been incorporated by Olen H. Davis, Charles Gallini and C. A. Pinson.

## A PAIR OF USEFUL SOUVENIRS

American Talking Machine Co. Presents Friends With Rulers and Letter Openers

The Christmas season is generally looked upon as the time for presents, but the American Talking Machine Co. has gotten away from the precedent long established and has just presented to its dealers and friends a couple of most convenient articles for desk use, one a celluloid rule of the regulation twelve-inch length, divided into inches and millimeters, and the other a handsome letter opener finished in bronze. Both articles bear the name of the company and the Victor trade-mark.

## BAAS MUSIC SHOP'S NEW QUARTERS

R. S. Baas, proprietor of the Baas Music Shop, Rock Island, Ill., has just secured a new location on the main thoroughfare for his exclusive Victor business and will have his opening September 1. The business was formerly known as the Baxter Piano Co., of which Mr. Baas was manager.

## OPENS REPAIR DEPARTMENT

A repair and service department has been opened in Louisville, Ky., by Ben Lowenthal, of the Grafonola Co., to handle repair work for all makes of talking machines and phonographs, including spare parts for Victor, Columbia, Edison, Pathé and Meteor instruments. Two experienced factory men have been secured to help in the work of the department.

## Announcement

**S**ONORA PHONOGRAPH PRODUCTS will be distributed direct to the Dealers in *Oregon, Washington, Idaho*, and not through a Sub-distributor, as formerly.

Applications for Dealers' Agencies may be made direct to this office.

## THE MAGNAVOX CO.

2701-2765 East 14th Street  
Oakland, Cal.

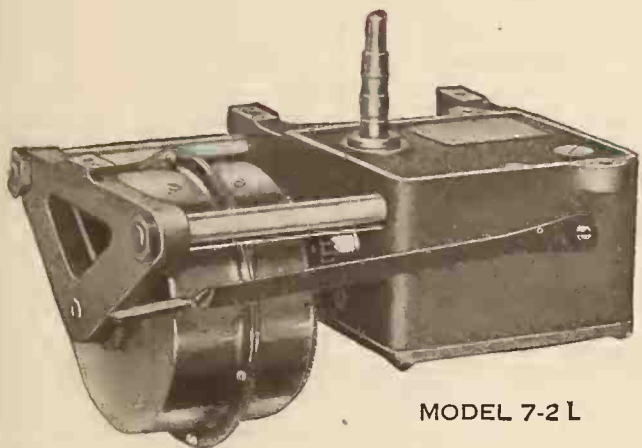
*Phonograph Division:*  
616 MISSION STREET, SAN FRANCISCO, CAL.

Manufacturers of "The Magnavox," Loud Speaking Apparatus, Anti-Noise Telephone and Wireless Amplifier

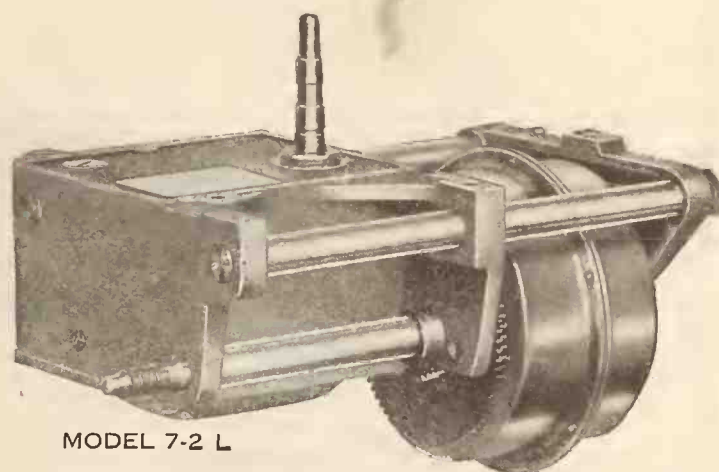


# UNITED

## Phonograph Motors



MODEL 7-2 L



MODEL 7-2 L

This motor is practically trouble-proof. It will stand shipping and handling without becoming noisy. It is enclosed, which keeps out dust and dirt, and is automatically lubricated at every bearing point, assuring its continuous quiet running. It requires practically no adjusting after leaving our factory. All bearings are ground to a mirror surface by a special process, giving a minimum of friction. The result is a silent, well-balanced motor, made entirely in our own factories.

We are in splendid position to take care of deliveries promptly due to our material requirements having been arranged for months ago.

Detailed specifications and prices of different models furnished on request.

Correspondence from interested manufacturers is invited.


SALES DEPARTMENT

**UNITED MANUFACTURING & DISTRIBUTING Co.**  
LAKE SHORE DRIVE AND OHIO ST. CHICAGO, ILL.

THE SATURDAY EVENING POST May 1, 1920

# WALTER SCANLAN

## Emerson's exclusive Irish Tenor



Emerson Records measure up to a full 10 inches—and "every inch a hit."

**W**ALT SCANLAN'S been a singer ever since he was knee high—an' when it comes to ballads, lord love ye, he's th' bye! He has a way of singin' which I'm thinkin' can't be wrong—for he puts a heap o' feelin' into each an' ev'ry song. He knows just when to make ye weep and when to make ye laugh; he sings upon th' stage, does Walt, an' for th' phonograph. His ringin' Irish tenor takes me back to old Killarney—so full o' sentiment it is, an' Irish brogue an' blarney!

★

Walter Scanlan now becomes an exclusive Emerson star. His ballads and heart songs will hereafter be available only through Emerson Records.

Walter Scanlan's stage career has made him widely known as an Irish tenor. He was the only featured singer in Victor Herbert's musical comedy, "Eileen." He starred in "Somebody's Sweetheart," and is now being heard in the tuneful production, "Always You."

Ask any Emerson dealer to play the Emerson-Scanlan song numbers below.

|       |   |                |                |
|-------|---|----------------|----------------|
| 10145 | You're a Million Miles from Nowhere*          | Tenor Solo     | Walter Scanlan |
|       | Neighbors, Tenor Solo                         | Walter Scanlan |                |
| 10146 | Sunny Florida, Tenor Solo                     | Walter Scanlan |                |
|       | When You're Alone, Tenor Solo                 | Walter Scanlan |                |
| 10129 | It's a Small World After All                  | Tenor Solo     | Walter Scanlan |
|       | I've Found the Nesting Place of the Blue Bird | Male Trio      | Sterling Trio  |
| 10119 | Good Night, Dearie, Tenor Solo                | Walter Scanlan |                |
|       | Bless My Swanee River Home                    | Baritone Solo  | Arthur Fields  |
| 10114 | When Two Hearts Discover                      | Tenor Solo     | Walter Scanlan |
|       | Now I Know, Tenor Solo                        | Walter Scanlan |                |
| 10113 | Mother Machree, Tenor Solo                    | Walter Scanlan |                |
|       | Little Grey Home in the West                  | Tenor Solo     | Walter Scanlan |

**EMERSON PHONOGRAPH CO., Inc.**

Makers of  
Standard 10-inch Gold Seal Records  
also records in foreign languages

**Emerson  
Records**

# Emerson Records

**T**HE above full page advertisement, featuring Emerson's exclusive Irish Tenor, Walter Scanlan, will appear in the Saturday Evening Post of May 1st.

Be thoroughly selfish Make the most of this advertisement by featuring Scanlan records, talking Scanlan records, advertising Scanlan records. See if it doesn't pay, and pay well.

**HOLMES WITH THE REMINGTON CORP.**

**Jas. S. Holmes Becomes Vice-President and General Manager of New Corporation**

James Sidney Holmes, well known in the music trade through his long connection with various divisions of the industry, has secured a substantial interest in the recently organized Remington Phonograph Corp., chartered under the laws of Delaware, with capital stock



**James Sidney Holmes**

of \$1,000,000, and on May 1 became vice-president and general manager of the corporation.

The Remington Corp. will have its main factory at Iliion, N. Y., where the plant of the Remington Typewriter Co. is located, and will have executive offices at 1662-1666 Broadway, New York. The corporation plans to manufacture a high-grade machine, using as a basis the well-known Remington ball-bearing reproducer.

Mr. Holmes, during the twenty years he has been connected with the music trade, has been associated at various times with the Aeolian Co., the late firm of Henry & S. G. Lindeman, and the American Piano Co. He enjoys a wide acquaintance among dealers throughout the country.

The Arnold Jewelry & Music Co., of Ottumwa, Ia., has just placed an order for a complete Unico equipment, consisting of booths, racks and counter. Carl Dalin is manager of the Victor department.

**WAR SONG RECORDS AS MEMENTOS**

**Indianapolis Talking Machine Co. Adopts Clever Idea in Disposing of Records That Were Popular During the War Period**

When the armistice was declared and the war spirit began to die out in the country, many talking machine dealers found on their shelves so-called war songs, the popularity of which began to wane almost immediately. Some dealers waited for the records to be listed in the regular factory cut-out list, while the more aggressive began to consider ways and means for disposing of these records at the usual price and thereby realize a profit thereon.

The Indianapolis Talking Machine Co., for instance, has been carrying on a campaign urging the talking machine owners to add to their record library the songs and instrumental numbers typical of the world war period, as most suitable mementos of the exciting days. In its first advertising the company said: "During the Civil War our fathers thrilled to the strains of 'The Battle Hymn of the Republic.' The popular song of '98 was 'There'll Be a Hot Time.' But during the world war no less than a dozen songs preserve the memories of those dark days. There are Victor records of all these songs. Buy them to keep in your library for your children."

It is stated that the campaign has succeeded in bringing about the sale of a large quantity of records of such songs as "Somewhere in France Is a Lily," "Over There," etc., and it would appear that the same idea might be worked out to advantage in bringing about the purchase of other records as mementos.

**SECURE JEWELS FROM SWITZERLAND**

The Swiss Jewel Co., whose American office is at 165 Broadway, New York, are, according to M. Bonetti, the American manager, now receiving from Switzerland large quantities of high quality diamond and sapphire phonograph needles. The main offices and factory of the concern are located at Locarno and Geneva, Switzerland.

Among the recent visitors to the American office of the company was L. Mõjonny, the general manager of the Swiss Jewel Co., whose headquarters are at Locarno.

The Cabinet & Accessories Co., New York, last month announced an increase in the capital stock of the company from \$10,000 to \$25,000.

Well Rated Dealers  
Can Discount Their  
**PHONOGRAPH INSTALLMENT  
CONTRACTS**

WITH US  
Thereby Turning Their Accounts  
**INTO WORKING CAPITAL**



**DOEHLER DIE-CASTING CO. EXPANDS**

**Brooklyn Concern Announces Stock Issue of \$1,000,000 to Finance New and Important Plans**

The Doehler Die-Casting Co. of Brooklyn has announced an issue of \$1,000,000 in debenture bonds to provide increased capital to care for the company's expanding business. Starting in 1906 with a working force of twenty men, the output for that year amounted to about \$20,000. To-day the employes number over 2,300, and the net sales in 1919 are said to have mounted to \$6,466,193. The Doehler Die-Casting Co. has three plants, one each in Brooklyn, Toledo and Chicago. Control and direct management of the company is in the hands of H. Doehler, of Brooklyn, president, and the affairs of the company are directed from the executive offices in that borough.

**INSTALL MOTOR DELIVERY SERVICE**

Harry R. Lamoreux, druggist and talking machine dealer of Cherokee, Ia., has just put into service a handsome automobile delivery car, with a specially built enclosed body on a Ford chassis. Mr. Lamoreux handles the Columbia line and, therefore, the sides of the automobile are decorated with the Columbia trademark and a replica of one of the popular models of Columbia machines.

**H. I. SHERMAN ASSISTANT MANAGER**

Baim Bros. & Freiderberg, Columbia and Sonora dealers of Brooklyn, N. Y., have announced the appointment of Harold I. Sherman as assistant manager of the new store at Utica avenue and St. Johns place

**Victor Dealers—**

will find in our new wholesale store every facility for the marketing of

**VICTROLAS  
and RECORDS**

Our New Location at  
**Penn Avenue and 12th Street**  
brings our wholesale department to within one block of the Pennsylvania Station.

**Be Sure to visit the Model Victor Sales Room on the first floor.**

**Mellor's**  
**PITTSBURGH, PA.**



**MAGNEDO**  
EACH NEEDLE  
PLAYS 10 RECORDS



THE ORIGINAL AND FASTEST  
SELLING MULTI-PLAYING NEEDLE  
**ASK YOUR JOBBER**

Manufactured by  
**SUPERTONE NEEDLE WORKS**  
18 W. 20th St., New York

## MAKE PLANS TO MOVE RECORDS FROM DEALERS' SHELVES

Stewart Talking Machine Co. Tells of Carefully Tabulated Census of Records in Its Territory, and Arranges Advertising Material to Move Them—Success of Classes in Salesmanship

INDIANAPOLIS, IND., May 3.—Taking an accurate dealer-by-dealer census of the stock of Victor records of the class to be taken from the 1920 catalog, the Stewart Talking Machine Co., of this city, Victor jobber, has prepared some elaborate advertising material to move these records from dealers' shelves in its territory before the time the record exchange is announced by the Victor factory.

The result of this census, carefully tabulated, shows that scarcely more than a dozen records out of the entire cut-out list are carried in any quantity throughout the territory served by the Stewart Co. To create proper appreciation of these records, a series of newspaper advertisements, illustrated, has been written, four-color window and booth cards have been prepared by special hand process, and hangers, listing quantities of the records, and other means of bring-

ing the material to public attention are included in this comprehensive plan.

Inquiries are coming in from distant points regarding this material, and it is being sent to Victor dealers everywhere at actual cost. This is but one of the means taken by the Stewart Talking Machine Co. to impress the Victor trade at large of the fact that their house is built upon the service idea.

Classes in salesmanship are held every month in the commodious lecture rooms in the Stewart Building on Georgia street. While these classes are intended mainly to create interest in the Victor classes in salesmanship held at Camden, N. J., careful thought is given to the material introduced and the best speakers obtainable are brought for the lecturers. Those attending these classes find not the least interesting of the subjects considered a visit to the model dealers'

store room on the second floor of the Stewart Building. Store front and interior are there presented, showing the different methods of making Victor sales rooms attractive.

Assisted by Miss Caroline Hobson, head of the Educational Department of the Stewart Co., Mrs. Frances E. Clark, of the Victor Talking Machine Co., lectured before the public school teachers of Indianapolis on April 22. Mrs. Clark's visits to Indianapolis are welcomed by the city school officers and teachers with the warmest appreciation.

### PATHE MACHINES AT EXPOSITION

Pathé Line Shown at Recent Industrial Exhibition Held in Brooklyn

The Pathé Frères Phonograph Co. was well represented at the Brooklyn Industrial Exhibition held in the Twenty-third Regiment Armory of that borough. This annual exhibition was confined to Brooklyn's industries, of which the Pathé plant is one of the foremost. The Pathé booths were located directly at the entrance and were handsome in their appearance and fittings. A full line of Pathé machines was shown, including the Actuelle in conventional and period designs. Recitals were held at regular intervals during the exhibition.

### URNS BUSINESS OVER TO SONS

J. W. Carter Presents Interest in Carter Music Co. in Beaumont and Houston, Tex., to His Sons, J. R. and W. H. Carter

BEAUMONT, TEX., May 3.—J. W. Carter, president of the Carter Music Co., Inc., has just presented to his two sons, J. R. and W. H. Carter, of Houston, his interest in the company's business, representing more than 51 per cent of the stock. J. W. Carter will retain one share of stock in both the Houston and Beaumont companies and will continue as its president. He will also continue as manager of the Beaumont store.

In turning over his business interests to his sons Mr. Carter also presented to his daughter, Miss Inez Carter, his handsome home in this city.

The Carter Music Co. has just moved into its handsome new store at the corner of Pearl street and Broadway, and is making arrangements for the formal opening in May.

### AGAIN DENIES MERGER RUMORS

Officials of the Victor Talking Machine Co. have again taken occasion to deny emphatically the rumors, particularly in the stock market, that the control of the Victor Co. had been secured by other interests in the trade. Denials have been published in many of the newspapers.

Under his signature the vice-president of the Victor Co., Charles K. Haddon, says: "The ownership of this company remains where it has always been and no affiliation with competitive interests has been, or is being, considered."

### NEW TALKING MACHINE MANAGER

SAN FRANCISCO, CAL., April 16.—Paul H. Beck has just been appointed manager of the talking machine department of the Byron Mauzy store. Mr. Beck is a Victor enthusiast and has had much experience in the handling of that line with both Birkel and Platt in Los Angeles.

## A RECORD CABINET MATCHING VICTROLA NINE A



309½

309½.—Mahogany, golden oak, fumed oak, weathered oak, nickel plated trimmings, lock and key, shelves interior, casters. Height, 33 inches. Top, 18¼x21¾ inches. Matches New Victrola IX A. Patented rimmed moulding with removable back piece, so machine can easily slide in, giving a perfect "Cabinet-match" appearance. Average weight, crated, 70 pounds.

MANUFACTURED BY

## SCHLOSS BROS.

637-645 West 55th Street New York

*Cabinets of all descriptions and finishes*

Catalogue No. 20 Ready for Distribution

Have You One?

## REPAIRING

AND

## REPAIR PARTS

*for all makes of*

*Talking Machines*

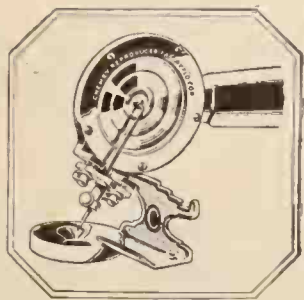
BOND'S GRAPHOPHONE SHOP

38 Arcade

::

Nashville, Tenn.





*The Cheney reproducer is sensitively attuned to transmit all musical vibrations with unusual delicacy and fullness.*

*Unique* evidence of superiority, both in the form of its reproducing parts and in the exquisite beauty and purity of reproduction which it achieves, is manifested in The Cheney.

Each demonstration of The Cheney reveals a wealth of rare harmony in familiar records. Appreciation is enhanced by the excellence of its cabinet work, wrought in accurate period designs.

To the dealers who represent The Cheney, the display of this instrument is a source of satisfaction, and the Cheney franchise is an asset of ever increasing value.

CHENEY TALKING MACHINE COMPANY - CHICAGO

*The*  
**CHENEY**

## AESTHETICS AND THE WASHBOARD

Greek Dance and the Humble Board Related Through Medium of Music and Thereby Serve to Lighten Labors of the Housewife

How to make housework attractive to the very modern girl is a problem over which we have all pondered and for which we have sought so earnestly for a solution that it is with a feeling of considerable amazement and incredulity that we listen to the words of the feminine optimist who declares to the universe that the humble but necessary operation of washing clothes is "a kind of Greek dance." The lady who makes this unusual statement is a devotee of Greek dancing and maintains that rhythmic movements in the performance of every household duty not only lighten the labor involved, but increase the efficiency of the work done. As an example she points out that much energy can be conserved in the lifting of a kettle from the stove if one stoops with one's whole body instead of simply leaning forward a little. She neglects, however, in a moment of forgetfulness, to tell us how we can stoop with our whole bodies. But this is a trifle which is of no consequence in the final magnificent result. Music is the key which enables everyone to solve this problem, and, as the New York Tribune points out, the theory is plausible enough to deserve a careful working out:

"It is one of the principles of modern education that study must be made play for the child. How much more should work become one sweet song for the housewife! Many might find the combination of washboard and Greek dance perplexing. Probably the ordinary household worker might resent the interference with her 'ways,' no matter how much help she might derive from it. But we have one resource unknown to the ancient in canned music. Put in the record and turn the crank, and the rhythmic movement is easy.

"In this untrodden field of domestic art—or shall we say science?—the first adventurers will have to walk warily. Only long and careful experiment can determine the exact kind of music for each particular task. It would not do to employ jazz if slow waltz time were required. If a bed were made up to jazz the sheets would probably not be tucked in properly at the bottom. A little comic opera music might suit a hasty luncheon, whereas for a deliberate and formal dinner an adagio from a symphony might blend more harmoniously with the occasion. Since the domestic problem is one of the gravest the modern woman has to face, it is obviously of the highest importance that the connection between the family wash and the Greek dance be carefully investigated and further researches undertaken."

The Stewart Phonograph Co., incorporated under the laws of Delaware, with a capital of \$7,000,000, has appointed G. N. Griffin Buffalo representative.

# VARNISH DRYROOMS

WE GUARANTEE EVERY INSTALLATION TO PRODUCE  
A BETTER QUALITY FINISH  
QUICKER RESULTS  
SAVING IN WORKING CAPITAL  
SAVING IN FLOOR SPACE

These are a few advantages derived from equipment manufactured and designed by

## DRYING SYSTEMS, Inc.

322 No. Michigan Ave.

Chicago, Illinois

Address after May 1st, 11-17 So. Desplains St.

Users of our system are licensed under and protected by the GROSVENOR process patent—number 1,186,477

## TRIBUTE TO GEO. E. BRIGHTSON

Living Example of Energy Directed by Steady, Sturdy, Strenuous Mind, Says Interestingly Written Editorial in "The Silent Partner"

In a recent issue of "The Silent Partner," a well-known progressive magazine, there appeared the following tribute to Geo. E. Brightson, president of the Sonora Phonograph Co.:

"Age either petrifies purpose or it puts pep behind business. Old age in business is an incurable industrial disease, but, a young heart beating beneath a clear brain, and you have the alpha of achievement—you have the alchemy which will lead the way to the chemistry of commercial success.

"Youth has pushed purpose along, but age and ability, accompanied by a young heart, and you hold in your hand the magic wand of material success.

"Show me the silver livery of advised age, and I will point to a powerful factor in finance, science and business resource.

"Tried and tested wisdom comes with the length of days. Daring, courage and business forethought are not always found in youth alone. Older men for counsel and younger men for carrying out this counsel. Sometimes we find an older man who combines the qualities of youth.

"George E. Brightson is a living example of

energy directed by a steady, sturdy, strenuous mind. He is a splendid inspiration for all men.

"Years ago Mr. Brightson picked up the tangled ends of failure and to-day he stands before the world as a living example that age has proved a tremendous asset in making and marketing the highest-price talking machine in the world.

"George E. Brightson has more than his years to recommend his life of usefulness: he has the whole world recognizing the worth of the Sonora. His heritage of years is what all men are striving for—distinguished success."

## PRESTONIA MFG. CO. STARTS WORK

The Prestonia Mfg. Co., Louisville, Ky., which makes cabinets for the Pathé Frères Phonograph Co., has begun operations and is rapidly securing its full quota of men. It is said that this company will complete a million dollar contract for cabinets this season.

## POLAND TO REGISTER U. S. FIRMS

The legation of Poland in Washington has received information from its Government that courts in Poland have been instructed to register American firms without hindrance.

Louisville, Ky., varnish plants are running at full capacity, due to the heavy demand for all kinds of varnishes.

## Deliveries from Stock of High-Grade Low-Priced Table Machines

THE GREATEST VALUES ON THE MARKET



WONDER No. 15

WONDER No. 15—All metal machine, splendid tone quality, cast iron cabinet and cast iron frame motor. *Universal* tone-arm playing all records.

WONDER No. 23—Highly polished mahogany finished cabinet, all cast iron frame, *worm gear* motor. High-grade *Universal* tone-arm.

Priced from \$4.20 up

Write for catalog and dealer's proposition



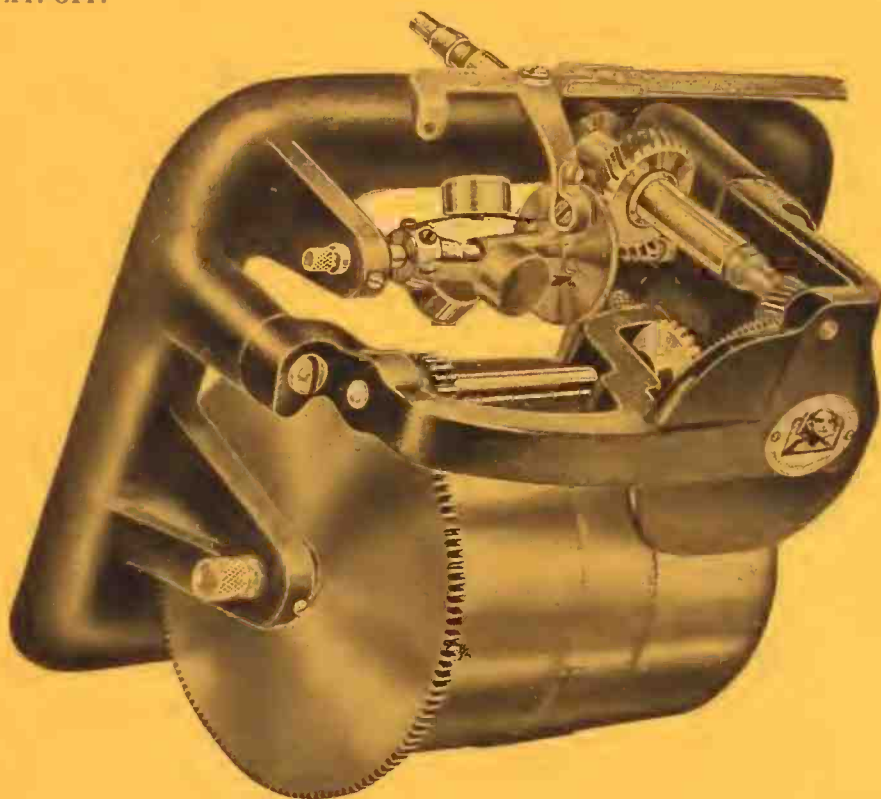
WONDER No. 23

WONDER TALKING MACHINE CO., Inc., 109 East 12th St., New York



REG. U. S. PAT. OFF.

*The Standard by Which All  
Phonograph Motors are Judged and Valued*



## Putting an End to "Motor Troubles"

Complaints about motors, repairs to motors, and supplying new parts of motors are unnecessary evils of the phonograph business. They are due to faulty designs and imperfect construction.

The Sphinx puts an end to motor troubles because it will run indefinitely without the necessity of repairs, adjustments or the introduction of new parts.

The Sphinx is not the motor of yesterday but of today and tomorrow. It is a *new* motor in principle and design — a motor which, by its obvious superiority, will *sell* the phonograph in which it is installed. Every phonograph manufacturer should, in justice to himself and his business, see it, investigate it and compare its appearance, design, construction and performance with any and all other phonograph motors in use.

Our catalog describing and illustrating the Sphinx in all its details will be sent on application.

**SPHINX GRAMOPHONE MOTORS, Inc.**

512 Fifth Avenue

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New York



## WIDMANN ON EUROPEAN CONDITIONS

President of Pathé Frères Phonograph Co.  
Back From European Trip—Tells of Condi-  
tions in the Trade Throughout the Continent

Eugene A. Widmann, president of the Pathé Frères Phonograph Co., arrived home from his trip abroad on Thursday, April 22, and received a hearty and enthusiastic welcome from his many co-workers. The Pathé plant in Brooklyn was festively decorated with banners, streamers and flags, and each department vied with the other in its efforts to provide the most attractive decorations and hearty welcome. Mr. Widmann was greatly pleased with this hearty expression of good will and evidenced much



Eugene A. Widmann

pleasure as he inspected the decorations prepared in his honor. In speaking to The World, Mr. Widmann said: "We have a fine organization, everybody pulling together, and I might best describe it as a large happy family."

In outlining conditions in England, France and Germany, which countries Mr. Widmann had the opportunity to visit, he said in part: "I find conditions abroad very encouraging. Labor conditions are no more serious than in this country. In fact, I might say that they are better. Everybody is working and I look for a steady improvement in the European situation. I do not believe there is any militarism left in Germany. I noted a food and coal shortage in that country, but general conditions were good. Phonograph records, in Germany, are selling at thirty-five marks. In Paris, I spent quite a little time at the offices of Pathé Frères, and am pleased to report that conditions there are exceptionally fine. There is a heavy demand and good business. I took this trip primarily in the interest of our London office. Our business in this country has increased to very large proportions and continues to expand rapidly. We are building a large plant in England to

take care of this steadily growing business."

Mr. Widmann touched momentarily on the subject of the high price of shellac, and said: "I attribute the high price of shellac entirely to speculation, and believe that through concerted action on the part of the record manufacturers the price of this commodity could be brought down to a reasonable price."

## VICTOR VS. WANAMAKER

Arguments to Be Heard in U. S. District Court  
in New York on Monday, May 17

The hearing of the suit brought by the Victor Talking Machine Co. against John Wanamaker for alleged infringement of the Johnson patent and on other claims is scheduled for a hearing in the U. S. District Court before Judge Hand on Monday, May 17. The hearing, after several postponements, owing to illness of counsel, was set for April 26, but was further postponed.

# A Buyer's Market

is coming, perhaps slowly, but surely, and you

## Mr. Victor Dealer

backed by Victor Supremacy, will have many advantages. Victor quality and the wonderful Victor Record Catalog are great assets.

## Be Prepared

See that you have sufficient equipment to handle all the business you can get.

**This is the time to do it**

## C. BRUNO & SON, Inc.

*Victor Distributors to the Dealer Only*

351-353 Fourth Ave., New York

W E D O N O T R E T A I L

### RECORD VOICE FORTY MILES AWAY

Message Transmitted by Wireless Is Recorded  
on Wax Disc—Experiment Successful

A dispatch from London states that experiments which have been carried out there have resulted in the making of a talking machine record on wax of a voice transmitted by wireless telephone forty miles away.

While the voice was speaking at Chelmsford, in the County of Essex, where there is a high-power instrument capable of transmitting the voice many hundreds of miles, the equipment at the receiving plant in the Strand, London, was attached to a recorder, which engraved the messages in soft wax in the same way as an ordinary talking machine disc is manufactured.

The record when produced was perfectly audible, though a trifle "patchy." With larger amplifiers the result, it is said, would have been louder, though rather hoarse in its effect.

## Northwest Phonograph Jobbers, Inc.

122 SOUTH MONROE STREET  
SPOKANE, WASHINGTON

PORTLAND

SEATTLE

Thoroughly Covering Washington, Northern Oregon, Northern Idaho and  
Western Montana as Factory Distributors for

### Emerson Records, Brooks and Paramount Phonographs

and a complete line of Phonograph Accessories, including  
BRILLIANTONE AND WALL KANE NEEDLES, RECORD ALBUMS, RECORD BRUSHES, ETC.

As a \$100,000 corporation officered by men thoroughly familiar with the musical instrument  
business as a result of many years' experience, we can assure dealers in our territory at all times

**ESPECIALLY DEPENDABLE SERVICE and EXCEPTIONALLY COMPLETE STOCKS**

INQUIRIES SOLICITED FROM DEALERS ONLY

Emerson  
Records

Emerson  
Records

# JUNE BULLETIN

## Operatic Selections

|   |                                  |       |    |        |
|---|----------------------------------|-------|----|--------|
| Norma—Casta diva (Queen of Heaven), in Italian (Bellini)<br><i>Vocalion Orchestra Accompaniment</i> | Rosa Raisa<br><i>Soprano</i>     | 55001 | 12 | \$2.00 |
| Rigoletto—Caro Nome (Dearest Name), in Italian (Verdi)<br><i>Vocalion Orchestra Accompaniment</i>   | Evelyn Scotney<br><i>Soprano</i> | 55002 | 12 | 2.00   |

## Standard Selections

|   |  |       |    |      |
|---|--|-------|----|------|
| Carry Me Back to Old Virginny (Bland)<br><i>Vocalion Orchestra Accompaniment</i>                | May Peterson ( <i>Soprano</i> ) and Male Quartet | 30102 | 10 | 1.25 |
| L'Ultima Canzone (The Last Song), in Italian (Tosti)<br><i>Vocalion Orchestra Accompaniment</i> | Giulio Crimi<br><i>Tenor</i>                     | 55003 | 12 | 2.00 |

## Sacred Selections

|  |                              |         |    |     |
|--|------------------------------|---------|----|-----|
| Holy Ghost with Light Divine (Thompson)<br><i>Vocalion Orchestra Accompaniment</i> | Reed Miller and Royal Dadmum | A-14054 | 10 | .85 |
| Jesus Savior, Pilot Me (Gould)<br><i>Vocalion Orchestra Accompaniment</i>          | Shannon Four                 | B-14054 | 10 | .85 |

## Instrumental Selections

|   |                                    |         |    |      |
|---|------------------------------------|---------|----|------|
| Rondino (Kreisler)<br><i>Piano Accompaniment</i>      | Maximilian Pilzer<br><i>Violin</i> | A-24006 | 10 | 1.00 |
| Spanish Dance (Rehfeld)<br><i>Piano Accompaniment</i> | Maximilian Pilzer<br><i>Violin</i> | B-24006 | 10 | 1.00 |

## Hawaiian Selections

|                                       |                       |         |    |     |
|---------------------------------------|-----------------------|---------|----|-----|
| Hawaiian Smiles (Mary Earle)          | Ferrera and Kaile     | A-14055 | 10 | .85 |
| Wild Flower Waltz (Martens and Earle) | Ferrera and Franchini | B-14055 | 10 | .85 |

## Popular Selections

|  |                               |         |    |     |
|--|-------------------------------|---------|----|-----|
| Honor and Love (from "Monsieur Beaucaire" (Messager)<br><i>Orchestra Accompaniment</i>                 | Arthur Burns                  | A-14056 | 10 | .85 |
| Love's Rosary (Innella)<br><i>Orchestra Accompaniment</i>  | Elliot Shaw                   | B-14056 | 10 | .85 |
| Never (Davis and Pollack)<br><i>Orchestra Accompaniment</i>  | Burr and Meyers               | A-14057 | 10 | .85 |
| Who'll Take the Place of Mary (Cunningham-Gaskill-Mayo)<br><i>Orchestra Accompaniment</i>              | Henry Burr                    | B-14057 | 10 | .85 |
| Venetian Dreams (Klickman)<br><i>Orchestra Accompaniment</i>   | Charles Hart and Elliott Shaw | A-14058 | 10 | .85 |
| Cuddling Arms (M. K. Jerome)<br><i>Orchestra Accompaniment</i>   | Charles Hart and Elliott Shaw | B-14058 | 10 | .85 |
| Sahara Rose (Donaldson)<br><i>Orchestra Accompaniment</i>  | Peerless Quartet              | A-14059 | 10 | .85 |
| I'd Like to Fall Asleep and Wake Up in My Mammy's Arms (Fred Ahlert)<br><i>Orchestra Accompaniment</i> | Peerless Quartet              | B-14059 | 10 | .85 |

## Dance Selections

|   |         |    |     |
|---|---------|----|-----|
| Rose of Washington Square—Fox Trot (J. E. Handley)<br>Played by Harry A. Yerkes' Dance Orchestra                            | A-14060 | 10 | .85 |
| Sunny Tennessee—Waltz (Fiorito)<br>Played by Harry A. Yerkes' Dance Orchestra   | B-14060 | 10 | .85 |
| Laughing Hyena—Fox Trot (Fiorito)<br>Played by Novelty Five   | A-14061 | 10 | .85 |
| Barkin' Dog Blues—Fox Trot (Fiorito and Gorman)<br>Played by Novelty Five   | B-14061 | 10 | .85 |
| Sudan—Fox Trot (Pollack)<br>Played by Harry A. Yerkes' Dance Orchestra  | A-14062 | 10 | .85 |
| Just Like a Ray of Sunshine—Introducing "Who Wants a Baby"—Fox Trot (Fiorito)<br>Played by Harry A. Yerkes' Dance Orchestra | B-14062 | 10 | .85 |



*Every Month the Value of*  
**Vocalion Representation**  
*is Becoming Greater*

**W**E publish on the opposite page the June Bulletin of new "lateral cut" Vocalion Records. A glance at this will be sufficient to those acquainted with the phonograph field. No more comprehensive, well-balanced, up-to-date and popular bulletin of phonograph records has ever been published. In the standing and character of artists represented and the general appeal of the music it lists, it sets a new standard of excellence.

The development of its own record by The Aeolian Company is in keeping with this company's whole performance since entering the phonograph industry. To enter an industry already established, and to be able to dominate it so completely from the quality standpoint in both machine, record and service, in so short a time, is an extraordinary achievement.

Vocalion representation will, in the near future, be at a premium. The superiority of the Vocalion itself in musical quality, durability, appearance and "selling" features, like the Graduola, etc., the superiority of Vocalion Records, and the magnificent national advertising being carried on in the *Saturday Evening Post* and other mediums, is having a steady, strong, cumulative effect.

Progressive merchants who would appreciate the opportunity to handle a product which will be not only exceedingly profitable, but will add measurably to the prestige of any establishment, are invited to communicate with

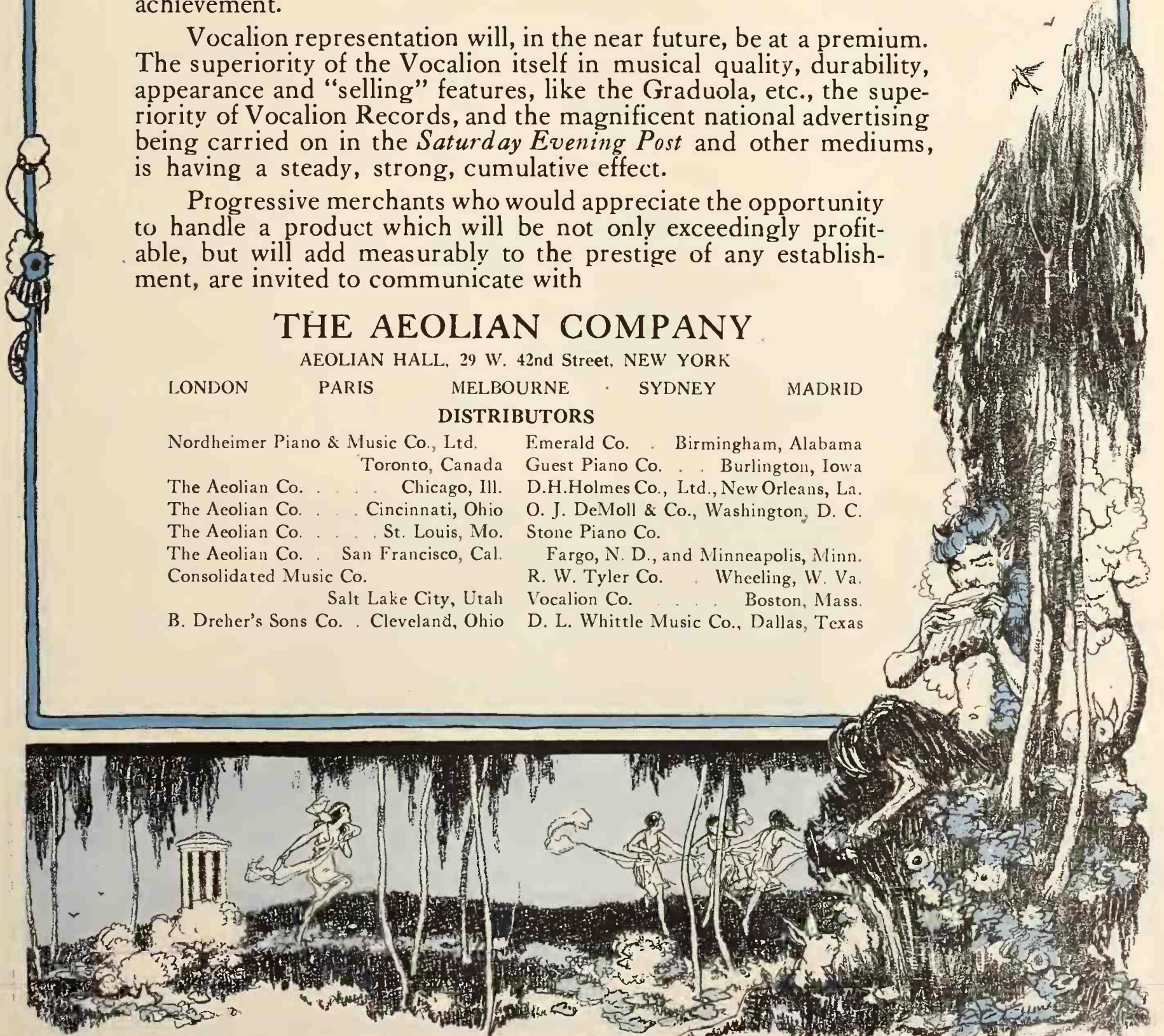
**THE AEOLIAN COMPANY**

AEOLIAN HALL, 29 W. 42nd Street, NEW YORK

LONDON      PARIS      MELBOURNE      SYDNEY      MADRID

**DISTRIBUTORS**

- |   |   |
|---|---|
| Nordheimer Piano & Music Co., Ltd.<br>Toronto, Canada | Emerald Co. . . . . Birmingham, Alabama                 |
| The Aeolian Co. . . . . Chicago, Ill.                 | Guest Piano Co. . . . . Burlington, Iowa                |
| The Aeolian Co. . . . . Cincinnati, Ohio              | D.H.Holmes Co., Ltd., New Orleans, La.                  |
| The Aeolian Co. . . . . St. Louis, Mo.                | O. J. DeMoll & Co., Washington, D. C.                   |
| The Aeolian Co. . . . . San Francisco, Cal.           | Stone Piano Co.<br>Fargo, N. D., and Minneapolis, Minn. |
| Consolidated Music Co.<br>Salt Lake City, Utah        | R. W. Tyler Co. . . . . Wheeling, W. Va.                |
| B. Dreher's Sons Co. . . . . Cleveland, Ohio          | Vocalion Co. . . . . Boston, Mass.                      |
|   | D. L. Whittle Music Co., Dallas, Texas                  |



# Truly a Revolution in the Record Business

Our invention of a record that plays about twice as long as the ordinary kind is slowly, steadily, *irresistibly* working a REVOLUTION in the Talking Machine Trade.

*Giving twice as much music for the same price* is a selling force that is OVER-POWERING because it is so obvious. No arguing is required; every purchaser sees the point at once.

Grey Gull Records, Two-in-One Style, play from 4½ to 5½ minutes in the ten inch size. On the average they carry very close to twice the amount of music that the ordinary record does. We usually put four complete musical selections on the two sides of each record.

For example, our No. H2004 has on one side "Was There Ever a Pal Like You" and "Nobody Knows, and Nobody Seems to Care," and on the other side "You Never Can Tell" and "Oh! By Jingo," four popular song hits of the day—*each song complete*. Nearly eleven minutes of music on one ten-inch record. Our No. H4004 has on one side "Washington Post March" and "Liberty Bell March" and on the other side "Manhattan Beach March" and "King Cotton March." Ordinarily you would have to buy two records to get these splendid Sousa marches, but we put them all four on one record; retail price 85 cents. Use coupon below to send a trial order.

After getting used to rich, 5-minute Grey Gull Records, the ordinary 2½ or 3-minute kind really seem hopelessly tame. You can easily satisfy yourself of this by ordering a few records and trying them out for yourself.

The trade you build in Grey Gull Records, Two-In-One Style, is *yours*. There is no other record anything like it anywhere. Everybody that wants "that long-playing record with two pieces on each side" will have to come right to *YOU* for it. This is a feature that will appeal to every dealer whether his business is large or small.

Every day we are establishing new dealers and distributors. We are taking them only as we increase our production sufficiently to supply their needs. Reorders from our present dealers and distributors are now so rapidly increasing in size that we will soon have to suspend adding to the list.

If you agree with us that the "two-in-one" feature of Grey Gull Records is a selling factor of immense value, we advise you to investigate our proposition with the least possible delay. Use coupon below if you wish.



INCORPORATED

295 HUNTINGTON AVE., BOSTON

## FILL OUT COUPON AND MAIL

GREY GULL RECORDS, 295 Huntington Ave., Boston, Mass.

Please send to address below, an easy-selling assortment of eight Grey Gull Records, for which remittance of \$5.00 is enclosed. Privilege of returning these records within ten days, at your expense, and obtaining a refund of the remittance is reserved. Also send your two leaflets, "Distributor Proposition" and "Dealer Proposition," and list of your records.

Name \_\_\_\_\_

Address \_\_\_\_\_



**VICTOR ARTISTS VISIT TIFFIN, O.**

C. J. Schmidt Piano Co. Arranges for Concert of Eight Popular Record Makers

TIFFIN, O., May 6.—Through the co-operation of the C. J. Schmidt Piano Co., Victor dealers of this city, the eight Victor record artists gave a concert at the Schmidt store on April 23. Billy Murray, Henry Burr, Frank Croxton, Monroe Silver, John A. Meyers, Fred Van Eps, Frank Banta and Albert Campbell delighted their audience with their numbers and their visit will long be remembered here. The C. J. Schmidt Piano Co. secured these artists as a part of its Victor service to its clients. The policy of this company has earned for it the reputation of being Tiffin's musical center and music lovers of this city have had many occasions to profit by musical events of note held by this store. Before the concert the public was well informed through liberal advertising and on the day following the appearance of the eight Victor artists a full page in the local press announced that although the artists themselves had left, their songs could be brought into every home by means of the Victor records.

**PEERLESS MOTOR TRUCK DELIVERY**

New York Album Manufacturer Establishes Motor Delivery Within 200 Miles of New York

The Peerless Album Co., New York, manufacturer of "Peerless" record albums, recently inaugurated a motor truck delivery service within a radius of 200 miles of New York. According to Phil Ravis, president of the company, this move was made necessary through the somewhat stagnant condition in the railroad freight service. Recently the firm made a number of deliveries as far away as Baltimore and Washington, and quite frequently their truck has made the trip to Philadelphia. This delivery innovation has met with so much favor that the company may continue it.

**BRUNSWICK BOWLERS BANQUET**

Celebrate Ending of First Tournament by Banquet at Elks' Club, New York—Phonograph Department Wins Key to Cellar Position

Employees of the Brunswick-Balke-Collender Co., celebrated the successful termination of the first bowling tournament staged by the various departments, by holding a banquet Saturday evening, April 24, at the Solarium Room of the Elks' Club, New York City.

One hundred and fifty-two employes and their friends participated at the dinner. President of the league, Lee Johns, acted as toastmaster, and after a bountiful repast, called on Secretary Thomas A. Dwyer, who complimented the organization on its successful tournament and in bringing the employes in closer touch. In his remarks he referred to the fact that the recreation feature for employes was most important, giving the necessary relaxation after the day's work, the best kind of recreation being bowling and billiards. It gave him great pleasure to see gathered at the table representatives from each department of the company and, in closing, he looked for a bigger and better organization the coming season.

Edward Strauss, sales manager of the phonograph department, complimented his team on winning the cellar position, maintaining that this position in these days was the one to be most desired. Now that they have the key to the cellar he is planning to make his team as successful in the league as his department is in selling Brunswicks.

Through the courtesy of the Elks, participants of the dinner were extended an invitation to attend the reception then being held in the main ball room, where the balance of the evening was spent in dancing.

The Armstrong Furniture Co., Memphis, Tenn., last month used a large Pathé record, three feet in diameter, to advertise the new Pathé hit, "Afghanistan."

**MAKE LARGE GIFT FOR ORCHESTRA**

Grinnell Bros. Start Endowment Fund of New Toledo Symphony Orchestra With a Donation of \$2,500—Lewis H. Clement, Director

Toledo, O., May 3.—Grinnell Bros., of Detroit, through their Toledo branch, have just started the endowment fund for the new Toledo Symphony Orchestra with a gift of \$2,500. In making the donation Grinnell Bros. wrote the committee that the value of the symphony orchestra to a community was demonstrated so fully by the Detroit Symphony Orchestra, under Ossip Gabrilowitsch, that they were glad to help Toledo secure the same advantages.

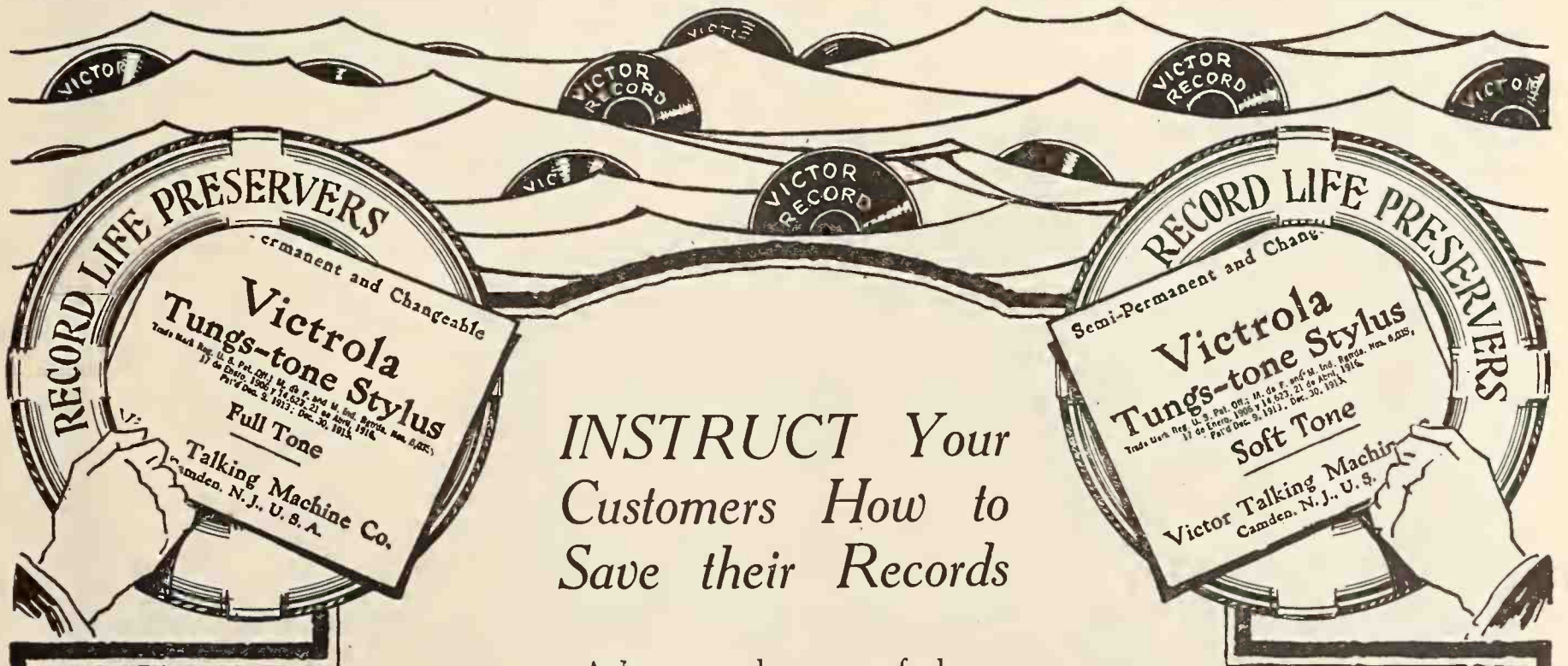
Several other large donations have been made to the endowment fund, and it is expected that the orchestra will prove a strong factor in the local musical world during the coming season. Lewis H. Clement, formerly connected with the piano trade in an important capacity, and musician of recognized ability, is director of the new orchestra.

**TO MAKE KNOCK-DOWN CABINETS**

The Master Cabinet Co., New York City, which manufactures complete talking machines, is now also making a specialty of knock-down, raw and finished cabinets. According to the officers of the company, there is at present quite a demand for the product in these latter forms. Under this method of manufacturing it is possible for factories specializing in this sort of work to turn out a much larger quantity of machines than would be possible if a finished product were demanded.

**A NEW YORK INCORPORATION**

Delyons & Co., New York, have been incorporated to do business in talking machines and motion pictures, with a capital of \$15,000. The incorporators are E. Erichsen, L. Delyons and S. W. Kapp, 15 Park Row.



Advocate the use of the

**Victrola Tungs-tone Stylus**

It gives the best possible reproduction with the least wear on the record.

It is an *exclusive* Victor product, and in its sale VICTOR DEALERS have the opportunity of supplying the public exclusively with this wonderful needle.

**COLLINGS & COMPANY**

Plum Building, Clinton and Beaver Streets, Newark, N. J.

VICTOR DISTRIBUTORS for Northern New Jersey and North Eastern Pennsylvania

### ARBITRATION MADE BINDING

Walton Bill Just Passed in New York State Makes Contracts Between Employers and Employees to Arbitrate Enforceable by Law

Contracts between employers and employees to arbitrate differences and between business men in disputes are made enforceable by law in New York State under Senate Bill No. 357, introduced by Senator Walton, passed unanimously by both houses and signed by Governor Smith. The new law is the outcome of a long campaign by the Chamber of Commerce of the State of New York.

Arbitration agreements hitherto have had only moral force. Employer or employe could decline to go through with the arbitration agreement. Business men who had actually submitted their dispute to arbitrators, in accordance with their contract to do so, could withdraw even after the other side had submitted its case, thus giving an advantage in a future lawsuit to the party revoking the agreement.

These agreements could not be enforced because of ancient English decisions that no man could be deprived, or could deprive himself, of his right to have his dispute passed on by a court. The Bar Association of the State of New York and many eminent lawyers were active, however, in finally breaking down this barrier to the easy adjustment of commercial disputes.

The Walton Act does not compel anyone, either employer, business man, employe or labor union, to enter into any arbitration agreements. Having once entered such an agreement, however, they are not at liberty to disregard it, as in the past.

If one party refuses to arbitrate a question, which he has agreed to arbitrate, the other party may appeal to the Supreme Court. If the agreement to arbitrate is admitted, it becomes the duty of the court to direct an arbitration in accordance with the agreement. If there is a dispute as to whether the question at issue is covered by the arbitration agreement the court

to which application is made must proceed at once to trial to determine this question of fact.

### FOREIGN LANGUAGE RECORDS LIKED

Columbia Co.'s International Record Department Issues Attractive Series of New Catalogs Featuring Various Language Records

The international record department of the Columbia Graphophone Co. has prepared for the use of Columbia dealers an attractive series of new catalogs featuring the various languages which are represented in the Columbia library. A standard color scheme has been adopted for the front covers, and this design is well calculated to meet with the approval of the trade.

At the top of the front cover the word "Columbia" is presented in gold on a blue background. Underneath this heading is portrayed an attractive scene pertinent to the particular country whose records are featured, and below this illustration are the words "Bohemian Records" (or any other language) with the famous Columbia trade-mark in gold on a blue background.

All of the new catalogs, containing 150 selections or more, are alphabetically and numerically arranged, and the unique designs utilized for the front cover will undoubtedly act as a sales stimulant. The same color scheme will be carried out in the hangers, supplements and hearing room hangers issued by the Columbia international record department.

In connection with these new catalogs this department is also forwarding to Columbia dealers the popular flag decalcomania which was prepared some time ago. This decalcomania met with instant success, and Columbia dealers state that it enables them to locate the demand for the various language records in their respective localities.

R. F. Bolton, sales manager of the Columbia international record department, states that the outlook for Summer business is very gratifying, and that the Columbia factories are ship-

### ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good  
is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.  
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

### EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

ping a greater quantity of foreign language records than ever before. In fact, the production situation is improving steadily, and Mr. Bolton is leaving nothing undone to cooperate with the dealers in developing an active demand for foreign language records in their territories.

### CLOSES SEVERAL IMPORTANT DEALS

Leo H. Lowitz, secretary of the Repeater-Stop Co., Chicago, Ill., recently made a successful trip through the Eastern territory and closed several important wholesale deals whereby the Repeater-Stop will be handled by well-known houses. Mr. Lowitz also visited Canada, where he appointed I. Montagnes & Co., Toronto, Can., as exclusive wholesale distributors for the Repeater-Stop in the Dominion of Canada. In connection with his Eastern trip Mr. Lowitz arranged for the opening of a New York export office, under the management of Robert Mautner.

### NEW \$1,000,000 CORPORATION

A new record company entered the field recently under the name of the United States Record Mfg. Corp., which will do business under the laws of New York State with a capital of \$1,000,000. The incorporators of the new company are B. D. Colen, J. C. Wright and W. C. Low, 346 Broadway. Details regarding the plans of the company have not been announced.

# oh, by jingo, oh, by gee!

—will it be another Dardanella?

NOT LONG SINCE, when Dardanella "broke," everybody was asking: "Have you got Dardanella?"

Every Emerson dealer to whom that question was put was able to answer "yes." There was no hemming and hawing. He simply reached for the record and played it for the interested party.

Emerson fully recognizes the importance of getting the big song hits and dance hits into dealers' hands at the earliest moment.

The result is that when a big hit "breaks" Emerson is on the job. Such

a hit has the "right of way" and is put through the works in "record" time.

When customers begin to ask: "Have you got Oh, By Jingo, Oh, By Gee," Emerson dealers will simply reach for the record and play it for the interested party. They will make sales—not excuses.

Right now the following number shows signs of becoming one of the biggest hits of the year.

10177

Oh, By Jingo, Oh, By Gee

Comedy Song ..... Billy Murray

Oh, By Jingo, Oh, By Gee

Fox-Trot ..... George Hamilton Green's Novelty Orch.

**Emerson Record Sales Company, Inc.**

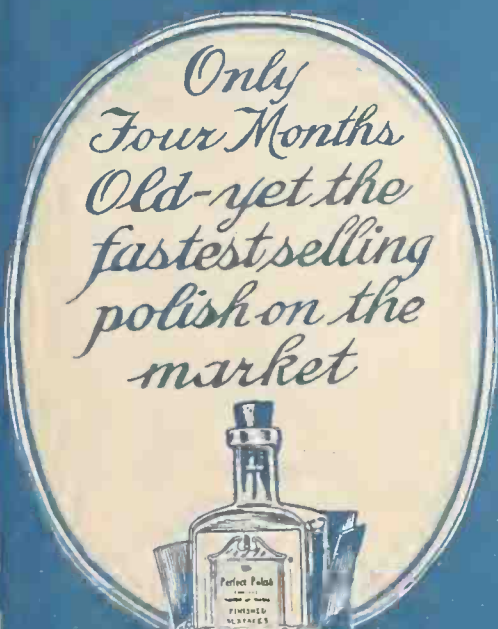
EXCLUSIVE METROPOLITAN DISTRIBUTORS

6 West 48th Street, New York City

**Emerson**  
**Records**

Something New,  
Something Different,

which may  
account for  
its already  
very big  
success



(Write for Samples and Prices  
of Reflexo Needles and Polish)

**REFLEXO PRODUCTS CO., Inc.**  
347 Fifth Avenue

At 34th Street

New York City

Suite 1003

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



You know "Dardanella" and you know Sascha Jacobsen. So you also know that you can sell many records of this great violin solo. A-2912.

Columbia Graphophone Co.  
NEW YORK

### EDISON'S NEW EDITORIAL DIRECTOR

D. E. Wheeler Is a Firm Believer in the Fact That America Is Musical

Leaving magazine fiction for phonograph music is not such a radical change for D. E. Wheeler, the recently appointed editorial director of Thomas A. Edison, Inc., as the casual observer might think. Though Mr. Wheeler has moved and has had his being in the New York literary world from boyhood the art of music has exercised a dominant influence over him.

For a long time Mr. Wheeler has contended that America is musical and that the country is developing its own particular musical culture, even as it has grown along native literary lines. Our music is not, nor will it be, necessarily the classic European variety, but something more individual and expressive of the American idea. It is his opinion that superior persons may smile at our popular songs, at our

rag-time, at our jazz, but in doing so they fail to see deeper than the surface. He points out that if such critics would only stop to compare the quality of our home-made music of twenty years ago, and take into consideration the astonishing multiplication of our orchestras and musical organizations and performers, they would not miss the obvious object lesson of our swift cultural development.

"Everything begins with the home," says Mr. Wheeler, "and the fact that even the humblest and poorest may have its music in the form of a phonograph is profoundly significant of the future of America as a musical factor in the world, for it is the constant hearing of music which develops appreciation, discrimination and creation.

"The truth is that we Americans have been so thoroughly prejudiced against ourselves as creators of music that it has been taken for granted that it was beyond our powers, meekly accepting the theory of Europe that a country without folk song had not the foundation for

composition or even true appreciation, which is nonsense. This ignores the fact that a score of nationalities have brought their melodic idioms to this land and that in the fusion of common life a cosmopolitan music might evolve,



D. E. Wheeler

just as social or political customs can merge into a composite that is veritably a new order."

In taking up his duties with the Edison Co. it is Mr. Wheeler's intention to spread the gospel of American music and stimulate appreciation of the marvelous art in general through every channel of publicity that is possible to use.

### MARKETS THREE NEW MODELS

Wonder Talking Machine Co. Adds Three Floor Cabinet Styles to Its Line

The Wonder Talking Machine Co., 109 East Twelfth street, New York, manufacturer of small single spring motors and novelty and table talking machines, recently placed three new models on the market, all of which are floor cabinet machines. The models are popular priced, being listed at retail from seventy-five to one hundred and twenty-five dollars.

Recently the above firm has been manufacturing some small cabinets without equipment on special order. While the new models mentioned above are not at present being turned out in great quantities, the facilities for doing so are constantly being increased, and the company feels that as the demand grows there will be an ample supply of the product.

#### "WHAT ARE YOU SHORT?"

Get in touch with us. We have everything in the phonograph line—Needles, Tone Arms, Motors, Cabinets, all kinds of accessories and repair parts. We specialize on Main Springs, Bettertone Phonographs. Let us do your repairs.

PLEASING SOUND PHONOGRAPH CO.,  
204-206 East 113th St., New York.



MODEL B, VENUS BELLE

Showing Record Compartment holding 70 records.  
Height 35 inches. Width 2 feet 7 inches. Length 3 feet  
Mahogany, Walnut, Oak and Ebony

## THE VENUS BELLE

THE BABY GRAND SHAPE

provides ample room for a tone chamber of unusual size, so large that it produces the full, round, rich tones of any voice or instrument in a manner impossible with the necessarily small chamber of ordinary upright phonographs. It also permits plenty of convenient easy-to-reach space for the filing of 70 or more records.

VENUS BELLE phonograph is unique and beautiful in design—a beautiful piece of furniture in any home. Plays all records perfectly and is equipped with automatic stop and modulator.

Dealers who desire exclusive territory should make application at once.

### THE VENUS CO.

Also Makers of  
The VENUS Phonograph Needle

Factory and General Offices:  
Liberty and Western Avenues  
Cincinnati, Ohio, U. S. A.

Chicago Sales Office:  
Room 435, Fine Arts Bldg.

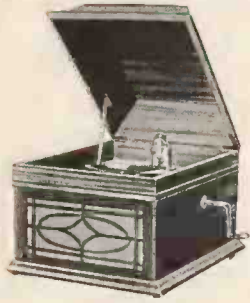
NEW YORK QUINCY, ILL. DAYTON, OHIO. OTSEGO, MICH. CHICAGO

# SONATA

TRADE MARK

## THE PHONOGRAPH OF PERFECTION

# A S O



MODEL A



MODEL B



MODEL G

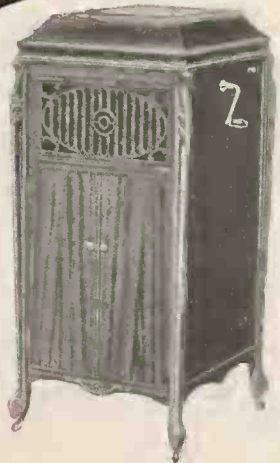


MODEL C

ALWAYS  
ON  
TIME  
WITH

SHIPMENTS & SERVICE

# T



MODEL E



MODEL D

# N

# A

SCIENTIFICALLY CONSTRUCTED  
PIANO FINISHED  
WHOLESOME NATURAL TONE  
LOUDEST OF VOLUME  
LATEST AND BEST MODIFIER  
OUR OWN PATENTED HORN  
IMPROVED PERFECT SOUND BOX  
BALL-BEARING TONE ARM  
LATEST TYPE OF GUARANTEED MOTOR  
NEW BEVEL EDGE TURNTABLE  
PLAYS ALL MAKES OF RECORDS PERFECTLY

### KESNER & JERLAW

PRODUCERS OF

### Exclusive Phonographs

FOR THE

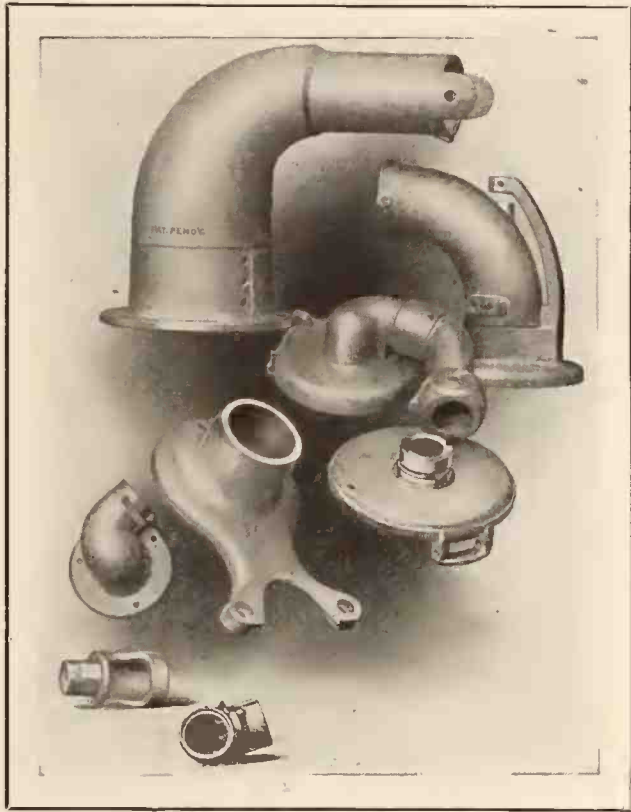
### Jobbers & Large Distributers

Every Phonograph Is  
GUARANTEED FOR ONE YEAR  
Against All Manufacturer's Imperfections

Write For All  
Information and Particulars to Either Address  
M. L. KESNER | N. JERLAW  
47 W. 34th Street | 316 So. Clark St.  
New York | Chicago  
Telephone Greeley 6251 | Telephone Wabash 2646

GRAND RAPIDS EXHIBIT  
FOURTH FLOOR KLINGMANN BUILDING  
JUNE 28TH TO JULY 24TH





## Doehler Die Castings Compel Satisfaction

HOWEVER intricate the part and however exacting the specifications, your full satisfaction is assured when you entrust the die casting to Doehler. The products of the Company's plants are standard wherever quality is the essential requisite. Years of specialization have created an engineering staff and a manufacturing organization which stand preeminent in their field.

Put your die-casting problem up to Doehler

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS  
**DOEHLER DIE-CASTING CO.**  
 NEW YORK OFFICE AND EASTERN PLANT: BROOKLYN, N.Y.    CENTRAL PLANT: TOLEDO, OHIO.    WESTERN PLANT: CHICAGO, ILL.  
 SALES OFFICES IN ALL PRINCIPAL CITIES

DDC-12

### ROBERT BURBICK MAKES CHANGE

CANTON, O., April 27.—Robert Burbick, for several years identified with the phonograph department of the Lewis Bros. Co., at East Liverpool, O., is now a salesman in the same department of the D. W. Learch Co., Market avenue N., this city. He is one of the best-known phonograph men in eastern Ohio, and has many friends in the trade.

### TO HOLD SERIES OF MEETINGS

Columbia Graphophone Co. Officials Start on Tour of Branches in Various Parts of the Country to Hold Trade Conferences

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., accompanied by W. A. Willson, manager of the company's educational department; H. L. Tuers, manager of the Dealer Service department, and O. F. Benz, of the general sales department, left Monday for an extended trip to Columbia branches in different parts of the country. According to present plans, all four of these executives will visit Philadelphia, Atlanta, Cincinnati, Detroit, Chicago and Minneapolis. At the Columbia branches in these cities dealer meetings will be held, together with meetings of the branch managers and the sales staffs of the branches in nearby cities. A program similar to the one adopted on previous trips will be followed at these meetings.

Mr. Hopkins returns to New York from Minneapolis and the other three executives proceed to a meeting in Winnipeg, Can. Mr. Tuers returns to New York from Winnipeg, while Mr. Benz proceeds to a meeting in New Orleans, returning home from that branch. Mr. Willson, who is making his first extensive tour to the Western branches, will visit Spokane, Seattle, Portland, San Francisco, Los Angeles, Salt Lake City, Denver and Kansas City, Mo.

L. C. Ackley, who has just been appointed manager of the Seattle branch, will accompany the executives to the meetings in Philadelphia and Cincinnati.

### RECENTLY INCORPORATED

The Bronx Talking Machine Co., Bronx, N. Y., has been incorporated with a capital of \$25,000, by G. A. Barron, A. Schochet and T. Mendelowitz, 1557 Eastern parkway, Brooklyn.

The International Automatic Phonograph Co. has been incorporated under the laws of Delaware to do business, with a capital of \$1,250,000. The incorporators are T. L. Croteau, M. A. Bruce and S. E. Dill, of Wilmington.

The Queen Automatic Phonograph Co. has incorporated under the laws of Delaware, with a capital of \$1,000,000, by Frederick Seeber, A. S. Meadoff and F. O. Wierth, New York.

## What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

**MAGNOLA TALKING MACHINE COMPANY**  
 OTTO SCHULZ, President  
 General Offices: 711 MILWAUKEE AVENUE CHICAGO  
 Southern Wholesale Branch: 1530 CANDLER BLDG. ATLANTA, GA.

### BOESCH CO.'S MONTHLY CONCERTS

The John Boesch Co., Burlington, Ia., is conducting monthly concerts in connection with each opening day for Victor records. Besides a seven-piece orchestra to alternate with the Victrola, a local singer for one or two numbers was secured. Walter Stone is manager.

# MAGNEDO

EACH NEEDLE  
PLAYS 10 RECORDS

**THE ORIGINAL AND FASTEST  
SELLING MULTI-PLAYING NEEDLE**

## ASK YOUR JOBBER

Manufactured by  
**SUPERTONE NEEDLE WORKS**  
 18 W. 20th St., New York



## The Best Talking Machine Needle on the Market

### PACKED IN COUNTER SALESMEN

50 Needles to a box and they retail at 10 cents per box.  
60 boxes to a package, \$6.00. This package costs you \$3.90 net.  
Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

## THE FRED. GRETSCH MANUFACTURING COMPANY

60 Broadway

Manufacturers of Musical Instruments

BROOKLYN, N. Y.

Canadian Wholesale Agent, H. A. BEMISTER, 10 Victoria Street, Montreal, Can.  
Western Distributor: WALTER S. GRAY, 530 Chronicle Building, San Francisco, Cal.

### VICE-PRESIDENT OF CANTON ASSN.

R. W. Kincaid, Manager of Kenny Bros. Co. Piano Department, Honored by Trade Associates With Office in Organization

CANTON, O., April 27.—R. W. Kincaid, manager of the Kenny Bros. Co. piano and music department, has been elected vice-president of the Canton Music Trades Association. He boasts of being head of one of the most complete piano and phonograph departments of any Canton store. The leaders are the Brinkerhoff piano and Brunswick phonograph. The piano department is located on the fourth floor, adjacent the main offices of the company. Mr. Kincaid has four independent booths, one for pianos, one for phonographs, another for music rolls and the fourth for phonograph records. Almost 500 square feet of floor space on the fourth floor is devoted to the display of pianos and player-pianos.

L. A. Murray, exclusive Victor dealer, Davenport, Iowa, recently sold a Jap Lac Period Victrola to one of the prominent officials of the town. A photo was taken of the instrument in the home and all of Mr. Murray's salesmen carry a copy of it in their sales outfit.

### A VISITOR FROM LONDON

R. Gordon Willis, of British Polyphon Co., Studying Retail Trade in This Country

An interesting visitor to the United States just now is R. Gordon Willis, of the British Polyphon Co. of London, who is touring the country with a view to studying conditions in the retail talking machine trade and particularly the details of store arrangement and store management with a view to the adoption of many of those ideas in the conduct of the business of his company.

Mr. Willis stated that the talking machine business in England was making progress, although under some handicaps, and that the full cabinet machine, or "floor model," was just beginning to come into its own with the British buying public. He stated that record prices had been increased recently and that business generally was on a much higher level than heretofore.

Before returning home early in August, Mr. Willis plans to visit Detroit, Chicago, St. Louis, Pittsburgh, and other cities in the Middle West.

H. N. Duff is now with the Wells Music Co., in Ottawa, Kan.

### LATEST MOVING PICTURE SLIDES

Prepared by Advertising Department of Sonora Phonograph Co. of Interest to Dealers

A new set of moving picture slides has just been prepared by the advertising department of the Sonora Phonograph Co. for the use of



Some of New Set of Sonora Slides

its dealers. There are six slides in this set, and the designs utilized in the preparation of these slides emphasize the attractiveness of Sonora cabinets. The use of moving picture slides by progressive dealers is becoming more general day by day, and many dealers have reported the consummation of important sales as a direct result of this timely publicity.

### MISS CARROLL RESIGNS

Miss Mary Carroll, for a number of years connected with several of the prominent Victor dealers, and lately of Baxter Piano Co., Davenport, Ia., has tendered her resignation, which took effect May 1. Miss Carroll will go West for her health.

# Delpheon

*the*  
**Incomparable**

It is worth your while to have a Delpheon, in order to know its surpassingly rich tone and beautiful cabinet



Delpheon Model C

## THE DELPHEON COMPANY

Bay City, Michigan

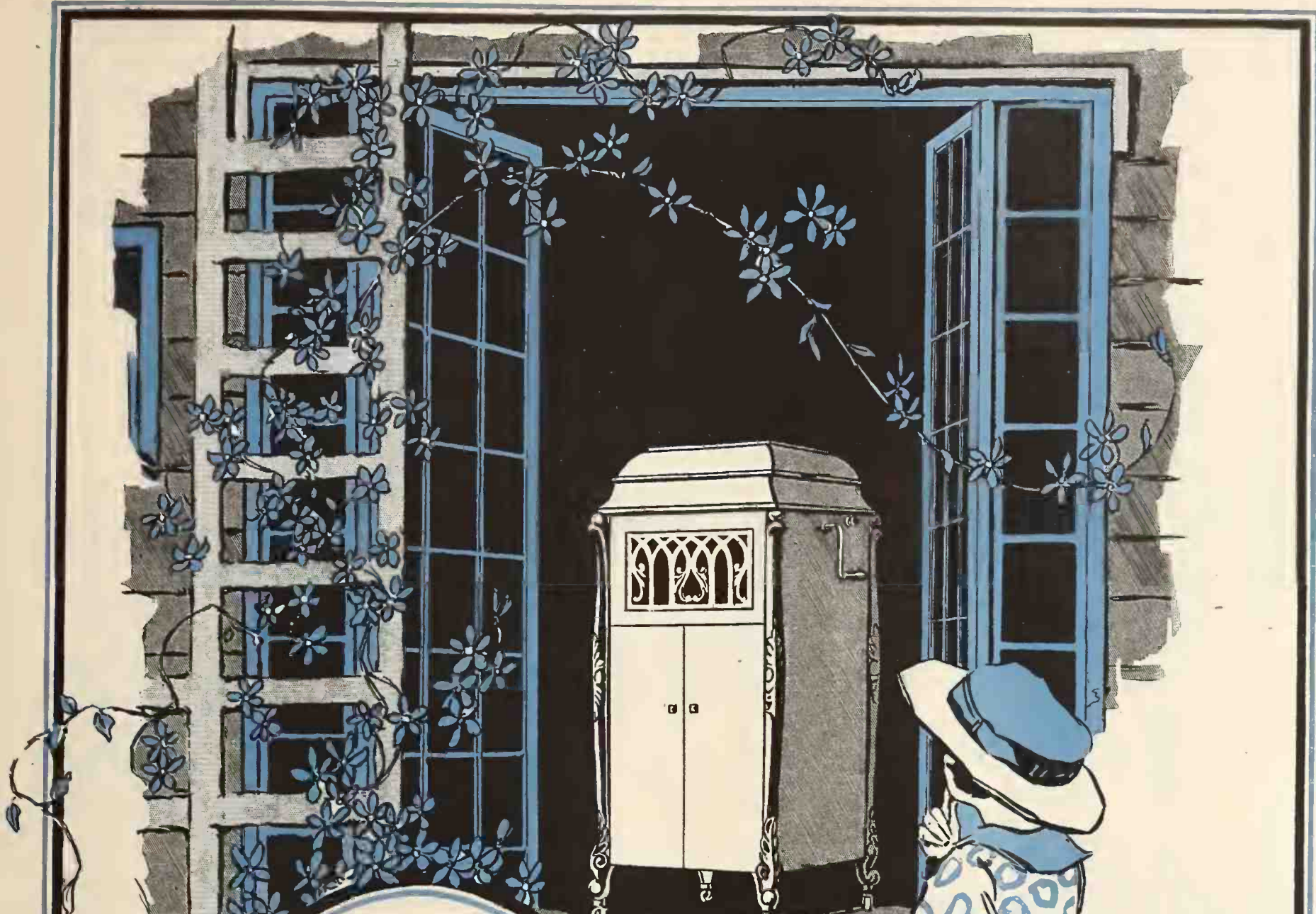
New York Office, 25 Church Street  
Rosen Phono. Sales Co., 27-28 Court Street, Boston, Mass.  
Delpheon Shop, Peachtree Arcade, Atlanta, Ga.  
Walter Verhalen Co., 703 Busch Building, Dallas, Texas  
Verbeck Musical Sales Co., Buffalo, N. Y.

# ACME-DIE

## CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALL °YS  
Acme Die-Casting Corp.  
Boston Rochester Brooklyn N.Y. Detroit Chicago





## Spring

Summer, Fall or Winter  
you will find  
No Deviation

### In the uniform high Quality of Stradivara Phonographs

Built in a factory devoted for several decades to the production of art piano-fortes of superlative merit.

Above we present the handsome Model 200 Stradivara. You will find combined in it for your selling advantage such quality features as: 7/8-inch case stock—five ply; genuine veneers; flawless finish; genuine gold-plated trimmings; extra large 4-spring motor; velvet-covered turn-table; filing device; and other splendid features too numerous to mention here.

If you wish to represent a quality phonograph for 1920, and to reap the profits therefrom, a post-card will bring you full details. Write to-day—it will pay you!

Complete line                      Advertising service

**The Compton-Price Company**

COSHOCTON, OHIO

Built for the Pacific Coast

trade by

The Pacific Phonograph Mfg. Co.

Portland, Ore.

# STRADIVARA

“KNOWN FOR TONE”

## TO BEGIN BIG SUMMER CAMPAIGN

Columbia Graphophone Co. Completes Plans for Extensive Publicity During the Summer

The advertising department of the Columbia Graphophone Co. has completed plans for one of the most extensive Summer advertising campaigns that have ever been introduced in the industry. The campaign will be started next month and will include every conceivable form of advertising literature.

A two-page trade paper announcement will give the trade details regarding this campaign, and this introductory advertising will be followed by a full-page advertisement in the national magazines, the page being designed in four colors and featuring vacation models of Columbia Grafonolas. This type of instrument is especially adapted to summertime use, and its tonal qualities are emphasized in this advertising.

Following the full page in the national magazines there will be black and white pages in the leading farm papers, and newspapers in all parts of the country will carry a similar message.

As a dealer tie-up to this mammoth campaign, the same four color design that is used in the national magazines forms the basis for the cover of the June supplement. It is also used on the supplement hanger and a similar illustration in two colors is used on a booth hanger. A special booklet in four colors, featuring vacation models of Grafonolas, illustrates three popular Columbia Grafonolas of the table type, and also calls attention to the well-known Grafonola traveling kit. This booklet is designed for envelope enclosure, and is an important link in making the campaign effective.

Columbia dealers everywhere will undoubtedly be interested in this campaign, for it represents a co-operative service that will assist them materially in making the coming Summer the best in their history.

## A PENNSYLVANIA INCORPORATION

The American Talking Machine Co., of Bloomsburg, Pa., has been granted a charter to do business under the laws of that State, with a capital of \$10,000. The business will include both manufacturing and selling talking machines.

Al Waltamath, overseas for fourteen months with Uncle Sam's fighting forces, has returned to Canton, O., and is again identified with the phonograph department of the J. W. Brown Piano Co., of that city.

# PRESERVE PHONOGRAPH RECORDS

WITH A



## "TONAR"

TRADE MARK

### RECORD BRUSH

*Our special treatment not only removes the dust but lubricates the record so as to bring out the most delicate tone qualities*

*It Not Only Cleans the Records But Preserves the Tone*

RETAIL PRICE, FIFTY CENTS

**PARKS & PARKS, Inc.**

**TROY, N. Y.**

New York Office, C. E. Peabody & Co., 186 Greenwich St.

## IMPROVED STEWART PHONOGRAPH

This Popular Little Instrument Back Again in the American Market With Many Improvements Incorporated—Made in Buffalo

About two years ago the talking machine industry was advised of a new phonograph known as the Stewart phonograph, which was offered to the trade at a very moderate price. This phonograph attained unusual success, but restrictions on the use of raw materials during the war forced the company to discontinue marketing for a while. Now, however, the Stewart phonograph is back on the market, and, according to the officials of the company, the production will be hundreds of thousands.

Many important improvements are embodied in the present style of the machine. The finish has been changed, and the new model is attractively finished in rich, dark mahogany enamel, with nickel trimmings. The motor has also been improved and changes have been made in the tone arm and the Stewart Universal reproducer.

The executive offices of the company are located at Buffalo, N. Y., and orders are being received from progressive dealers throughout this country, in addition to representative houses in England, France, Canada, India, China, Japan and South Africa. Referring to the tone quality of the instrument, a recent booklet issued by the company states: "While price is the keystone of the success of the Stewart (which retails at \$15.00), its quality is no small factor. The circular construction of the sound chamber gives the Stewart exceptional tone capacity. The louvers through which the sound passes completely encircle the instrument so that the sound travels equally in all directions. As a result the tone of the Stewart is noteworthy for its volume as well as its quality."

## INSTALL EIGHT UNICO BOOTHS

NEW CASTLE, PA., May 5.—Mather Bros., Victor dealers of this city, have increased their business to such proportions that an enlargement of facilities has become an absolute necessity. Eight more Unico booths will be added to take care of this business.



## HERE IT IS

*The*

## FLETCHER UNIVERSAL TONE ARM and REPRODUCER

Gives Proper Playing Weights for all Records. No Adjustment Screws or Springs.

SAMPLES \$8.00

Specify 8½" or 9½" arm

**FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois**

THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

# Cleartone

PHONOGRAPH  
SPEAKS FOR ITSELF



No. 150—\$85



No. 100—\$75



No. 135—Price \$135



Model 105—Price \$105



No. 200—\$100



Model 175—Price \$175

THE MOST WONDERFUL TALKING MACHINE OF THE PRESENT AGE  
AT THE PRICE. AN INSTRUMENT OF SUPREME  
VALUE, TONE AND QUALITY

The CLEARTONE has become very popular because of its quality, splendid value and the advertising sales campaign that now stands in back of it. DEALERS! Watch us grow—write for our agency and grow with us.

LATEST 84-PAGE CATALOG NOW READY!

LUCKY 13 PHONOGRAPH CO., 46 East 12th Street, New York



NEEDLES

SAPPHIRES

DIAMONDS

## SPECIAL OPPORTUNITY

Sell Highest Grade Needles Packed in Envelopes.  
 We Are Getting 100 Million Per Month—All Live  
 Dealers Are with Us—Send for Samples and Particulars

### Opera Needles

are made to our own specifications.

They are highly-polished, nickel-plated needles.

A glance at a sample will convince you that they are the finest finished needles on the market.

You can be assured of the quality by sending for free samples.

We are the largest jobbers of Steel Needles in the world

Must sell one billion needles in 1920  
 2 customers 100 million each;  
 who's next?

Prices as follows:

10,000 lots, 45c. per M  
 1,000,000 lots, 35c. per M

100,000 lots, 40c. per M  
 5,000,000 lots, 32c. per M

We are the largest jobbers of Sapphires and Diamonds in the world

We are the original headquarters for genuine Cleartone Sapphires and Diamonds

All our genuine Diamond and Sapphire Points are absolutely uniform, silver-plated and the highest quality jewels on the market

Prices subject to revision without notice

| Sapphire Balls           | Sapphire Points          | Genuine Diamonds          |
|--------------------------|--------------------------|---------------------------|
| Each                     | Each                     | Each                      |
| Dozen Lots..... 16c      | Dozen Lots..... 18c      | Sample..... \$1.75        |
| Hundred Lots..... 13c    | Hundred Lots..... 15c    | Dozen Lots..... 1.50      |
| Thousand Lots..... 12c   | Thousand Lots..... 13½c  | Hundred Lots..... 1.40    |
| 5-Thousand Lots..... 11c | 5-Thousand Lots..... 12c | Thousand Lots..... 1.25   |
|                          |                          | 5-Thousand Lots..... 1.15 |

SPECIAL PRICES ON LARGER QUANTITIES

1920 Catalog Listing Everything a Phonograph Man Needs

LUCKY 13 PHONOGRAPH CO., 46 East 12th Street, New York

# Cleartone

PHONOGRAPH  
SPEAKS FOR ITSELF

## Motors, Sundries and Supplies

### STOP! LOOK! READ!

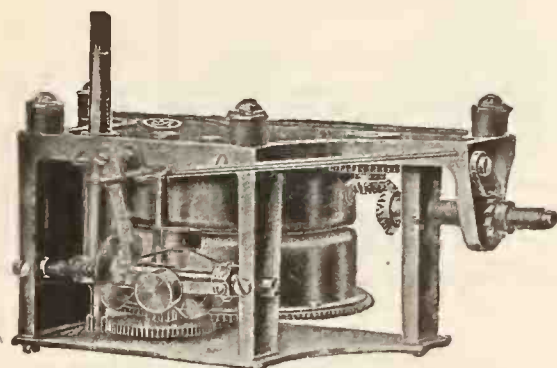
Something new for Lucky 13!  
We are now manufacturing our own motor, and can offer immediate deliveries in any quantity.

Send for samples—you can't go wrong.

This is the best buy on the motor market to-day.

Half Dozen, \$9.75 Each.  
Dozen, \$9.00 Each.  
100 Lots, \$8.50 Each.  
1000 Lots, \$8.00 Each.

Bevel-gear wind; plays seven 10-inch records without re-winding. Complete with all parts including 12-inch turn table.



CLEARTONE MOTOR NO. 11

### SPECIALS FOR MOTOR, TONEARM, REPRODUCER AND CABINET MANUFACTURERS

Cast-iron Turn Tables in any quantity at the right price. Felts in Discs or Squares, 10 and 12-inch, all-wool.  
Mica, first and second quality, clear, in any size.

Main springs and governor springs to fit any motor  
Tone modifier rods.  
Continuous hinges.  
Cover Supports.

Your inquiries will have our best attention.

### SUNDRY DEPARTMENT

#### MOTORS

- No. 1, double-spring, 10-inch turntable, plays 2 10-inch records ..... \$3.75
- No. 2, double-spring, 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable ..... 4.25
- No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame 7.35
- No. 3, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame 9.85
- No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind..... 9.75

#### TONE ARMS AND REPRODUCERS

(Play All Records)

- No. 2 .....Per set \$1.75
- No. 3 .....Per set 1.95

- No. 4 .....Per set 4.00
- No. 6 .....Per set 3.75
- No. 7 .....Per set 3.75
- No. 9 .....Per set 2.95

#### MAIN SPRINGS

- No. 00, 5/8 in., 9 ft. .... 29c
- No. 01, 3/4 in., 9 ft. .... 25c
- No. 02, 3/4 in., 7 ft. .... 25c
- No. 1, 3/4 in., 10 ft. .... 39c
- No. 01A, 3/4 in., 10 ft. .... 49c
- No. 2, 13-16 in., 10 ft. .... 39c
- No. 3, 7/8 in., 11 ft. .... 49c
- No. 4, 1 in., 10 ft. .... 49c
- No. 5, 1 in., 11 ft., heavy .... 69c
- No. 6 1 1/4 in., 11 ft. .... 99c
- No. 7, 1 in., 25 gauge, 15 ft. .... 39c

We also carry other size main springs to fit Victor, Columbia and all other motors.

Special prices on springs in large quantities.

#### RECORDS—COLUMBIA

10-inch double disc records, 42c each; 12-in., 60c each.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts.

## LUCKY 13 PHONOGRAPH CO.

46 East Twelfth Street - - - - - New York

### NEW PRIMA DONNA DISTRIBUTOR

Frederick P. Altschul Appointed for Eastern Territory—Many Years in the Music Trade

Announcement was made recently of the appointment of Frederick P. Altschul as general Eastern distributor for the Prima Donna phonograph, manufactured by the General Sales Corporation of Milwaukee, Wis. This company operates three large factories and claims to have a capacity of over one hundred machines per day. On Saturday, May 1, Mr. Altschul secured



Frederick P. Altschul

quarters at 112 West Twenty-third street, New York City, where he has on display a complete line of Prima Donna machines, which includes six models.

Mr. Altschul has been identified with the music industry for many years, and was one of the founders of the Schilling Piano Co., which was Eastern distributor of the Stradivara. He sold this business on January 1. Mr. Altschul is at present formulating plans for an active campaign in promoting the sales for the Prima Donna machine. At present he has five salesmen traveling throughout the country, and intends to give this line an active representation.

## The Booth Felt Company, Inc.

### Mechanical Felt Products

**Turntable Felts**

**Motor Felt Washers**

**Motor Brake Felts**

**Needle Rest Felts**

**Cabinet Strip Felt**

We carry a large stock of well assorted merchandise which insures prompt deliveries.

If interested in Velour or Velveten Discs we can supply them.

### FACTORIES

**BROOKLYN, N. Y.**

**463-473 Nineteenth Street**

**CHICAGO, ILL.**

**732 Sherman Street**

### NEW POST FOR L. C. ACKLEY

Becomes Manager of Columbia Co.'s Seattle Branch, Succeeding Frank Dorian

The general sales department of the Columbia Graphophone Co. announced recently the appointment of L. C. Ackley as manager of the company's Seattle branch. Mr. Ackley, who was formerly a member of the sales organization at the Los Angeles branch, has been in the service quite some time and his successful achievements in the Columbia organization well warrant his present promotion to the post of manager.

Mr. Ackley succeeds Frank Dorian, who vol-

untarily resigns as manager of the Seattle branch. Mr. Dorian, during his stay in Seattle, accomplished excellent results and laid a strong foundation for Mr. Ackley's future development.

### CLEAN ADVERTISING IN CLEVELAND

Better Business Commission Issues Set of Recommendations to All Advertisers Pointing Out Standards Which Should Be Followed

The decidedly constructive character of the work of the Better Business Bureaus (local vigilance committees) of the Associated Advertising Clubs of the World is strikingly illustrated by some recommendations to advertisers issued by the Better Business Commission of Cleveland, which is affiliated with the Associated Advertising Clubs. This matter, which has been sent to all advertisers in Cleveland, has been prepared out of the experience of the best stores in that city, it is announced, and is composed of a set of recommendations offered as a guide to advertisers to assist them in avoiding advertising statements and practices that have a tendency to reduce consumer's confidence.

While these recommendations apply to all kinds of advertising there are special sections which are particularly applicable to piano advertising and should be of interest to the trade. First of all, it is recommended that care be taken to substantiate definitely any statement of fact made in the advertisement prior to the time the advertisement appears. Unintentional misrepresentation causes just as much harm as intentional deceit, for the reader does not stop to consider whether or not it has been planned or is an accident. Through just such statements he loses faith in all statements.

Particularly is it urged that the use of superlatives be curtailed unless the advertiser can submit proofs to the Better Business Bureau. Their use is not advisable and their force has been weakened through misuse.

**BANG!**

**HERE IT IS!!**

**The "Hustylus"**

THE little wonder-device that makes Pathé records playable on practically every instrument. The greatest thing that has yet happened for the Pathé dealer.

Sweeps all clumsy "adapters" into the discard. As simple to use as any steel needle. It adds many million instrument owners to the Pathé dealer's market.

Ask your jobber

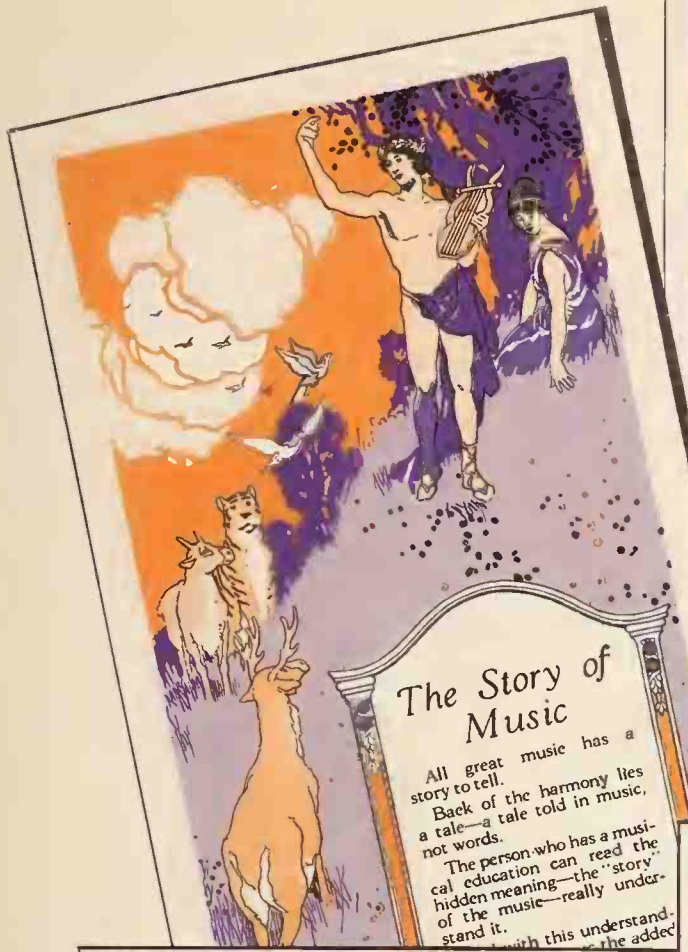
**Herbert & Huesgen Co.**  
Sole Sales Agents  
18 East 42nd Street  
New York

### A Period 'Tone Arm'

From those manufacturers who several months hence will be in a position to use a high-grade tone arm and sound box of original design and of superior features, WE INVITE CORRESPONDENCE. Visitors to New York are also cordially invited to our New York offices. Samples of this tone arm will be loaned to the trade shortly after May 15th, and deliveries in quantities will follow in thirty days from that period.

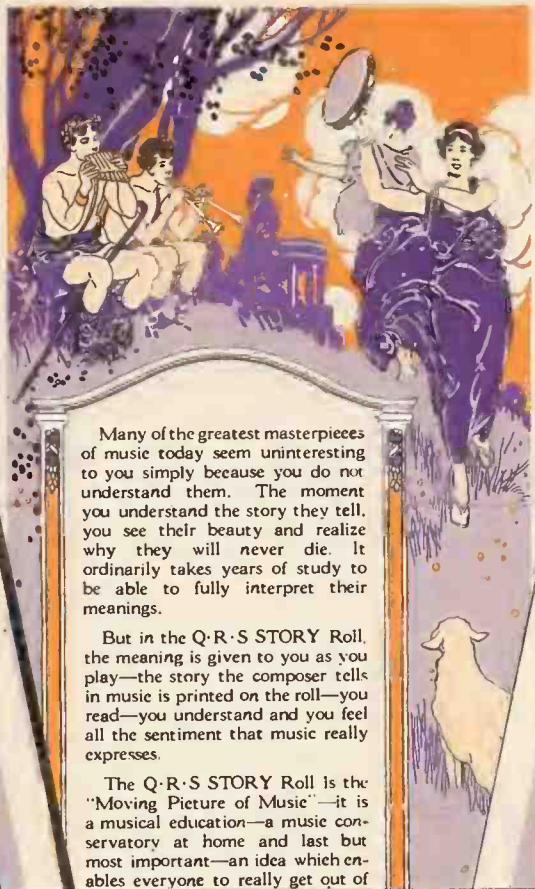
**PERIOD TONE ARM CORP.**

55-61 W. 17th Street, New York Chelsea 4744



### The Story of Music

All great music has a story to tell. Back of the harmony lies a tale—a tale told in music, not words. The person who has a musical education can read the hidden meaning—the "story" of the music—really understand it.



Many of the greatest masterpieces of music today seem uninteresting to you simply because you do not understand them. The moment you understand the story they tell, you see their beauty and realize why they will never die. It ordinarily takes years of study to be able to fully interpret their meanings.

But in the Q·R·S STORY Roll, the meaning is given to you as you play—the story the composer tells in music is printed on the roll—you read—you understand and you feel all the sentiment that music really expresses.

The Q·R·S STORY Roll is the "Moving Picture of Music"—it is a musical education—a music conservatory at home and last but not most important—an idea which enables everyone to really get out of



- D-16 Erl-King.....Schubert-Liszt \$1.25  
Key of G Minor. Played by Edouard Fournelle.
- D-12 Evening Star.....Wagner-Liszt 1.50  
From Tannhauser. Key of Ab. Played by Mme. Sturkow-Ryder.
- D-24 Favorite Strains from Carmen.....Bizet 1.75  
Trans. and Played by Hans Hanke.
- D-21 Favorite Strains from Cavalleria Rusticana.....Mascagni 1.50  
Trans. and Played by Hans Hanke.
- D-19 Favorite Strains from Faust.....Gounod 1.75  
Arr. and Played by Lee S. Roberts.
- D-14 Favorite Strains from Pagliacci.....Chabrier 1.50  
Key of F. Played by Mme. Sturkow-Ryder.

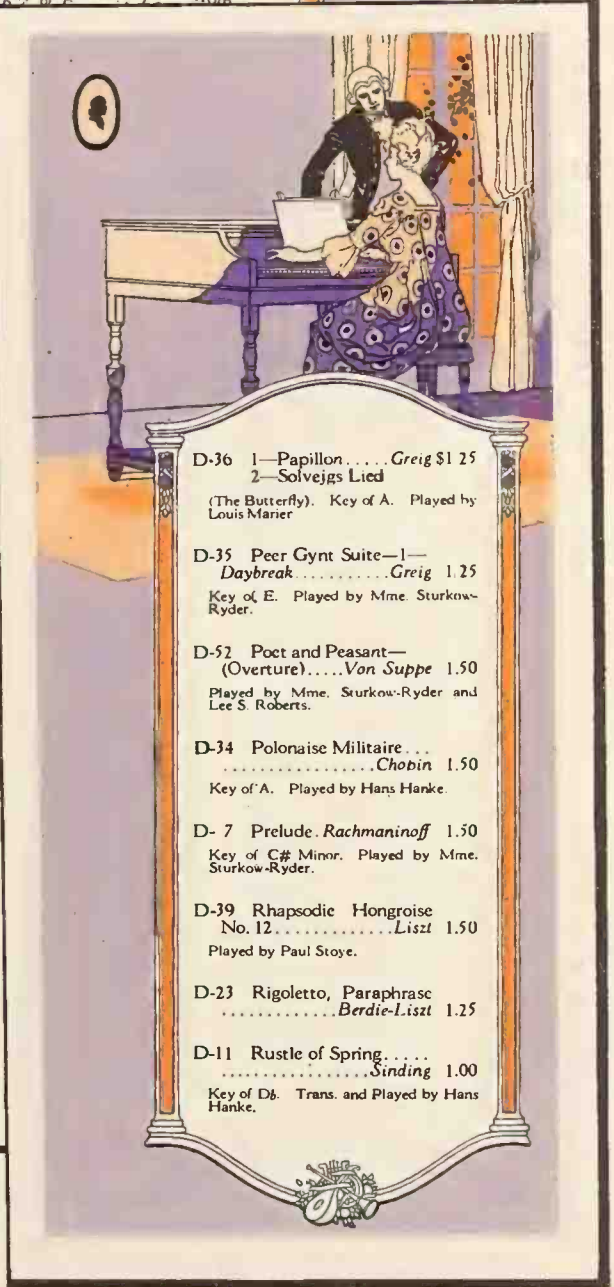


- D-5 Samson and Delilah.....Saint-Saens \$1.25  
"My Heart at Thy Sweet Voice." Played by Edouard Fournelle.
- D-6 Siegmund's Love Song.....Wagner-Tausig 1.25  
From Die Walkure. Key of Bb. Played by Mme. Sturkow-Ryder.
- D-46 The Silvery Brook (Waltz).....Brahm 1.25
- D-40 Symphony Pathetique (March).....Tschaiowsky 1.00
- D-2 Tarantelle.....Mills 1.25  
Played by Louis Marier.
- D-55 Titl's Serenade...Till 1.50  
Played by Faure and Minetti.
- D-47 Traumerei..Schumann 1.25  
Played by Arline Birchard.
- D-17 William Tell Overture.....Rossini 1.75  
Key of E Minor. Four Hands. Played by Mme. Sturkow-Ryder and Lee S. Roberts.
- D-22 Zampa Overture.....Herold 1.50



### Q·R·S Story Rolls

- D-9 Anitra's Dance.Grieg. \$1.25  
From Peer Gynt Suite No. 3. Key of A Minor. Played by Mme. Sturkow-Ryder.
- D-10 Ase's Death....Grieg 1.25  
From Peer Gynt Suite No. 1. Key of B Minor. Played by Mme. Sturkow-Ryder.
- D-41 Ballade in G. Minor.....Chopin 1.50  
Played by Prudence Neff.
- D-43 Ballet Music from Queen of Sheba...Gounod 1.25  
Played by F. Poisson and E. Leroux.
- D-42 Barcarolle...Offenbach 1.25  
From Tales of Hoffman Arr. and Played by Lee S. Roberts.
- D-45 By Moonlight..Bendel 1.50  
Played by Anton Tysowski.
- D-4 Cavalleria Rusticana—Intermezzo. Key of F. Played by Hans Hanke.
- D-38 Cracovienne Fantastique.....Paderewski 1.25  
Played by Mme. Sturkow-Ryder.
- D-1 Danse Negre....Scott 1.00  
Played by Mme. Sturkow-Ryder.



- D-36 1—Papillon.....Grieg \$1.25  
2—Solvejgs Lied  
(The Butterfly). Key of A. Played by Louis Marier.
- D-35 Peer Gynt Suite—1—Daybreak.....Grieg 1.25  
Key of E. Played by Mme. Sturkow-Ryder.
- D-52 Poet and Peasant—(Overture).....Von Suppe 1.50  
Played by Mme. Sturkow-Ryder and Lee S. Roberts.
- D-34 Polonaise Militaire.....Chopin 1.50  
Key of A. Played by Hans Hanke.
- D-7 Prelude.Rachmaninoff 1.50  
Key of C# Minor. Played by Mme. Sturkow-Ryder.
- D-39 Rhapsodie Hongroise No. 12.....Liszt 1.50  
Played by Paul Stoye.
- D-23 Rigoletto, Paraphrase.....Berdie-Liszt 1.25
- D-11 Rustle of Spring.....Sinding 1.00  
Key of Db. Trans. and Played by Hans Hanke.

# Q·R·S

PLAYER ROLLS  
The Q·R·S Music Co.  
306 South Wabash Ave.  
Chicago, Ill.

The above are reproductions of pages from the new Q·R·S Story Roll Booklet.

Dealers furnished a quantity of these booklets upon request.

Their distribution among your customers will create new interest in player pianos.





# The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, Mass., May 5.—Business for the time being has slackened up a bit in the local and New England territory, though to a somewhat lesser degree this should be looked for at this period. With most of the concerns goods are coming along better than for a long time, but the freight embargo has not been altogether lifted yet at some places, which naturally hinders the shipment of machines and records. There has been quite a call lately for small machines suitable for cottage use during the Summer, and many of the shops are making a liberal display of this type.

One hears talk around town of a revival of interest in a trade organization and your correspondent has been urged to canvass the trade and to even call a meeting to discuss the advantages—for there are no disadvantages—of such an organization. Most of the trade who follow this department know the views of your correspondent on this subject and that on several occasions in the past he has urged the jobbers and dealers to get together and form what ought to be a strong organization; but it is a rather unpleasant commentary that several of those who affected to take an interest in forming such a body had a selfish interest at heart; they had an eye to business, the social side made no appeal; what the trade at large was to get out of it was not of such concern as to how they themselves were to benefit. The more broadminded men in the local trade seriously are convinced that a trade organization should exist and they deplore that something of the sort had not been formed before. Your correspondent will be glad to advance the plans as far as possible and be of all general assistance, but he scarcely feels like taking the initiative. Finally, when one considers the rapid growth of the talking machine business here a trade organization becomes almost a necessity. What live man will make a start?

#### Boston Ready for a Music Show

As a second chapter to the above the idea is taking definite shape that Boston is nearly ready for a music show, somewhat similar to what was held in New York during the Winter, this, of course, to make its appeal principally to New England. Boston certainly is a music

center, quite that for New England, in fact, and there is no valid reason why merchants should not come to Boston to purchase goods, this, perhaps, being more true of the piano dealers, most of whom to-day carry talking machines. This amounts to a double appeal to the advantage of the city. Why would there not be a general stimulus to business all along the line? When it comes to purchasing talking machine parts and accessories Boston has the men and the goods to meet all demands and there is no reason why trade should not be attracted this way not only from New England but from Canada as well.

#### Interesting Letter on Margin of Profit

Secretary Merrill of the New England Music Trades Association is in receipt of a communication from A. G. Farquharson, secretary of the Music Trades Association of Southern California, of which some official notice will be taken at a special meeting of the local Association, soon to be held. The letter recites the adoption of a resolution by the California organization (which included the majority of the dealers in Los Angeles) and this resolution reads as follows:

"Owing to the increased cost of overhead expenses incurred by all dealers in operating talking machine departments in their stores, a larger margin of profit becomes more and more necessary in order that the dealers may continue in business and at the same time keep up the high state of efficiency of service demanded by the public.

"Therefore, be it resolved, that a letter be prepared by the secretary and mailed to the leading manufacturers, which shall bring to their notice this state of affairs and respectfully request them to consider the urgency of the matter with a view to assuming that certain retail prices on machines and records will be quoted to the public that will permit a discount of 50 per cent being quoted by the jobber to the dealers in lieu of the present discount."

#### Talk of a Surprising Proposition!

Information reaches the ear of The World's New England correspondent that the talking machine industry is shortly to receive details of a new proposition that will surprise the trade, for there is a new machine—name not yet ready for announcement, but suggested by a Boston dealer—that has some unusual features; in other words this machine appears to possess all the merits claimed individually by many others. Considerable science has been involved in perfecting this machine, but much of the virtue appears to be due to the records themselves, for it is understood a new method of recording has been evolved.

It is understood that the officials of a number of the talking machine concerns have been

(Continued on page 86)

## Steinert Service Serves

### M. STEINERT & SONS CO.

35 ARCH ST.



BOSTON

#### WHOLESALE HEADQUARTERS

The Summer months are approaching and with them come additional uses for the Victrolas IV and VI. These type machines are most suitable for the camp, cottage, canoe, etc. We can supply them now and caution our dealers not to lose sight of their value to the Victor line.

"New England Service for  
New England Dealers"



TO be known as a big organization is one thing, but to be known as an organization rendering efficient Victor Service that is constructive and helpful is a laudable achievement. Eastern Service concentrates in New England.

### THE EASTERN TALKING MACHINE CO.

85 ESSEX STREET

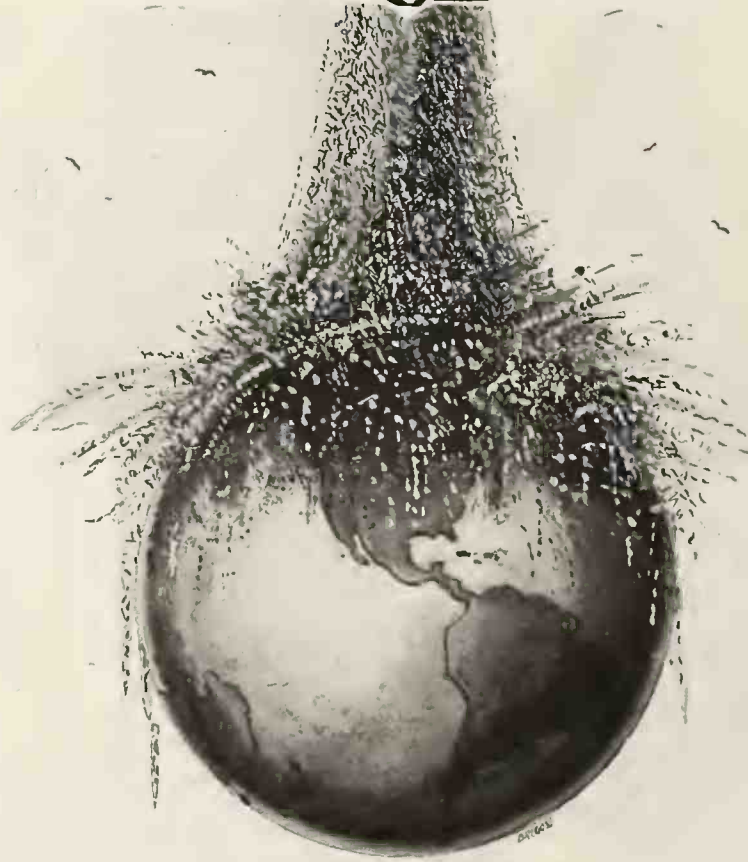
Victor Wholesalers

BOSTON

**T**HIS is the largest single order on the face of the earth for talking machine needles—and it is on the Bagshaw books.

And- this is only ONE of our orders. Every Bagshaw needle on ALL orders goes thru the same identical process of perfected manufacturing, for we know quality and quantity are twin brothers. Opposite is a vivid idea of the magnitude of this achievement.

**1, 750, 000, 000.**  
**Bagshaw Needles**  
**in a single order**



W. H. BAGSHAW  
COMPANY  
LOWELL, MASS.

1870  
1920



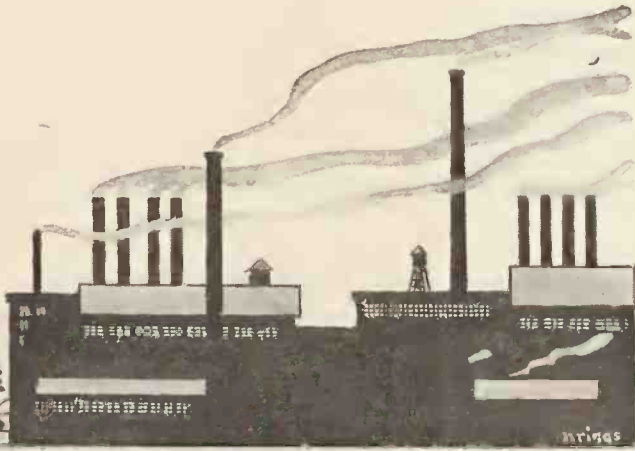
**N**EW YORK is 250 miles from Lowell. Chicago is 1,000 miles from Lowell. San Francisco is 3,000 miles from Lowell.

Lowell to Lowell — around the world—is 24,000 miles.

This one order for Bagshaw Needles, if placed end to end, makes a belt nearly around the world.

1,750,000,000 Needles make a pile big enough to classify as a great industrial monument.

**W. H. BAGSHAW CO.**  
Lowell, Mass



W. H. BAGSHAW  
COMPANY  
LOWELL, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

# KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

## Brunswick

PHONOGRAPHS AND RECORDS

### BRUNSWICKS ARE BUILT COMPLETE BY BRUNSWICK—Not Assembled

Maybe you do not realize it, for it has come about in the last three years, but Brunswick is now one of the foremost builders of phonographs in the industry.

In fact, the Brunswick factory is one of the finest, one of the most complete.

Brunswick is now one of the very few builders making its product complete. The general practice is assemblage.

We know of only one other phonograph maker having as complete a plant as Brunswick.

This is not said boastfully, but to acquaint phonograph dealers with the phenomenal reception given The Brunswick by the people.

We tell you also to show how sincerely the House of Brunswick goes into a proposition. The House of Brunswick has built its immense factories for the future. Brunswick has won a commanding place, and we intend to hold it.

They build their own motors, their own cabinets, their own Ultonas—every part, every feature. They are not dependent upon parts makers.

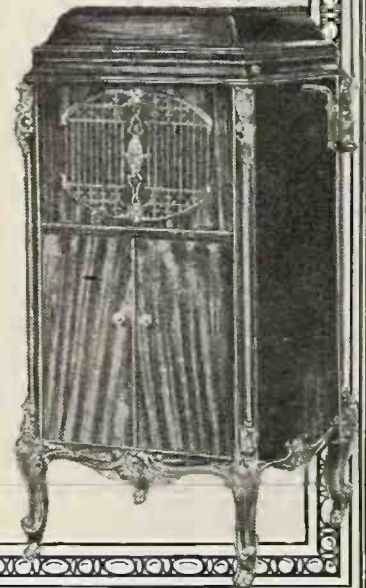
Brunswick success is growing constantly. It hasn't reached our height yet. The momentum is carrying Brunswick on.

Thus we insure an enviable place for the Brunswick dealer. His franchise is becoming more and more valuable every day.

**KRAFT-BATES & SPENCER, Inc., 156 Boylston St., BOSTON, MASS.**

ALSO NEW ENGLAND DISTRIBUTORS FOR  
TONOPHONE, VICTROLENE, MOTROLAS

Steel Needles    Jewel Points    Albums    Record Brushes    Khaki Covers



lately giving very serious attention to the new proposition and overtures have been made to control it. Apparently the proposition is not for sale, although it is said that one manufacturer of records has a tentative arrangement whereby the new method of recording is being utilized for the present, but will soon be brought to an abrupt end, if information is correct.

The proposition is identified with the State of Maine, where a company with a sound financial backing has been organized, and among those who have become interested in the undertaking are two prominent judges of that State and several business men of high standing. A chain of factory plants located at three different centers has been acquired and manufacturing is to be begun immediately.

One of the features of this new machine is a sound chamber within a sound chamber, which, it is understood, produces surprising results.

Every feature of the machine and records are heavily covered by patents and great things are expected when the machine and the records are put on the market.

#### Gathering of Columbia Forces

On Wednesday evening, April 21, there was a meeting of Columbia dealers in the Swiss room of the Copley-Plaza, at which Manager Fred E. Mann presided. Among the prominent Columbia men present were George W. Hopkins, general sales manager; O. F. Benz, of the record division of the general sales department, and L. L. Leverich, of the advertising department. There was an attendance of 125 dealers. Mr. Hopkins talked about production and particularly addressed himself to those who handle Columbia goods exclusively. Mr. Benz urged the dealers to push the record business always with special attention to the latest ones which make a quick appeal to the public. Mr. Lev-

erich devoted his time to a consideration of the advantages derived from co-operation between the dealers and the company and gave some idea of the advertising program which the company has mapped out for the immediate future. The June records were demonstrated. In the forenoon of that same day there was a managers' conference and among those attending this were H. A. Gardner, manager of the Columbia's New Haven, Conn., branch; G. P. Donnelly, of Portland, Me.; C. L. Porter, the new field sales manager; C. H. Johnson, of the George Batten Co., the company's advertising agency, and Manager Mann. Following luncheon there was a meeting of the sales organization.

#### The Sonata in New Quarters

The Musical Products Co., of which E. B. Shiddell is the hustling New England representative, moved a few days ago to its permanent  
(Continued on page 88)

# VITANOLA

The Phonograph of Marvelous Tone

Vitanola  
Phonographs

Lyric Records  
Mysto Needles

## S. W. SHARMAT & SON

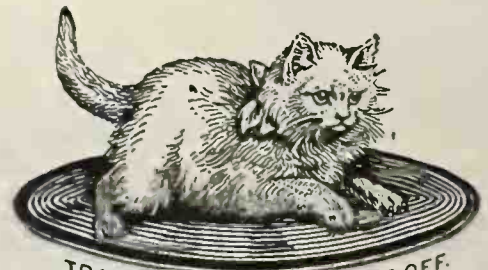
Wholesale Distributors

5 Bromfield Street, Boston, Mass.

From Sharmat's Golden Treasury.

(with apologies to Rudyard Kipling)

You can keep your wits about you  
When other dealers shriek their low-priced wares,  
And show that what you have to sell is value  
While the fellow 'cross the street has only cares.  
When you know that every man you sell to  
Becomes your friend the day you took his pay;  
That's the kind of business to build up to,  
That is the VITANOLA dealer's way.



## Lyric Lateral Records

Dealers Supplied at Short Notice

## S. W. SHARMAT & SON

Wholesale Distributors

5 Bromfield Street, Boston, Mass.

FOR THE  
BEST  
QUALITY OF  
TONE  
CONSTRUCTION  
FINISH AND  
DESIGNS



100%  
VALUES  
GUARANTEED  
AS TO  
EQUIPMENT  
AND  
DELIVERIES

# S-O-N-A-T-A

*The Phonograph of Perfection*

## SPECIFICATIONS

**Motor.** Best type, with every known improvement—double springs, bevel gears, heavy cast steel frame—plays five 10-inch records with one winding; fully guaranteed for one year.

**Tone Arm.** Patented reproducer—only one known that will reproduce exact quality of the human voice and instruments, and give big volume; plays all records.

**Horn.** Constructed of chemically treated wood, scientifically designed on model of the human throat.

**Cabinets.** Made of best kiln dried woods, heavy and durable—put together by skilled artisans.

**Designs.** Six machines in the line, graceful and attractive—harmonious with any period of furniture; special period designs now under way.

**Record Shelves.** Large record chamber with heavy shelves for record albums.

**Price.** Less than any standard phonograph of the best quality.

*Exclusive New England  
Distributors*

**Musical Products Co.**

142 Berkeley Street :: Boston, Mass.



Write or wire us today  
Our representative will call



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 86)

headquarters, at 142 Berkeley street, where it is prepared to interest dealers through New England in the Sonata machine. For a time Mr. Shiddell had a room at the Parker House, where six types of Sonatas were on exhibition and they were carefully examined by a number of dealers throughout the territory. Mr. Shiddell has made two excellent appointments—E. Bennett Fox, who will take care of the Boston territory, and William S. Townsend, formerly of the Columbia, who will cover southeastern New England. The number of inquiries that already have come to these two representatives, as well as to Manager Shiddell, is most encouraging and augurs well for the future of this instrument in New England. Arrangements have been made whereby for the present there will be a consignment of four carloads of Sonatas each month for this territory.

Prominent Men Join Beacon Co. Forces

The Beacon Phonograph Co. continues to keep in the foreground in the local talking machine business and through enlarging its personnel the organization has been numerically strengthened. John A. Easton, formerly treasurer of a trust company in Arlington has been appointed treasurer of the Beacon, and Walter A. Hopkins, of Brookline, has been made purchasing agent. The board of directors has been increased from five to nine, the new members being Mr. Easton and Mr. Hopkins, above mentioned, and F. N. Blaser, of Arlington, and Chester Humphrey, of Milton. Another to join the Beacon forces is A. J. Deslauries, formerly connected with the Emerson Co. and the Musical Supply & Equipment Co. He will travel through the New England territory.

New Lines for Iver Johnson Co.

Arthur W. Chamberlain, manager of the talking machine department of the Iver Johnson Co., is featuring the Repeat-O-Graph. The Steger, which is carried here, is finding a good sale in the New England territory.

Victor Artists to Tour New England

Kenneth E. Reed, wholesale manager for the Steinert Co., Victor distributors, has arranged for an extensive New England tour by the "Eight Famous Victor Artists," who recently

**PERFECTION BALL-BEARING TONE ARMS**  
**PERFECTION FLEXI-TONE REPRODUCERS**



**Manufacturers—** The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality disc.

**Jobbers—**

**Dealers—**


These reproducers and tone arms are the very finest made, mechanically—reproducing as the records were recorded in the recording room—Clarity of sound with great volume.  
**WRITE FOR QUANTITY PRICES**

*Manufactured by*  
**New England Talking Machine Co.**  
*Largest Manufacturers of Phonograph Accessories*  
**16-18 BEACH STREET BOSTON, MASS.**  
*Pacific Coast Distributor: WALTER S. GRAY*  
942 Market St., San Francisco, Cal.  
**Phoenix Trading Co., 1265 Broadway, New York**  
**Eastern and Export Office**

have been meeting with great success in the West. Mr. Reed came in touch with this aggregation of talent while on a recent trip and

he immediately made plans to have them come to New England under Steinert management as a service feature of the house. The artists will give their first concert in Symphony Hall, this city, on Sunday afternoon, May 16. This concert will be for the benefit of Steinert Boston dealers. Arrangements have been made by Mr. Reed for concerts in the following places: Lawrence, Lowell, Lynn, Worcester, Fitchburg, New Haven, Springfield, Haverhill, Portland, Me., Providence, R. I., Fall River and New Bedford. Three dates remain open for this Spring trip and arrangements may be made for concerts through the Steinert Co., which controls the New England rights for this attrac-

**CRESSEY & ALLEN**



Portland  
**COVERS**  
New England  
CONN. R.I.

C & A Service serves the Dealer's interest first, last and all the time.

**CRESSEY & ALLEN**  
Victor Wholesalers  
**PORTLAND MAINE**

**REMEMBER**  
**"IF IT'S A PHONOGRAPH ACCESSORY OR REPAIR PART, WE HAVE IT."**

*Complete stock of*  
Needles, Motors, Tone Arms, Main Springs, Attachments, Repair Parts and other Accessories.  
*Prompt Deliveries Fair Prices*  
Send for our latest monthly Price List

**Phonograph Supply Co.**  
of New England  
**COURT SQUARE BOSTON, MASS.**

*Send for Descriptive Circular*  
**Curry** DEMONSTRATION BOOTHS AND RECORD CASES IN STOCK OR TO ORDER  
**"SOUND PROOF"**  
FRANK B. CURRY  
72-74 Dedham St. Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 88)

**LONG**  
TRADE MARK

Disc Record, Player Roll and Sheet Music Cabinets. The Best in the Market  
*See Display Ad in This Issue*

**Peerless Record Album**

Standard of Quality to preserve the Records  
*See Display Ad in This Issue*

Send your orders for both these lines to  
**L. W. HOUGH, 20 Sudbury St., Boston, Mass.**  
New England Representative

tion for 1920 and 1921. A number of concerts have been arranged for next season, beginning in the Fall. The artists comprising the "Eight Famous" are Henry Burr, Billie Murray, Albert Campbell, John Meyers, Frank Croxton, Monroe Silver, Fred Van Eps, Frank Banta, these making up the Sterling Trio and the Peerless Quartet.

**Western Campaign for the Beacon**

Richard Nelson, of the Beacon Co., was out in Chicago the latter part of April, completing details for the large advertising campaign upon which the Beacon is about to embark. R. J. Waters of Moeller-Waters, Inc., Chicago representatives of the Beacon, was before that here in Boston going over the details for that same campaign. Mr. Nelson is on the road a good deal lately, as there are many matters pertaining to the development of the Beacon that call for his personal attention, first in one place and then in another.

**To Visit the Pacific Coast**

W. O. Pardee, of the Pardee, Ellenberger Co., Inc., of New Haven, who was a caller a while ago at the Boston headquarters of the company, told your correspondent that he was pleasantly contemplating a trip to the Pacific Coast, stopping enroute at all the principal points of interest. He will be accompanied by Mrs. Pardee and the trip will occupy four or five weeks. The New England business of the Pardee, El-

lenberger Co. is making a fine showing, now that embargoes are lifted and strikes are over—for the present, as Manager Frederick Silliman stated. Mr. Silliman, by-the-bye, would like to go over to England this Summer to visit his son, who is in business in London.

**Vocalion Used in Wireless Telephony**

Manager Wheatley, of the Vocalion, was one of a party which took part recently in an experiment in wireless telephony in which a Vocalion was an important factor, and in subsequently featuring the accomplishment the slogan "Dancing by Wireless With the Aeolian-Vocalion" was used. The party was given by the Lowell Radio Club in Association Hall, Lowell, and the music was furnished by an Aeolian-Vocalion, which was played at the rooms of the club some distance away. The musical tone waves sent forth by the instrument were picked up at the hall by wireless apparatus and transmitted to the dancers by two amplifying horns fixed in the walls of the stage in the hall. It is said that this test, which was eminently successful, was the first ever made in this country outside of those made by the United States Government, and that the Vocalion was chosen after tests had been made with several other talking machines.

**Sharmat Will Feature Lyric Records**

S. W. Sharmat & Son, of 5 Bromfield street, have taken on the Lyric records and will push them through the New England territory. The company has lately added two good men to its staff, Bertram Bromberg, who will handle the Lyric line in southern New England, and David Lasker, who will be office manager. This concern also handles the Vitonola for New England. Leon Sharmat of the company spent several days over in New York the latter part of April.

**Record Manufacturing Co. Incorporates**

Another concern just incorporated is the Record Manufacturing Co. of Boston. Its capital is \$325,000 and the incorporators are George

**MICA**  
**DIAPHRAGMS**

**Watson Brothers, Inc.**  
170 PURCHASE ST.  
BOSTON - - - - MASS.

A. Kearsley of Boston, Alfred B. Carhart of Winchester, Frank L. Curtis of Natick, James E. Macpherson of Framingham, Arthur Bergh and Harold Sanford of New York City, and Herbert J. Kearsley of Quincy. The latter says the incorporators are not yet ready to talk about their plans.

**May Have New York Representation**

C. G. Faux, of the New England Piano & Phonograph Co., was over in New York the latter part of April, where he was in conference with officials of the Mandel Co., of Chicago, which is arranging to open a metropolitan headquarters. If the arrangement proves satisfactory, the New England Co. will take quarters with this Western concern, which will thus give this Boston talking machine house a New York representation. President Faux reports that the New England Co. has just contracted to take on the Vit machine for the New England territory, and the new arrangement went into effect on May 1.

**John A. Steinmetz a Visitor**

A visitor to the New England Co.'s headquarters a few days ago was John H. Steinmetz, president of the Empire, which talking machine is especially featured in the Boylston street warerooms. Mr. Steinmetz came from

(Continued on page 90)



**An Absolutely Sure Source of Talking Machine Profits**

Out of the two hundred and more talking machine propositions on the market, which ones present an absolute certainty of profits?

Count them over. Analyze them yourself.

There aren't more than three or four profitable propositions. And it is a moral certainty that ninety-nine dealers out of a hundred making such an analysis will include the PATHE among the three or four.

The PATHE is the only line of phonographs having several beautiful period models to retail at \$225 to \$400, which are now extremely popular both in design and price.

In addition, the PATHE has a superior line of easy and big selling records. These are the bone and sinew of the talking machine business; the day in and day out profit producers.

Why not look carefully into a line like PATHÉ, which, on its face, insures your success and your profits at the very outset?

**Hallet & Davis Piano Co.**

146 BOYLSTON STREET, BOSTON

Exclusive Distributors for New England States for **Pathé Phonographs and Pathé Records.**

New York Office: Hallet & Davis Bldg., 18 East 42d Street



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 89)

Chicago especially to look over the New England business and he went further East to Portland, Me., which is to be a sort of local headquarters for Maine. Mr. Faux states that business is coming along splendidly and the retail business has necessitated the installation of a number of new booths on the ground floor and devoting this entire space to talking machines, the pianos carried by this house hereafter to be shown in the basement.

**Hallet & Davis Pathé News**

Manager R. O. Ainslie, of the Pathé, carried by the Hallet & Davis Co., entertained two of the company's road men the latter part of April. They were R. R. Roath, of Chicago, and H. C. Dinmore, of Minneapolis, Minn. A few days later E. R. Jones, of the Hallet & Davis New York house, was in town, and more recently Manager Ainslie had another visitor from the South, W. H. Rymer, the new Southern roadman for the company, who will make his headquarters at Asheville, N. C. His conferences here with Manager Ainslie had to do especially with the distribution of the Pathé in his territory. New England business in the Pathé has been of very satisfactory volume of late.

**Miss Mabel Aulson's New Connection**

At the Lenox Jewelry Co.'s establishment at 16 Bromfield street, a large part of which is devoted to the Pathé line, Miss Mabel Aulson, formerly librarian of Pathé records in Chicago, is now connected. The quarters are beautifully arranged with ample demonstration booths.

**"Billy" Fitzgerald a Busy Man**

William Fitzgerald, whom the trade knows better as "Billy," was called to Portland, Me., the middle of last month to look into a new business proposition, as his long experience in the talking machine business makes him an authority when it comes to passing judgment. "Billy" has lately been having some illuminating articles in one of the Boston daily papers touching the history of the Victor business. He reports that business at his quarters in the Studio building is growing fast, and while others may be complaining about getting goods he seems to be receiving all he wants, thanks to a large following in the trade outside of New England.

**Glen Ellison in Tone Test Tour**

Glen Ellison, the tenor, who sings for the Edison, has lately concluded a tone test throughout New England cities and towns. The places visited, in each of which there were many new friends made for the Edison, were: Newport, R. I.; Fitchburg, Gardner, Athol, Attle-

boro and Ware, Mass.; Hillsboro, Milford, N. H., and Sanford, Belfast, Skowhegan and North Berwick, Me. Later this singer made a visit to places in Connecticut.

**New Quarters for A. J. Jackson**

A. J. Jackson & Co., who handle the Rishell machines, are moving the middle of May from the present store, 130 Boylston street, to 415 that same thoroughfare.

**Returns From Interesting Trip**

D. R. Searle, who is in charge of the talking machine department of W. J. Reilly & Co., Inc., of this city, has returned from a trip to Maine, New Hampshire and Vermont, where he arranged with a number of dealers to handle the Beacon line.

**One of Our Distinguished Visitors**

A Boston visitor among the Victor dealers the latter part of the month was G. T. Wielage,

manager of the record order department of the Victor. This was his first visit to Boston, whither he comes to study the local record situation at close range.

**Starts the Aquatic Season on the Charles**

General Manager Herbert Shoemaker, of the Eastern Talking Machine Co., who is a devotee of rowing, has already begun his season on the Charles River, having been out in his scull one afternoon this past week. He returned without getting a ducking, too.

**A Massachusetts Incorporation**

The Musical Sales Corp., of Boston, is one of the latest concerns to become incorporated in Massachusetts. Its purpose is to handle musical instruments and talking machines and it is capitalized for \$25,000. The incorporators are Harry N. Guterman, H. Leon Sharmat and Mary A. Brannack, all of Boston.

**BRUNO TAKES OVER THE TREMONT TALKING MACHINE CO.**

Prominent Talking Machine Man of New York Secures Prosperous Retail Victor Store at 177 Tremont Street, Boston—Will Make His Home in That City—Progress of Eastern Co.

BOSTON, MASS., May 3.—Quite the most important transfer of talking machine interests in this city in a long time is that of the Tremont Talking Machine Co., located at 177 Tremont street, which has come into the possession of Charles F. Bruno, who has heretofore been associated with C. Bruno & Son, Inc., Victor wholesalers, New York City.

When the new management, consisting primarily of Charles H. Farnsworth as president, and George A. Dodge as vice-president and treasurer, took over the Eastern Talking Machine Co.—this Tremont street shop was then known by that name,—it became evident to the keen observer of the local talking machine business that some important change was pending and that there was a great future for the wholesale and retail Victor business with two such far-seeing business men at the helm. It also became evident that to accomplish their purpose they must be willing to spend large sums of money to develop the physical side of the business.

It now appears after a year of unprecedented prosperity that one of their early plans was to advantageously dispose of the Tremont Talking Machine Co. when it had reached a certain stage of success, as it certainly has done, and to hereafter devote their time, energy and money to placing the general Victor business in this territory where they confidently feel it should be. From the outset they have never lost sight of this ultimate goal. In the process of developing the business of the Tremont store the Eastern Co. has simply acted in the capacity of a holding company of its stock, and now with the transfer to such substantial interests as Mr. Bruno the final step has been achieved.

The Eastern Talking Machine Co. is one of the landmarks of the industry in Boston. For a number of years it was conducted by a company of which Elton Taft was the controlling factor. Mr. Taft was a pioneer in the business and knew it in its every detail. Following his death about a year and a half ago, Mr. Dodge, one of the best known business men in Boston, who had been a close friend of Mr. Taft, took over the latter's interest and in association with Mr. Farnsworth began develop-

(Continued on page 93)

# Lansing Khaki Moving Cover

## For Delivering TALKING MACHINES

Same quality as originally made. Heavy Felt Padding for Grade A; Specially prepared Clean Cotton Batt Padding for Grade B.

LANSING COVERS wear well and are cheapest in the long run. Use them for every delivery. They mean insurance against finger prints, scratches and bruises; save repair men's time, clerk service, and aid the delivery men.

Write for prices and  
descriptive catalogue

### LANSING SALES COMPANY

Successors to E. H. LANSING  
Manufacturers

611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY  
942 Market Street

PHOENIX TRADING COMPANY

1265-69 Broadway, New York





**T**HE returns from our initial announcement confirm our belief in the enormous demand for a popular priced, well made, attractive cabinet, carrying a high grade equipment.

*Boost your profits by buying Charmaphone Phonographs.*

Every dealer should sample and carry our line of popular priced models.

High grade mahogany finish—workmanship and construction the best.

Equipped with the famous smooth running Heineman No. 36 Double Spring Motor.

Large Charmaphone Tone Arm and Reproducer.

Make it your leader and get the trade in your town.

➡ Write For Our New Catalog Illustrating Our 1920 Line ←



**CHARMAPHONE MODEL No. 4**  
"THE *Universal* PHONOGRAPH"

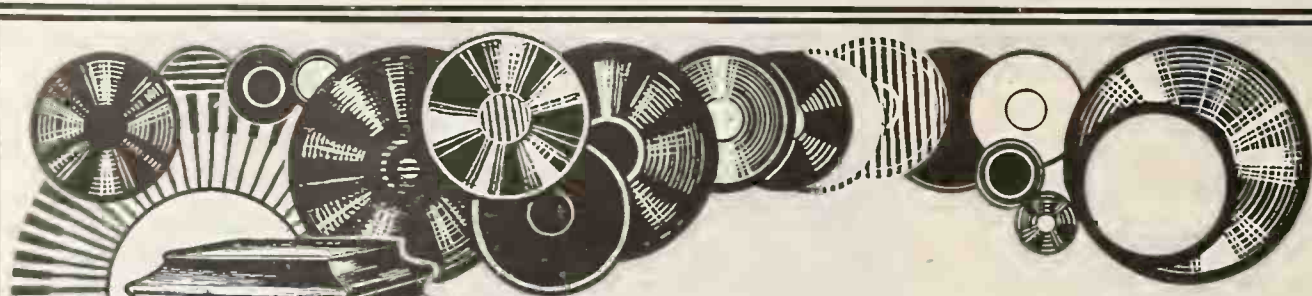
Height 42 inches  
Width 18 inches  
Depth 23 inches

**RETAIL PRICE \$75.00**

**CHARMAPHONE COMPANY**

39 West 32nd Street, New York City

Factory: Pulaski, N. Y.



The Great **KIMBALL** Line  
of **PHONOGRAPHS**

Offers more money-making possibilities for *Live Dealers* than any other Musical Product in America.

**Because** it means Better Quality, Better Values, Better Service and Co-operation, direct from the Kimball Factories.



Style J  
Mahogany  
Walnut

Nearly a **MILLION** KIMBALL Made Musical Instruments have been placed in American Homes and Educational Institutions during the last *sixty* years.

The same progressive and co-operative manufacturing and selling organization which has made the name **KIMBALL** synonymous with the highest quality and utmost satisfaction in

**KIMBALL PIANOS, PLAYER PIANOS**  
and **PIPE ORGANS** is back of  
**THE KIMBALL PHONOGRAPHS**



Style G  
Mahogany  
Oak  
Walnut

When you say "**KIMBALL**" everyone knows you are talking about music—not only music but the very best and most enduring musical instruments made.

**"ALL MAKES OF RECORDS**  
sound better on the  
**KIMBALL"**

In its construction are incorporated many exclusive **KIMBALL PATENTS** which place it in a class by itself as an instrumental or voice reproducing instrument.

**THOUSANDS** have asked for a  
**"PHONOGRAPH**  
made by **KIMBALL"**

The reputation preceded its appearance—the demand was already created.

**THE ANSWER** is here:  
Another successful **KIMBALL** product—a peer among  
**PHONOGRAPHS**



Style D  
Mahogany  
Oak

Several new and novel mechanical features contribute to its selling qualities over all others.

There is going to be a **KIMBALL** Agency in *your TOWN*—will you be the one to grasp the opportunity or *wish* that you had. **MAKE MORE MONEY**, sell while the selling is good.

The **KIMBALL** proposition means more sales, more satisfaction. You can deal **DIRECT** with one of the largest and strongest factories in America and have Factory Service back of you.

*Write today*  
for the best Phonograph proposition.  
See our complete catalog.



Style C  
Mahogany  
Finish  
Oak Veneer

Extract from Recent Letter  
"We greatly appreciate the care that you are giving to the Kimball machines and we are frank to say that they are giving us less trouble than any other machines on our floor, and have more talking points that can be backed up from a salesmanship standpoint than the others."

**W. W. KIMBALL CO.**

Established 1857

KIMBALL BUILDING, CHICAGO

Manufacturers of Kimball

**Phonographs, Pianos,**  
**Player Pianos, Pipe Organs**

Mention this Magazine



Style L  
One of the Beautiful Art Models

**TRADE IN BOSTON AND VICINITY**  
(Continued from page 90)

ing the business. Both of these gentlemen had been important factors in the business world as reflected in the wholesale end, and as such they knew the value of expansion and the surest and wisest methods of attaining that goal; so a great deal of money was immediately expended to make this Tremont street establishment one of the finest in the city. Not only were there radical changes made in the three floors, but an entirely new front was installed, so to-day there is not another retail store quite like it. Mr. Bruno, who will make his home in this city, will give special attention to the financial and supervising ends of the business, and will surround himself with the most capable people he can find.

The Eastern Talking Machine as such will continue to have its headquarters at 85 Essex street, where the wholesale business has been making commendable progress. Here, as before, will be the offices of President Farnsworth, Vice-President and Treasurer Dodge, General Manager Herbert Shoemaker and Sales Manager G. Hovey Dodge. These latter two young men have within the past year played a big part in developing the company's business.

With wholesale quarters large, always well stocked and possessing every facility for meeting the needs of Victor dealers, all the time, energy and capital of the company will be utilized toward pushing the Victor business in this territory.

**LEAVE ON COAST-TO-COAST TRIP**

Manufacturers of Portophone Talking Machine to Make Extensive Tour in Interest of Their Product—Demand Shows Steady Increase

St. Louis, Mo., May 4.—M. I. Mayer, president, and G. H. Phelps, treasurer and general manager of the Tri-Sales Co., of this city, manufacturers of the Portophone machine, are planning to leave shortly for a Coast to Coast trip in the interests of this popular talking machine. The company has received many inquiries during the past few weeks regarding Portophone representation and several important deals will undoubtedly be closed as a result of their visit to the trade.

Frank Hamm, Portophone representative for the Tri-Sales Co., reports a steadily increasing demand for this instrument, stating that the dealers in his territory are enthusiastic regarding its sales possibilities and its fine musical qualities.

If you must have a touch of spring fever, let it be a fever of energy.

**EDISON PRICE POLICY ANNOUNCED**

Edison Co. Absorbs About Half of Increased Manufacturing Costs, It Is Stated

Considerable interest is expressed in the following announcement which appears in the new edition of Edison and Music, and which is being distributed by the Edison laboratories: "Careful calculations of the various cost elements (diamonds, genuine mahogany, quarter-sawn white oak, walnut, special steel and bronze, skilled labor, etc., etc.) involved in the manufacture of the New Edison indicate that the prices noted in this book reflect only 50 per cent of the increases in manufacturing cost that have occurred during the past eighteen months. In other words, it has been our policy to absorb and write off, as a loss, 50 per cent of the increased cost of manufacture. However, conditions are such that we are obliged to reserve the right to advance our prices at any time, without notice, and all orders are subject to the prices effective when executed, irrespective of

the date of receipt. Thos. A. Edison, Inc. "Orange, N. J., February 16, 1920."

According to published financial statements, the Edison laboratories have been doing business on a narrower margin than most manufacturers, Edison phonographs having increased in price (including excise taxes) less than 15 per cent since 1914.

No change in models is contemplated and any increase in prices, if such becomes necessary, will be calculated with the thought of making them permanent prices, it is announced.

**JOINS THE COLUMBIA FORCES**

Frederick C. Collins, formerly with the Edison Ediphone Co., has joined forces with the New Haven branch of the Columbia Graphophone Co., as dealer service man.

H. E. Gardiner, manager New Haven branch of the Columbia Co., and H. C. Cooley, assistant manager, and the salesmen attended a sales conference in Boston last week.



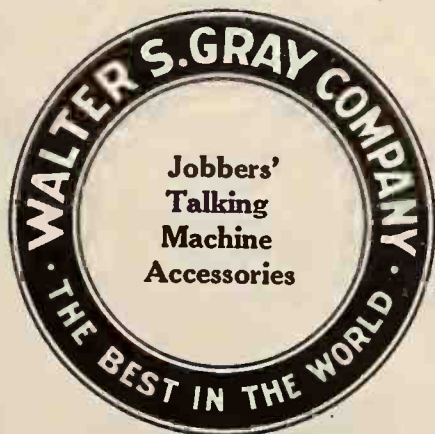
**USE METAL HORNS IN YOUR PHONOGRAPHS**

WE claim to make the best line of Horns produced in this country. Our Horns are made with a large throat and gradual taper to give the best tone results!

We use only the best grade of materials and employ only the best workmen.

WRITE US FOR FULL INFORMATION

**Standard Metal Mfg. Co.**  
Chestnut, Jefferson and Malvern Sts. Newark, N. J.



**SAPPHIRES IMPORTED**

| BALLS                  | PAINTS                     |
|------------------------|----------------------------|
| 20 c. each             | 20 c. each                 |
| 16 c. in dozen lots    | 18 c. in dozen lots        |
| 13 c. in hundred lots  | 15 c. in hundred lots      |
| 12 c. in thousand lots | 13 1/2 c. in thousand lots |

942 MARKET STREET  
SAN FRANCISCO, CAL.



*Manufacturers:*

You know, and we know, that before buying electric phonograph motors you want to be assured of three things:

- First: The **RELIABILITY** of the Manufacturer
- Second: The **DEPENDABILITY** of the product
- Third: The **CERTAINTY** of deliveries

The Manufacturers of  
The

**Roberts**  
ELECTRIC  
PHONOGRAPH  
**MOTOR**

are today the largest in the industry, which fact alone assures you of their **RELIABILITY**.

So completely has this motor proved its **DEPENDABILITY**, by its actual performance, that we can to-day agree to accept only a very few more contracts before the entire output for the year shall have been absorbed.

As to **DELIVERIES**: We are making deliveries as per quantities called for in our contracts.

The Roberts Electric Phonograph Motor is doubly guaranteed, by its manufacturers and by us, to perform **SATISFACTORILY**.

*Prove our statements by ordering a sample.*

**MOELLER-WATERS, INC.**

*Sole Selling Agents*

LYON & HEALY BLDG.

::

::

:

CHICAGO

OPPORTUNITY is continually being capitalized; usually by far-visioned men who see into the future and realize the possibilities of new and perhaps radical improvements

# The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., May 6.—The month of April cleaned up in a most satisfactory way. In the early part of the month there was a tendency toward slowness and the dealers were a little apprehensive, but when the people had recovered from Easter, and the railroad strike disturbance subsided, they seem to have taken renewed interest in talking machines and in the purchasing of records. On the whole, the trade is in very good shape and machines have been coming through in a most satisfactory way, especially in the last ten days. From all indications it looks as if there was going to be a good business well into the Summer and, should this be the case, dealers are well prepared to handle it. The little dullness the first part of the month seemed to produce somewhat of a panic among the dealers, who began to unload their instruments by offering most attractive terms, such as was a rule several years ago when instruments were plentiful and money was scarce. It is unfortunate that the dealers feel they will have to go back to these former methods. It was probably such advertising that caused the leading dealers here to call several meetings and decide upon certain terms and conditions for the future conduct of the business.

#### To Charge Interest on Installments

At informal meetings held on April 9, 16 and 23, the following policies were suggested for improving general conditions in the retail talking machine trade of Philadelphia and vicinity:

1. Commencing May 1, 1920, on the sales of talking machines and records, the amount of down-payments on leases shall be discretionary with each house, but all leases are to be arranged on terms which will pay out the entire amount within twelve months from the date of purchase.

2. On all talking machine leases made after April 30, 1920, interest at the rate of 6 per cent per annum will be charged.

3. It was further suggested:

1. That a copy of the above suggestions be sent to every member of the retail talking machine trade in Philadelphia and vicinity.

2. That every member of the trade be asked to voluntarily adopt the above policies.

3. That in case any member of the trade at any time should feel he could no longer practice the above policies, he should—out of fairness to the rest of the trade, and in order to prevent a charge of bad faith—notify the chairman of the meeting (G. Dunbar Shewell, care Cheney Sales Corp., 1105 Chestnut street), so that the chairman in turn can notify the rest of the trade of the change and, if necessary, call a meeting to reconsider the policy itself.

To date the following stores have declared themselves in favor of the above—except as noted:—James Bellak's Sons, Blake & Burkhart, Cheney Sales Corp., Estey Piano Co., Gimbel Brothers (Gimbel Brothers favor Clause II, but are not as yet ready to install it as a policy, but in the meantime in order to help they will not advertise talking machines on time without interest.); Lit Brothers and N. Snellenburg & Co. to take the same position as Gimbel Brothers; C. J. Heppe & Son, George W. Huver & Co., Interstate Phonograph Co., Linton Co., Ludwig Piano Co., F. A. North & Co., J. Royer Smith Co., N. Stetson & Co., Strawbridge & Clothier, Talking Machine Co., B. B. Todd, H. A. Weymann & Son, Widener's Grafonola Shops and J. R. Wilson Co.

The Victor Dealers' Association was represented at the meetings and stated that forty-three members approved of these policies, but

each dealer is asked to confirm his approval by writing direct to Mr. Shewell.

A complete list of those who approve will be sent to each dealer as soon as every member has been heard from.

#### 250 Columbia Dealers Meet

The most important event recently, so far as the Columbia Co. is concerned, was a dealers' meeting that was held on Monday evening, April 26, at the Hotel Walton, for which extensive preparations had been made, and which was attended by more than 250 members from Philadelphia and throughout the Columbia's territory. There was present to address the dealers General Sales Manager George W. Hopkins, Educational Department Manager W. A. Willson, Dealer Service Manager H. L. Tuers and Manager of Record Department O. F. Benz, all of whom presented to those present Columbia merchandising plans for 1920.

#### Manager Wilcox Presides

Branch Manager N. J. Wilcox acted as chairman and opened the meeting with an expression of his appreciation of the closer relationship that was in evidence between the Philadelphia Columbia Graphophone branch and the dealers throughout the territory. He gave a brief résumé of what had been done in the past six months in equipping the local branch to give the dealer A-1 service and expressed his satisfaction in the way the dealers have developed their sales to the point now attained by them, and went on record as saying that business for the balance of 1920 would far exceed any previous hopes of the company and of the dealer.

W. A. Willson of the educational department put over in a forceful way the value of the dealer's co-operation with the public schools in

(Continued on page 96)

## Where Does Billy Murray Week-End?

Some say *Mays Landing, N. J.* Others insist *Easton, Pa.* Still others argue for *Lakewood, N. J.*, or *Mauch Chunk, Pa.*

Who's right?

As a matter of fact, they're *all* correct. Billy Murray travels *everywhere*—on Emerson Standard 10-inch Gold Seal Records.

Emerson song hits and dance hits keep cash registers busy in the territory we serve—Eastern Pennsylvania and Southern New Jersey.

You can play a very pleasant tune on *your* cash register—to the accompaniment of the latest Emerson hits. Try it.



## Emerson Philadelphia Co.

Parkway Building

BROAD and CHERRY Streets

PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

his locality, as statistics have proven that where a sale of a Grafonola has been made to a school ten other sales come as a direct result from the advertising gained thereby. He expressed an opinion that if a dealer could gain the tremendous advertising value of the child he would not need any other advertising mediums to present his story to the public. O. F. Benz brought out in a very clear manner just how the dealer can take advantage of the shortage of records by selling the stock he already has in his warerooms, making the most of each opportunity presented to produce a sale.

**H. L. Tuers on Dealer Service**

H. L. Tuers gave a lantern slide lecture on the Columbia Model Shop, located in the Philadelphia branch, telling the dealer of the value of dressing up his store and equipping himself to handle the Columbia merchandising plans in an efficient way. The Dealer Service department of the Columbia Graphophone Co. has been organized for the sole purpose of teaching the dealer how to merchandise Columbia product, and in closing Mr. Tuers gave a fine resumé of the work done in the past and what was to be expected in the future. Columbia dealers are live wires and are lining up with the best plans and suggestions available to get all the business possible in their territory.

**Hopkins Praises Dealers' Loyalty**

Last, but not least, was the rapid-fire, straight-from-the-shoulder talk of General Sales Manager George W. Hopkins. The keynote of Mr. Hopkins' talk was an expression of appreciation of the dealers' loyalty to the company and how we have in the past and are planning in future to give A-1 service to the dealer who has played the game square with the company. Preferred service is to be expected by the exclusive Columbia dealer from now on. Mr. Hopkins gave the dealers an idea of the tremendous amount of advertising the Columbia Co. is doing in 1920, and made the statement that 60 per cent of the new business brought in by the dealers is the direct result of the advertising campaign now being conducted by the company.

The new factory in Toronto is now in operation, and work is rapidly going ahead on the one in Baltimore. Product is in sight, and every dealer present realized that now is the time to work faster and faster to keep up with the trend of the game. There were present over 250 dealers from all parts of Pennsylvania, New Jersey and Delaware, and each one of them expressed an opinion that the meeting had meant to them actual dollars and cents' value in getting new business for the balance of the year. Similar meetings have been planned for the coming months by the Philadelphia branch management, and it is believed that there will be an even larger attendance at the next one.

**Changes in Columbia Personnel**

The Columbia management here has appointed W. A. Schreiner, for some time manager of the Dealer Service department, as salesman in the

The greatest combination in the Musical Industry for the dealer to acquire permanent prestige and success.

VICTROLAS AND VICTOR RECORDS

Q · R · S  
PLAYER ROLLS

WEYMANN "KEYSTONE STATE" String Musical Instruments and specialties bearing the "W. & S." label.

Dealers in placing orders with us for their requirements have the advantage in obtaining from all three departments in one delivery goods that are unquestionably superior and best known to the entire industry.

If you have not received our special stock list and order blank, write us

Manufacturers  
and Wholesale  
Distributors

**WEYMANN**

Established 1864

1108 Chestnut Street  
Philadelphia, Pa.

West Philadelphia territory, and J. T. Callahan, his assistant, has been promoted to the manager-ship formerly occupied by Mr. Schreiner. Mr. Schreiner has been away from his desk ill for a week, but has about fully recovered.

**Linton Co. to Enlarge Store**

The Linton Co., at 4721 Frankford avenue, expects shortly to make extensive alterations by enlarging the place and installing a number of new hearing rooms. Monroe Johnson, the Victor dealer on Lehigh avenue, is also making extensive improvements, as is Clement Beecroft, Victor dealer at Olney, and Walter Stanthorpe, a new dealer in the East Germantown section.

**People's Talking Machine Co. Opens**

The People's Talking Machine Co. is a new Victor firm just started here, with offices and warerooms at 502 South Fifth street. The manager is Charles Lubber, and one of his partners is F. W. Rous, who was formerly connected with the Victor Talking Machine Co. in the record department; and another is Harry Kandel, who for a number of years recorded the Hebrew selections at the Victor factory. They will occupy the entire building, and they will cater principally to the foreign trade.

**Porch Brothers Buy \$140,000 Building**

Porch Brothers, of Johnstown, Pa., have just purchased a \$140,000 building directly opposite their present home, and they will greatly en-

large and improve their new home, and make it one of the finest in the state.

E. C. Rauth, of the Koerber-Brenner Co., of St. Louis, was a recent caller at the Buehn offices.

**Important New Cirola Distributors**

The Cirola Distributing Co., Inc., distributors of the Cirola phonograph, has appointed many new representatives for its line among dealers throughout its territory. Among the most prominent contracts closed recently was with Gimbel Brothers' large department store of this city, and the Supplee-Biddle Hardware Co., one of the large wholesale houses of the East. Although the Cirola phonograph is an all year round proposition, the coming of the vacation season has created a very large demand for this portable machine.

**Louis Buehn Co. to Remodel Store**

Louis Buehn reports a very satisfactory business of late. He states that shipments from the factory during the month made it possible for his firm to close the largest April business in its history. So far as Mr. Buehn can learn, the demand for Victor goods is being maintained and will keep up, his dealers believe, throughout the year. The Buehn Co. has just about let the contract for the remodeling of the building which it recently purchased. Each man will have his own private office on the east side of

(Continued on page 98)

**VITANOLA**  
The Phonograph of Marvelous Tone

wonderful tone and quality.

## The Dealer's Opportunity

Opportunity to *know* and *sell* the "VITANOLA"—the Talking Machine of Plays all records.

Write for Catalog; Your Opportunity for **LARGER SALES** and **PROFITS**

**Vitanola Distributors Company**

Eastern Penna., Delaware, New Jersey, Maryland

1025 Arch Street

PHILADELPHIA



# PENN



# POLICY

As a Victor distributor we feel that the responsibility resting upon us today is far greater than in the past and in distributing Victor products we aim to protect and serve the best interests of the trade throughout our territory.

When Victor shortage was greatest we moved into our present large quarters and prepared for the expansion we believed was bound to come after the war. As a result of this foresight we are well equipped to render efficient service in its broadest sense.

Our continuing aim is to serve those dealers who display both enterprise and courage in the exploitation of OUR line.

## Penn Phonograph Company, Inc.

*Exclusively Victor*  
*Wholesale Only*

913 Arch St.  
Philadelphia, Penna.

## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

**LYRIC RECORDS**

The Lyric records are lateral cut and will play on any machine.

New issues June 1st, 1920.

Write for catalogs and discounts

**UNITED MUSIC STORES**

1124 Walnut St., Philadelphia, Pa.

Exclusive Philadelphia Jobbers of

**LYRIC RECORDS  
CONNORIZED MUSIC ROLLS**

the storeroom, with Mr. Buehn's office in the rear, and Mr. Miller's office brought from the second floor. The Buehn Co. is an enthusiastic booster of the Victor salesmanship school offered at the Camden factory, which covers two weeks of lectures by experts, and Mr. Buehn has personally been making a thorough solicitation of the firm's dealers in Philadelphia and Pennsylvania to have them attend this course, and with splendid results.

**Eddie Cantor Week With Emerson**

This is Eddie Cantor week with the Emerson Philadelphia Co. and Manager Fox, of the Emerson, has arranged a full week of events, most important of which will be the first general meeting here of the Philadelphia Emerson dealers to be held on Friday at 2 o'clock in the afternoon. The entire personnel of the New York Emerson Co. is expected here to address the dealers, including Victor H. Emerson, manager and president of the Emerson; H. G. Leeming, vice-president and general manager; B. D. Colen, secretary; Arthur H. Cushman, director of sales; Joseph I. Carroll, manager of sales; Arthur Bergh, director of recordings, and other prominent men of the company. Mr. Fox says that the Emerson business in Philadelphia in April was phenomenal. Shipments came through fine. He is awaiting with interest for the convention's announcement as to the Emerson phonograph, and as to the definite policy and future plans for the handling of this instrument.

**Casper Installs Unico Booths**

Peter Casper, of Wilmington, Del., who has an exclusive Brunswick establishment in that city, is putting in a full line of Unico booths. The Endicott Co., of Atlantic City, has also contracted with the Unico Construction Co. for booths and record shelves and rooms. They opened their place May 1.

**Shipment of Machines Improves**

The Philadelphia Show Case Co. has succeeded in getting through several large Sonora shipments and the dealers seem delighted that they have at least a few Sonoras to sell, for they have a long waiting list to be supplied. The firm has just had the largest April business in its history. F. J. Cooper, of the New York offices, was a recent visitor. With the freight embargo removed, Manager Chew, representing

the Brunswick here, states that goods have been coming through in a much more satisfactory way. The firm's record business has been phenomenal, the dealers simply scrambling for the new list, which they expect to fully supply in a short time.

**Penn Victor Dogs Going Strong**

The Penn Phonograph Co. is still doing a land-office business with the Penn Victor dogs. While at the offices recently a substantial order was received for these dogs from the Paul Gale Greenwood Co., of Norfolk, Va. Recently this firm ordered 2000 Penn Victor dogs, with their imprint on the pedestal, through Cohen & Hughes, distributors in Baltimore. They gave these dogs away to purchasers as souvenirs, but the stock lasted but a short time and they wired the Penn for 3000 additional dogs.

**Visitors at Penn Offices**

The Penn Co. notes that it had a fine increase over last year in April, and a fine increase over each of the preceding weeks. Among recent Penn visitors were: E. I. Shaffer, of Shaffer & Kramer, Lock Haven, Pa.; Mr. Gallo, of the Horton-Gallo-Creamer Co., of New Haven, Conn., which handles the Penn dogs in that section; Eugene M. Francis, of Omaha, Neb., and W. W. Staylor, of Huntingdon, Pa.

**Blake & Burkhart Have Fine Month**

The Edison representatives, Blake & Burkhart, at Eleventh and Walnut streets, enjoyed a very satisfactory April and, while they were short of stock most of the time, they were able to get a number of machines here through the use of trucks. They have also received quite a number of Sonoras during the month, as well as Cheneys. E. Luedeke, formerly manager of the Edison department at the Ludwig house, opened recently a very attractive Edison shop at Fifty-second and Baltimore avenue.

**Victor Shipments Coming Through**

Harry W. Weymann, of H. A. Weymann & Son, notes that Victrolas and Victor records are coming through very much better now. In April there was a considerable increase in shipments over March. A large increase in the shipment of records has been promised early in May. "We firmly believe," says Mr. Weymann, "that it will be to the interest of the Victor dealers who are and have been handling other makes of machines during the extreme shortage to now concentrate their entire attention on the sale of the Victor product exclusively, the same as many had done during the war."

A. J. Heath, the Okeh record man, reports that his business has shown quite an improvement right through April. Several new dealers have been added.

**Visitors of the Week**

Among the recent Columbia visitors here were: The late General Auditor Dorian; Manager Bloom, of the Lauter Co. of Trenton; Walter A. Grim, of the Regal Umbrella Co., New York; Calver Anderson, of Wilmington; Mr. Heller, the Columbia dealer at Reading;

## DECALCOMANIA

Name Plates for Talking  
Machines, Pianos, etc.

High Class Workmanship

*Write us for further information*

**National Decalcomania Co.**  
220-230 N. 60th St., Philadelphia, Pa.

J. T. Monroe, from the New York Columbia offices, who was here going over the books, and who succeeded Mr. Dorian as general auditor, and Mr. Mann, from the Boston Columbia house, who stopped here on his way to Seattle, where he will take charge of the Columbia store in that city. Assistant Manager Jennings left last Friday for a week's visit to his former home in West Virginia, stopping in Pittsburgh en route. Manager N. J. Wilcox spent ten days on a fishing trip to Sebago Lake, Maine, during the month.

**Getting Satisfactory Shipments**

B. B. Todd, who has two stores here, reports that he has been getting Victor machines in satisfactory shipments, but that he is short in Sonoras. He was visited by Charles Jacob, on his way home from Washington.

**New Pathé Dealers Appointed**

Walter L. Eckhardt, of the Pathé Shop, is highly elated over the business done in April. He had been tied up somewhat in shipments early in the month, on account of the strike, but eventually was able to get merchandise out to the satisfaction of his dealers.

Among the most recently appointed Pathé dealers are: M. Kowitz, of Easton, Pa., who opened a Pathé Shop at Phillipsburg, N. J., on May 1; J. G. Sterchi Co., of Johnson City, Tenn.; L. M. Nelson, 1103 Broadway, Camden, N. J., and P. C. Penser, Adams street, Scranton, Pa.

**Joins Penn Co. Forces**

The Penn Phonograph Co., Inc., Victor distributors, who placed the miniature Penn Victor dog on the market, announce the addition of E. J. Chapman, of Rochester, N. Y., to its extensive list of distributors of this popular novelty.

**MOTORS—TONE ARMS**

Double spring motors, complete, including 12 in. T. T. samples \$5.00, dozen lots \$4.50, 100 lots \$4.25, No. 6 tone-arm and reproducer, first quality, samples \$3.75, dozen \$3.50, No. 7 tone-arm and reproducer, best, samples \$5.50, dozen \$5.25.

**EVERYBODY'S TALKING MACH. CO.**

Authorized Distributors  
Heineman & Meisselbach Motors  
38 N. 8th Street, Philadelphia, Pa.



## Delivered to Your Doors by Motor Truck



The nation-wide freight tie-up of the last few weeks has emphasized the soundness of the *Solotone* policy of motor truck deliveries.

Our customers who buy in quantity have not been embarrassed by depleted stocks.

We solicit business from progressive merchants within trucking distance of New York and Philadelphia. Ask for information on *New Series Solotones*.

Executive Offices:  
1727 Chestnut Street  
Philadelphia, Pa.

Factories: Washington, N. J.  
Lititz, Pa.

*F. P. Allen* Publicity Director,  
**SOLOTONE MANUFACTURING CO.**  
PHILADELPHIA, PA.







**TALKING MACHINES FOR EMPLOYEES**

General Electric Co. Installs Outfits in Lamp Plant in Cleveland for Entertainment of Employees During Hours of Recreation

CLEVELAND, O., April 26.—The National Lamp Works of the General Electric Co., in the model plant at Nela Park, East Cleveland, has installed several talking machines to interest employees during recreation hours and the mid-day luncheon period. In the cafeteria catchy fox-trots from musical instruments whet the appetites of employees, while in the bowling alleys a phonograph beats the time to spares and strikes of the men, and on the dance floor every noon the girls find recreation and enjoyment swaying rhythmically to the strains of some popular dance number. Miss Crowley, head of the company's service department, says that no feature has contributed so much to the efficiency and happiness of the girl employees as has the noon-day music, as the girls, she says, go back to their duties refreshed, soothed and rested, and their minds in "perfect tune with their work."

PHONOGRAPHICALLY SPEAKING -- "IMICO" DIAPHRAGMS TALK FOR THEMSELVES

**MICA DIAPHRAGMS**

AVAIL YOURSELF OF OUR EXTENSIVE and ADEQUATE FACILITIES and ELIMINATE YOUR DIAPHRAGM DIFFICULTIES. Why not begin right—NOW—and CONNECT with the MANUFACTURER of the LARGER CONSUMERS

**INTERNATIONAL MICA COMPANY**

|   |  |  |
|---|--|--|
| Executive Dept.<br>1228 Filbert Street<br>Philadelphia, Pa. | Sales Dept. and Factory<br>37th and Brandywine Streets<br>West Philadelphia, Pa. | Mines<br>Amelia County, Va.<br>Tilton, N. H. |
|---|--|--|

SAN FRANCISCO, CAL., WALTER S. GRAY    MONTREAL, CAN., ARTHUR K. KEMPTON  
PRACTICALLY IMMEDIATE DELIVERY OF THE VARIOUS DIAMETERS FROM 1-21/32 TO 2" INCLUSIVE  
SAMPLES AND QUOTATIONS PROMPTLY SUBMITTED UPON RECEIPT OF PUBLICATIONS  
COMMUNICATE NOW—MAKE YOUR CONNECTION—AND BE PREPARED FOR THE "RUSH"

**J. J. CALLAHAN AGAIN WITH EDISON**

Becomes Territorial Supervisor in the Far West Upon Return From Army Service

John J. Callahan, who is well known throughout the Edison trade, returned to the Edison laboratories on May 1 and became the territorial

supervisor in the West, including the Pacific Coast States.

Edison dealers remember Mr. Callahan as the "soldier supervisor," as he twice gave up the supervisorship to answer the call of the colors, and twice returned again to resume his former job. After spending the Summer of 1917 on the Texas border as a first lieutenant in the Seventy-first Infantry, New York, he again entered active service early in 1918 and later crossed the Atlantic with the 105th Infantry, A. E. F. While on the Western front, where he saw particularly hard fighting, he was both wounded and gassed. After the armistice was signed he returned to the United States with the rank of captain.

In coming back to the Edison Co. Mr. Callahan left the Industrial Finance Corp. of New York.

**HARLEM DEALERS CO-OPERATE**

Six talking machine dealers in the Harlem section of New York recently used a full page in the Harlem Home News to feature the Victrola IV for Summer use. This co-operative advertising enabled these dealers to dispose of their stock of Victrola IV's and was very attractively conceived, showing the little instrument in use in camp and on the water in a canoe. The dealers using this publicity were Kranich & Bach, S. B. Davega Co., Theo. Arison, F. Bullenkamp, Albert Sichel and Schabel Bros.

**COLUMBIA MEN TO DANCE**

The employees of the executive offices of the Columbia Graphophone Co. will hold an informal ball at the Waldorf-Astoria Hotel on May 21. Lester L. Leverich, advertising manager of the company, is chairman of the various committees who are in charge of the evening's festivities, and, judging from all indications, this event will be even more successful than the Columbia affairs which have been given in previous years.

**The Franklin**

*A PHONOGRAPH OF DISTINCTION*

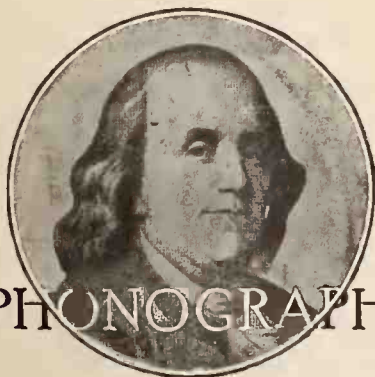


LOUIS XVI

You can dance or play the most delicately shaded selections with equal satisfaction on the New Franklin, as we have at last combined volume and tone in the new horn or tone chamber of the Franklin.

When do you want your sample shipped?

*The Franklin*



*Is Different*

**FRANKLIN PHONOGRAPH COMPANY**  
INCORPORATED

10th and Columbia Ave.

PHILADELPHIA, PA.

NEW YORK OFFICE — 253 West 42nd St., New York City

WM. RASHALL, Manager

**MAGNEDO**  
EACH NEEDLE  
PLAYS 10 RECORDS



THE ORIGINAL AND FASTEST  
SELLING MULTI-PLAYING NEEDLE

**ASK YOUR JOBBER**

Manufactured by  
SUPERTONE NEEDLE WORKS  
18 W. 20th St., New York

### E. R. JOHNSON FINDS NEW GERMAN MENACE GROWING

President of Victor Talking Machine Co., on Return From Abroad, Declares That Inability to Fulfil Treaty Terms Is Making the German Nation a United and Dangerous Factor

Eldridge R. Johnson, president of the Victor Talking Machine Co., who returned last week from an extended tour of Europe, brought with him some interesting first-hand views of conditions abroad at the present time. Mr. Johnson's comments regarding the situation in Germany are particularly pertinent in view of the wide interest now being given to the fulfilment of the terms of the Peace Treaty by that country. In his opinion, Germany is being welded rapidly into a solid unit, and, accepting the leadership of the military classes, is becoming more of a world menace than at any time since the armistice, owing to the realization that it will be impossible for the country to fulfil the economic provisions of the treaty.

"It will soon be recognized that Germany is unable to pay the huge indemnities levied against her," said Mr. Johnson, "due to the loss of her entire wealth. The loss of her colonies has cut off most of her resources and the destruction of her merchant marine has paralyzed the commerce upon which she not only relied to feed the people but which made possible her wealth and manufactories.

"Germany has been reduced from one of the world's progressive nations to a populace of outcasts. Factories are still closed down, production has ceased, transportation is at a standstill and the starving people are not only bitter against the world, but are becoming more solidly ready to rise against it.

"By destroying the country's resources the Allies not only cause further unrest in Germany, but hurt their own commerce as well. Stringent economic provisions and unstable national boundaries will provoke a continued unrest in Central Europe, which will take years to settle. By killing Germany commercially the rest of the world will suffer."

Mr. Johnson looks upon the treaty as a mistake brought about by politicians with an eye for the plaudits of the people. He declares the authors have already lost caste among the public. "A commission of the world's best financiers, with power to do away with present



E. R. Johnson

clauses in that instrument, would effect a powerful treaty which could not only put Germany upon her economic feet, quiet rumblings from the people, but save world commerce and enable the defeated nation to pay at least part of the indemnities," he added.

The Utica Phonograph & Supply Co., Utica, N. Y., has announced an increase in its capital from \$5,000 to \$30,000.

### C. W. WILLIAMS TO PHILADELPHIA

Joins Forces of the Witlin Musical Instrument Co. to Look After Dealers' Interests

PHILADELPHIA, Pa., May 6.—Ben Witlin, president of the Witlin Musical Instrument Co., which handles the Starr phonographs and Genett records as well as Vallorbes needles and other jeweled points, has announced that C. W. Williams, formerly the Newark and New York representative of a prominent talking machine manufacturer, has joined the forces of the Witlin company. Mr. Williams, who has had more than fifteen years' experience in the trade, will look after the interests of the dealers and will be able to offer them the fruits of his experience in selling. He is a specialist in developing a dealer's business and Starr dealers throughout this territory will be glad to hear that Mr. Williams has become connected with the Witlin company.

### O. K. HOUCK HAS A NEW JOB

Popular Memphis Citizen Appointed Chairman of New Chamber of Commerce Campaign

MEMPHIS, TENN., May 3.—O. K. Houck, head of the O. K. Houck Piano Co., this city, has just accepted another big volunteer job for the advancement of Memphis and its business interests. Mr. Houck has just consented to act as commander-in-chief of the forces being organized to conduct the 1920 membership campaign of the Memphis Chamber of Commerce and is already hard at work. Mr. Houck incidentally is active as chairman of the Memphis Art Association and is also interested in the "progressive" auctioning of a violin for the purpose of raising funds for the Tri-State Hospital School for Crippled Children. Outside of being a member of a number of other committees Mr. Houck has little to do except take care of his own music business.



Shipping Department

# VICTOR SERVICE

*A Shipping Department where goods are re-checked from the original order before being released, in order to insure against any possible error which might inconvenience the customer. Another part of*

*Andrews Victor Service*

**W. D. & C. N. ANDREWS - Buffalo, N. Y.**



# Dealers—The SEASON is NOW at HAND

To Sell the **Portrola**  
TRADE MARK REG.

## Perfect Portable Phonograph

FOR HOME USE

FOR OUTINGS

IMMEDIATE DELIVERIES

### PORTROLA I

with

#### Double Spring Motor

of recognized quality

Cast Iron Frame

Worm Gear Drive

Guaranteed

Instrument complete

**\$45.00**



Size 13½x13½x10 inches—Average weight, 16 pounds

### PORTROLA II

with

#### Single Spring Motor

New Design

Cast Iron Frame

Worm Gear Drive

Smooth and Noiseless

Not a Cheap Motor and  
Guaranteed

Instrument complete

**\$35.00**

## Plays All Records With Clear Full Tone of Very Large Volume

### THE TONE MAKES IT STANDARD WITH ALL GOOD PHONOGRAPHS

Both machines built like an elegant traveling case with LEATHER CORNERS, ROUND LEATHER HANDLE, SILK GRILLE, enclosed cast METAL HORN, UNIVERSAL TONE ARM, and NEEDLE REST; CLIP for holding Tone Arm when carried; RECORD COMPARTMENT and NEEDLE-BARREL for carrying needles.

### ORDER YOUR SUPPLY NOW FROM YOUR NEAREST DISTRIBUTOR—HE HAS A VERY PROFITABLE PROPOSITION FOR YOU

- Annapolis, Md. ....Globe Furniture Co.
- Boston, Mass. ....Brown, McManus & Co.
- Chicago, Ill. ....Wade Talking Machine Co., 14-20 N. Michigan Ave.
- Detroit, Mich. ....Iroquois Music Co.
- Dunsmuir, Cal. ....Northern California Music Co.
- Des Moines, Ia. ....Mocking Bird Phonograph Co.
- Kansas City, Mo. ....Tri-State Sales Co.
- Richards & Conover Hardware Co.
- National Phonograph Supply Co.

- Long Beach, Cal. ....Barnum's Phonograph Co.
- Middletown, N. Y. ....F. W. Mead Co., Masonic Temple.
- Milwaukee, Wis. ....A. G. Kunde, 516 Grand Ave.
- New York City. ....Brown, McManus & Co., 51 E. 42nd St.
- Philadelphia, Pa. ....Heath & Gorham, 26 So. 15th St.
- Pittsburgh, Pa. ....Newton B. Heims, 3009 Jenkins Arcade Bldg.
- Portland, Ore. ....The M. J. Wax Co., 203-206 Fenton Bldg.
- St. Louis, Mo. ....Associated Furniture Manufacturers.
- St. Louis Phonograph Sales Co.
- Fairy Phonograph Lamp Co. of Missouri

A LIMITED NUMBER OF DISTRIBUTORS CAN MAKE CONNECTIONS TO HANDLE THE PORTROLA IN DISTRICTS NOT ALREADY TAKEN



Closed View

# Portable Phonograph Company

(Incorporated)

Reserve Bank Building

KANSAS CITY, MISSOURI




Closed View

# IMPORTANT!!

## To All Dealers

Distributors  
**OKeh**  
Records  
"Coast" to  
"Coast"  
Service  
—  
Regardless of  
Location  
"Our Service"  
Means Money  
to You

TELEPHONE RAN00LPH 703



14 No. [unclear] Ave. [unclear]  
(First Street, [unclear])

**CHICAGO**

Mr. Dealer:

Every day there comes to our attention one or more new Phonograph Accessories. Like everything else, some are good, some are not.

Our especially organized "Service Department" ferrets these out and segregates the good from the bad and only presents those that have been thoroughly tried.

Our prices are the lowest and our service the best. On this is based the enormous growth of the "Wade Talking Machine Company."

We enclose herewith a post card which we urgently advise you to sign and mail immediately. There is no charge of any kind for this service.

We will promptly furnish any information desired on the subject of Phonograph Accessories, and high grade machines priced right.

Our prices and service mean dollars to you Mr. Dealer.

Assuring you of our desire to serve you, we are,

Yours very truly,  
WADE TALKING MACHINE CO.,  
Chicago's Great Wholesale Supply House.  
*W. H. Wade*  
President.

WHW/MLG.

**WADE'S**  
Line Complete  
—  
"WADE"  
"WORLD"  
"SUPREME"  
"PORTROLA"  
—  
High Grade Machines  
Priced Right  
—  
All Finishes  
—  
Highest Grade  
Equipment

### FOR TALKING MACHINE INFORMATION

WADE TALKING MACHINE CO.,  
Chicago's Largest Gen. Phono. Supply House.  
Gentlemen:

We are interested in receiving information and lowest prevailing prices on all High Grade Talking Machines that will prove beneficial to ourselves and trade. We to pay no charges of any kind for this service.

We are especially interested in new bulletin which will be out soon.

Firm Name.....  
Address.....  
City-State.....

CUT OUT AND MAIL

### FOR ACCESSORY INFORMATION

WADE TALKING MACHINE CO.,  
Chicago's Largest Gen. Phono. Supply House.  
Gentlemen:

We are interested in receiving information and lowest prevailing prices on all present and new Phonograph Accessories that will prove beneficial to ourselves and trade. We to pay no charges of any kind for this service.

We are especially interested in new bulletin which will be out soon.

Firm Name.....  
Address.....  
City-State.....

CUT OUT AND MAIL

# Wade Talking Machine Co

**WHOLESALE DISTRIBUTORS.**

12-20 NORTH MICHIGAN AVE., CHICAGO

**Barrientos' soprano solo of the shadow song "Ombra leggiera" from *Dinorah* is a record that every dealer will sell. Columbia 49596.**

**Columbia Graphophone Co.  
NEW YORK**



**PITTSBURGH TALKING MACHINE DEALERS ENJOY DINNER**

**Jolly Crowd and Enjoyable Program Features of Gathering at Hotel Chatham—Address by French Nestor—New Quarters for Emerson—Foreign Records in Favor—Braddock Co. Fire**

PITTSBURGH, PA., May 7.—The past month has been an unsettled one in the talking machine trade in the Pittsburgh district. The railroad strike hampered incoming and outgoing shipments of talking machines to a marked extent. In fact, some of the talking machine dealers were rather short of certain models of machines during the past fortnight. There was also a delay in the receipt of records. Nevertheless, practically all of the dealers and wholesale distributors seen by The World representative reported that April business would show a marked increase over the same period a year ago.

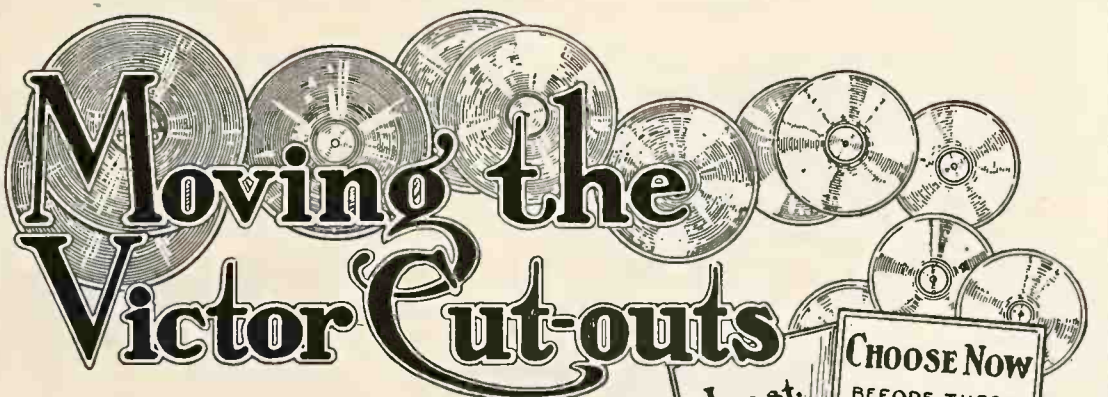
One of the important events in talking machine circles during the month was the fifth anniversary dinner of the Pittsburgh Talking Machine Dealers' Association, which was held at the Hotel Chatham on Wednesday evening, April 21. It was a jolly crowd of dealers that assembled in the big dining hall and there was merriment and happiness from the start of the dinner until the lights were turned out. J. H. Phillips, the president, presided with his usual grace and charm of manner, and made all present feel at ease. In seating the guests, instead of the usual place card being used with names of the guests, there were quotations or sayings much used by the individual talking machine men and easily recognized. There were more than sixty dealers at the dinner, which was a very elaborate one. The evening was one long to be remembered for the various funny and amusing events that transpired. There was a strike of the waiters, a strike of the jazz orchestra, a revenue officer (bogus) came in to see if any drinks with "kicks" were being served and then there was a raffle for an automobile and the lucky (?) winner, instead of drawing a high-powered Locomobile, or even a Ford, had to be content with a toy car. All of these events were "planted" in advance by the committee of arrangements, who did their work exceedingly well and arranged a dinner and a program of "happenings" that were keenly enjoyed by all who were fortunate enough to be there.

One of the interesting talks of the evening was made by French Nestor, of the Standard Talking Machine Co., who was the first president of the Association. Mr. Nestor gave a pleasing resumé of the early days of the Association and predicted a brilliant future for it. President Phillips was also heard from in one of his characteristic talks. The committee in charge of the dinner consisted of George H. Rewbridge, of the W. F. Frederick Piano Co.; Henry Wood, manager of the Boggs & Buhl talking machine department; J. J. Murray, of Spear & Co.; A. R. Meyer, manager of the Joseph Horne Co. talking machine department, and President Phillips. The Association is one of the most influential of its kind in the Steel City and has within its membership all of the leading talking machine dealers. They meet

every month and all of the meetings have for their aim the welfare and success of the members, individually and collectively. Much regret was expressed at the absence, due to illness, of Jacob Schoenberger, the well-known president of the Lechner & Schoenberger Co., Victor, Columbia and Edison dealers. Mr. Schoenberger is one of the original association members.

The Emerson Sales Co., of which Jacob Hirsh is the active head, has taken new and larger quarters at 123-125 Water street, where it has ample space for its growing business requirements. The company was formerly located at 4018 Jenkins Arcade. Mr. Hirsh stated that sales of Emerson records are expanding very rapidly and that he finds it difficult to take on new clients.

Joseph Kalman, manager of the foreign record department of the Pathé, with headquarters in New York and Brooklyn, spent several weeks (Continued on page 104)



**HOW** would you like to have your shelves **FREE** of all Victor cut-out records when the time for exchange comes?

The first gun in our campaign for this result is now ready for action. It is double barreled—strong, compelling hangers featuring select group of records generally available—display cards for booth or window richly hand-colored. Orders for cut-out records from any part of the country promptly filled at regular dealer prices.

*These few show the character of the records featured:*

- 17762 { My Own Venetian Rose.....Campbell-Burr  
.85 { Flame of Love .....Brown-Harrison
- 17606 { Parisimo One Step.....Victor Military Band  
.85 { Jamais Trop (Never Too Much) ..Victor Mil. Band
- 18021 { 'Tis the Day .....Karle  
.85 { I Know of Two Bright Eyes.....Karle
- 18875 { Juliet's Slumber .....Victor Concert Orchestra  
.85 { Venetian Love Song.....Victor Concert Orchestra
- 17977 { In A Dusty Caravan.....Reed-Harrison  
.85 { Allah! Give Me Mine.....McClaskey
- 35406 { Do The Funny Fox-Trot.....Victor Military Band  
\$1.35 { Bub! Fox-Trot .....Victor Military Band

Cards for booth or window richly colored by hand process. Hangers to fit wall racks, featuring cut-out records. This material furnished at actual cost. Write immediately for prices. Address Dept. C.

**Stewart Talking Machine Company**  
*Exclusive Victor Distributors*  
INDIANAPOLIS, INDIANA

## PITTSBURGH TRADE ENJOY DINNER

(Continued from page 103)

in Pittsburgh the past month for the purpose of promoting the sales of the Pathé foreign records. He came under the auspices of the Pittsburgh Talking Machine Co., Pathé distributors, and visited the Pathé dealers in the Pittsburgh territory. He was accompanied on some of the trips by Alfred Frank and J. W. Lee, two of the Pathé roadmen, and H. J. Brennan, manager of the company, lent all aid possible to make the visit here of Mr. Kalman profitable and advantageous. Mr. Kalman, in speaking to The World representative, emphasized the point that there was no better or more lucrative field in the country for the promotion of sales of foreign records than "right here in the Pittsburgh section." Mr. Kalman placed stress on the fact that Pathé foreign records should find a ready sale due to the fact that they were made in the "right atmosphere." By this he meant that a Polish record is made and recorded in Poland, a French record in France, a German in Germany, and a Hungarian in Hungary. "In this particular way," remarked Mr. Kalman, "the real spirit and soul of the national air is carried into the record and there is real foreign music. The department over which I have the honor to preside is well equipped for giving intimate service to Pathé dealers in Pittsburgh as well as elsewhere, and I would welcome inquiries from those of our dealers who are interested in making better and larger returns on the Pathé foreign records. As a result of my visit to Pittsburgh I feel sure that there will be an increased sale of these records. I found the dealers eager to learn more about the work of my especial department."

The Braddock Furniture Co., one of the largest establishments of its kind in Allegheny county, was destroyed by fire and a number of Pathé phonographs and records were consumed. An incident of the fire was the fact that a few minutes before the fire alarm was

sounded J. W. Lee, of the Pittsburgh Talking Machine Co. staff, and Mr. Kalman were in the store and had booked an order. They had to run "for their lives," Mr. Lee explained in relating their close call.

Among the new Pathé dealers who will be served by the Pittsburgh Talking Machine Co. are J. W. Brown & Co., Canton, O.; Murdoch Art Co., Ironton O., and Henry Probst, Midland, Pa.

Louis Menzer, the well-known proprietor of the Menzer Talking Machine Shop, exclusively Victor, at 1314 Fifth avenue, is planning to make a number of important changes and alterations to his place of business. Mr. Menzer has purchased the property adjoining his present place of business and intends to install a new front and additional new booths, using the Unico system.

Mather Bros., of New Castle, Pa., Victor dealers, are planning extensive alterations to their place of business. They will much enlarge their store and will install eight additional booths, using the Unico system. Mather Bros. are one of the leading exclusive Victor dealers in western Pennsylvania, and have built up a large and growing trade.

D. Krassick, of Monessen, Pa., Victor dealer, intends to enlarge his talking machine department, and will also utilize the Unico system.

The Aaron Co., of Connellsville, Pa., is about to greatly enlarge its Victrola department. The firm will add new equipment in the shape of booths and showrooms in order to care for their increasing trade.

Joseph C. Roush, president of the Standard Talking Machine Co., has returned to Pittsburgh with his family after a Winter's sojourn in Florida.

The S. Hamilton Co. the past month celebrated its fiftieth anniversary, and special sales were held in all departments. The Hamilton Co., one of the leading music houses in the State, operates four stores, one at 815-817 Liberty avenue; one in East Liberty, another in Wilkins-

burg, and one in Millvale. T. E. Shortell is manager of the talking machine department, where the Victrola and Columbia Grafonola are sold.

The Philadelphia Talking Machine Co., distributor of the Sonora phonograph in the Pittsburgh territory, through Manager Miller, reports a strong demand for Sonoras and Okeh records, which are also distributed. Mr. Miller stated that the only handicap to unlimited sales was lack of goods, due to the railroad tie-up.

## MUSICIANS LIKE POPULAR MUSIC

Composer Tells of Experience With Highbrow Talking Machine Owner

"There should be a law enacted against highbrows as well as against high buildings," said a well-known musician the other day. "A zone law is what I mean. Either one is well enough in its place. But some such plebeian structure of mind is needed among poets and musicians as is needed among architects who are called upon to draft plans for a loft building, a warehouse or a tenement.

"The matter was called to my attention the other evening when I called at a home where the only musical instrument was a talking machine installed for the young people's dancing. It was an excellent instrument, but my host hesitated to play it in my presence. Both the man and his wife are lovers of good music, but I discovered, a little 'highbrow.'

"Finally I went through their records myself and found some most excellent things. Just because I am labeled a classical musician is no reason why I do not like the popular stuff the same as anyone else. I can beat some of my banker friends at mental arithmetic and I think at a mathematical puzzle.

"Most popular music is rot, I'll admit, but I am always willing to listen to a new popular piece. Every once in a while one of them is bully."



## The New Portable CIROLA



## Ideal for the Vacationist

Although the Cirola is a good all year round selling proposition, the extreme ease with which it may be carried makes it especially attractive to the Vacationist.

Dealers would do well to take care of this trade with the Cirola. It measures 12½" x 11½" x 6½", is attractive in appearance. It is without sound chamber, has remarkable tonal volume and has many exclusive features.

*Territory is also open for distributors.*

*Write today.*

## Cirola Phonograph Corporation

Factory General Offices  
1227 Germantown Avenue Colonial Trust Co. Bldg  
Philadelphia, Pa.



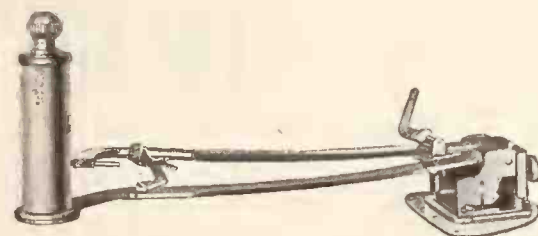
# WILL YOU HOLD THE BAG?

Whether you will sell the genuine or the replica—is for YOU to determine—NOW. THE REPEATER-STOP STAYS PUT. Practically every jobber of consequence handles it—JOIN OUR HAPPY FAMILY.

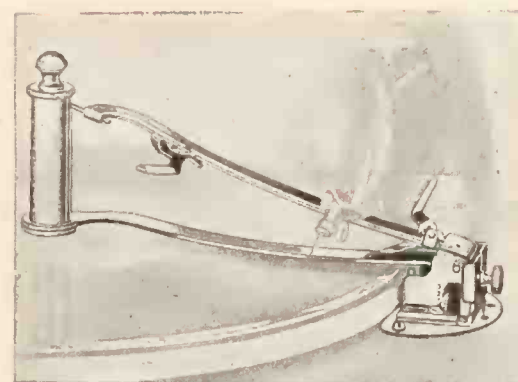
## PATENTS?

**READ  
THIS**

After you read this there should be no further argument necessary concerning patents. We admonish you, make sure you're on the right side of the fence—both dealers and jobbers handling infringing devices are liable—this opinion is from one of the most prominent patent firms, therefore unquestionable.



**THE REPEATER-STOP MAKES  
A RECORD MILES WIDE**



**EVERY BUYER OF A DANCE  
RECORD IS A PROSPECT**

That the Repeater-Stop can be set and regulated to replay a record once, twice, three times, or constantly—and stop automatically with the needle suspended from the record—is a feature all its own—which adds a "safety first" feeling to the user while dancing and increases the pleasure derived from the phonograph a thousandfold.

**The Stop is Automatic and Positive**



Each genuine instrument bears our trade-mark

**Repeater-Stop Co.**  
115 South Dearborn St., Chicago

Canadian Distributors  
**I. MONTAGNES & CO.**  
Toronto

EPHRAIM BANNING, 1872-1907  
THOMAS A. BANNING  
SAMUEL W. BANNING  
THOMAS A. BANNING, JR.  
EPHRAIM BANNING, JR.

**BANNING AND BANNING**  
COUNSELORS AT LAW  
THE MARQUETTE BUILDING  
CHICAGO

PATENT, TRADE-MARK  
AND COPYRIGHT CAUSES  
TELEPHONE  
CENTRAL 1001

April 13, 1920.

The Repeater-Stop Company,  
115 S. Dearborn Street,  
Chicago, Illinois.

Gentlemen:

Answering your inquiry regarding scope of protection afforded you by patents Nos. 1,060,955, 1,062,399, 1,275,823, 1,282,916 and 1,317,259, under which you are exclusive licensees, we have to advise as follows:

These patents cover any repeating device for sound reproducing instruments in which is combined --

- (1) A track bar extending beneath the sound box, a device for raising one end of the track bar, and a turntable that operates when the track bar is let down.
- (2) A track bar extending beneath the sound box, a turntable brake that uses a spring, and a connection between these parts such that the brake operates only after the track bar has been raised a desired number of times.
- (3) A track bar extending beneath the sound box, a device for raising one end of the track bar, and an element which causes the track bar to be raised only when the sound box has been moved a desired distance.
- (4) A track bar extending beneath the sound box, a screw device rotating with the turntable for raising the track bar, and an element in the path of the sound box adapted when engaged to cause the screw device to raise the track bar.
- (5) A track bar adapted to be first raised and then lowered under the action of a reversely threaded screw device.

From our investigation of this subject, we have to advise that you have ample protection against infringers. It is furthermore our opinion that you do not in any manner infringe upon the rights of others.

Yours very respectfully,

Each and every Repeater-Stop is thoroughly tested by three operators before leaving our factory—it is built accurately and with the precision of a clock—staunch to withstand constant use—and so simple a child can use it.



# DON'T BE A BROKER

## Mr. Victor Dealer

The retail dealer who conducts his business as a broker is largely responsible for the factory-owned chain-store system. Some of these manufacturers have found that their advertising and good will have been diverted by the independent dealer and they refuse to be the victim of disloyalty and substitution.

Leading manufacturers to-day in all lines are producing a standard product, wherein the highest quality of material and workmanship is essential. When a campaign of national advertising is maintained, permanent demand and good will should result.

The oldest and most economical method of distribution has been found to be through independent wholesalers and retailers. This, however, is true only when they prove to be dependable from every standpoint.

VICTOR Talking Machines and Records have been sold under this system of distribution and VICTOR SUPREMACY is not only a tribute to the VICTOR Company and its product, but also to its distributors and dealers.

VICTOR SUPREMACY has been achieved by specialists and not by brokers. You are merely a broker, Mr. VICTOR Dealer, if you are indifferent as to the number of competing Instruments and Records you attempt to market. You cannot inspire the fullest confidence.

Be a specialist if possible—select a line you can stand back of, and then you can demand the best support during a shortage.

There are to-day only a small number of manufacturers with a line of Talking Machines and Records that justifies a policy of specialization.

In making your selection you should forecast most critically your future success.

We are specialists, and our choice may not be yours. We predict, however, that the most successful Talking Machine dealers in the future, as in the past, are going to be specialists and not brokers.

What do you think, Mr. VICTOR Dealer?



*Blackman*  
TALKING MACHINE Co.  
81 READE ST. NEAR CHURCH ST. NEW YORK  
VICTOR DISTRIBUTORS—WHOLESALE ONLY

## GREAT GATHERING OF EDISON DEALERS IN MINNEAPOLIS

Wm. Maxwell, Fred Babson and Others Address Meeting Held Under Auspices of L. H. Lucker—Great Columbia Gathering on May 5—Dyer & Bro.'s Attractive Store—Business Active

MINNEAPOLIS and ST. PAUL, MINN., May 6.—Service is the keynote of the idea that W. J. Dyer & Bro. had in planning some new features in their Victrola department. The house recently has completed and put into use a model talking machine store with a model demonstration booth and a model display window. Nearby is a nicely finished and furnished parlor for the sole use of visiting Victrola dealers. The store with its booth and show window is finished in a pleasing shade of gray green with ivory trimming and the wall paper design harmonizes excellently in color. The show window will have a plate glass front and modern lighting arrangements. It will be dressed from time to time by expert window planners. This model store is intended as a mark of appreciation of the loyalty and zeal of the Victor dealers of the Northwest in co-operating with W. J. Dyer & Bro. to advance the public esteem for Victor goods. Visiting dealers undoubtedly will find many ideas in the new features which will be useful in planning their own establishments. The services of the educational, advertising, window dressing and credit departments of the company are to be at the disposal of visiting dealers.

Two hundred Edison dealers accompanied by 100 ladies met with Laurence H. Lucker in Minneapolis on April 19-20 for one of the most pleasing, instructive and all-around successful dealers' meets in the country. Sales plans for 1920 were outlined by William Maxwell, general manager of the Edison Co., and Fred Babson of Chicago and were discussed by Messrs. Scholes, Milwaukee, and Moses, Omaha, well-known Edison distributors and local dealers. In the evening of the first day the party was entertained in the gold room of Hotel Radisson with a banquet, speeches, a musical entertainment and a soiree dansant. Mr. Maxwell led off with the spellbinders; Miss Lucile Holliday, the wonder worker, led the community singing, while Amy Ellerman, the Fleming trio and Gertrude Hall supplied musical numbers. Miss Anna Case, the American prima donna and Edison star, was present but did not sing. On the following day there was a general discussion of business matters and talks by Editor Davidson of the Farmer, J. H. De Wild, of the State University, and others.

At this session was launched the Lucker's Thousand Dollar Club, to be composed of Edison dealers in the Northwest who have sold \$1,000 worth of machines in one day. When Mr. Lucker asked all who had reached or bettered this record seventy-two dealers arose. Later it was discovered that others were entitled to the distinction, but were too modest to announce the fact. Each one was presented with a pretty diamond set in a gold design bearing the club name.

Archie Matheis, dean of the Victor dealers in Minneapolis, has disposed of his business which he conducted as the Talking Machine Co., and has placed himself on the retired list. The stock, good will and accounts of the business and the Victor franchise have been sold to Howard Farwell & Co., and will be transferred to the latter's Minneapolis store, 818 Nicollet avenue. Mr. and Mrs. Matheis will motor to California. They will be accompanied by Misses G. Martin and H. Kruse, who have been with the house respectively thirteen and nine years. It is understood that Mr. Matheis has offered to establish the young women in business if they care to assume the responsibility. Mr. Matheis has conducted a talking machine business in Minneapolis for thirteen years. His was the first exclusive Victor shop in Minneapolis and it always has been a Victor shop. From a modest beginning he built up by his genial manner and thoughtful service a business which has yielded him a satisfactory competence. He has the satisfaction of knowing that every one of his business competitors unanimously agree that "Archie deserves all that he has got."

A Columbia sales conference was held May 5 at the Plaza Hotel, Minneapolis. Preparations had been made for the entertainment of 300 guests, including ladies. The principal speakers were H. L. Tuers, of the Dealer Service department of the Columbia organization; O. F. Benz, of the general sales department, and G. W. Hopkins, general sales manager. All the talks were illustrated. The conference closed with a banquet and a dancing party which did not break up until morning. W. L. Sprague, Northwestern manager for the Columbia Co., had general charge of the arrangements.

The fine, new jobbing establishment of the Beckwith-O'Neill Co., at 14-16 Fifth street S., Minneapolis, was to have opened May 15, inaugurating thereby what is in many respects one of the finest jobbing plants in the country. The plans and furnishings and decorations were the joint products of the Unico concern and the J. S. Bradstreet Co., both with national reputations for their artistic work. Both concerns were given carte blanche and have turned out a work of art.

Talking machine business in the Northwest undeniably is excellent, in spite of the anxiety felt in some quarters over future developments in commerce and industry, but April was not up to March. One day last week six carloads of Edison goods reached Laurence H. Lucker. They were not unloaded, but simply transferred in the railway yard and distributed over the Northwest. Many of the retail stores are enlarging their phonograph departments. The L. S. Donaldson Co. has just installed a fine group of booths of Unico construction, of which Manager A. H. Porter is very proud. R. W.

Heald and J. J. Roden, of the Dayton Co., recently returned from a prolonged Eastern tour, where, it is believed, they were accumulating ideas for extending their department. P. Benson, leading Victor dealer in South Minneapolis, has greatly enlarged his music business and particularly the Victrola department.

There is much activity in the Pathé circles, under the supervision of Jay H. Wheeler, department manager for G. Sommers & Co. He reports that the road men are sending in orders at a great rate. Recent shipments, barring the effects of the freight embargo, have been of great volume and have enabled Mr. Wheeler to accumulate an extensive stock. He is well supplied for the present except as to Actuelles, the demand for which is much greater than the capacity of the factory.

Miss Gladys Hutchins, of the talking machine department of the Davis & Ruben Co., has returned from an extended visit with her folks in Oregon and is prepared to meet the Spring flood of customers.

L. H. Kohn, a former Victrola salesman, and J. B. Downey, who made a record in A. E. F. recreational work in France, have been added to the road staff of the Stone Piano Co. to push the Aeolian-Vocalion in the Northwest. Many fine accounts have been opened by Manager J. E. Gerlick and now that there is assured an ample supply of machines he is going after business harder than ever. H. B. Levy, Chicago manager, has been visiting with the Minneapolis branch for a few days.

The Brunswick phonograph is holding its own in a satisfactory manner in the face of keen competition, declares E. L. Kern, Northwestern director for the Brunswick-Balke-Collender Co. The road men are obtaining excellent results and he looks for a record year for this department.

Dealers who have emphasized the record business were greatly put out by the failure of the May novelties to appear. Not a single record had appeared by May 1, although long overdue, and it was impossible to learn when the shipments would break through the freight congestion.

### DEVICE TO REPAIR MUSIC ROLLS

The Plaza Music Co., New York, reports an active demand for the "Nulife" music roll attachment, which it has placed on the market as a practical device to repair music rolls. "Nulife" consists of a piece of high-class book binders' linen cut to shape like a music roll end, with a ring, etc., all ready for use. By attaching it to the old roll the life of the music roll is indefinitely prolonged.

An attractive show card for the use of the dealers is now being distributed to the trade without charge, and many dealers are using this card to advantage in their windows to attract the attention of passersby. The popular retail price of the article (ten cents) has been an important factor in its success.

*Every Jobber and Dealer Should Sell*

## THE NEW FIBRE NEEDLE CUTTER

**SUPERIOR**—because of size, design, construction, finish and performance. Cuts with the grain, to the point. Not cross grain. Does not crush the shell or break the fibre.

**DESIRABLE**—because practical, sells easily and gives no trouble. Cuts every time, always perfect.

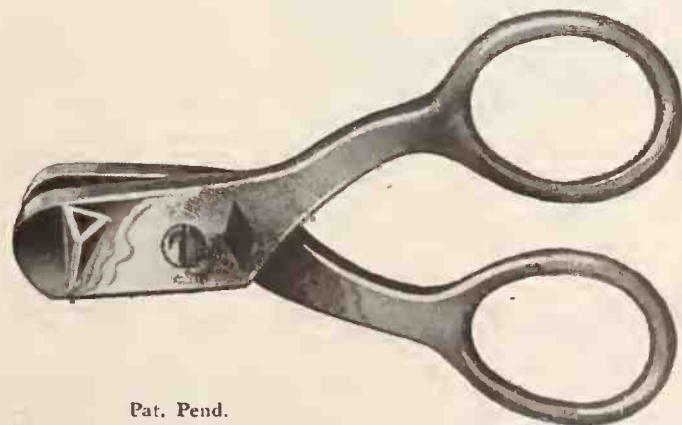
**ECONOMICAL**—Makes the use of fibre needles Cheaper than steel. Makes twice as many cuts as any cutter on the market.

**RETAIL PRICE, \$1.50**

WRITE FOR SAMPLES AND PRICES

MANUFACTURED BY

**W. H. WADE** 12 N. MICHIGAN AVE.  
CHICAGO, ILL.



Pat. Pend.

**PATHE CELEBRATION IN BUFFALO**

First Anniversary of Opening of Pathé Department of Buffalo Wholesale Hardware Co. Made Occasion for Novelty Dance and Entertainment at the Metropolitan Hall

BUFFALO, N. Y., May 3.—The Buffalo Wholesale Hardware Co. recently celebrated the first anniversary of the opening of its Pathé phonograph department, of which E. B. Dryden is manager. The company is wholesale distributor of the Pathé line. In honor of the anniversary Mr. Dryden staged "a novelty entertainment and Red Rooster dance" at the Metropolitan Hall, Main and Utica streets. Many complimentary tickets were distributed among Pathé dealers and customers. The attendance was heavy and the program a success from start to finish. A number of invitations, signed by N. A. Taber, vice-president of the company, were sent out and the response was highly satisfactory. The program was described as "a peppy affair." It was much enjoyed by the employes of the Buffalo Wholesale Hardware Co. and by Pathé dealers of western New York and northern Pennsylvania.

Webb's Novelty Entertainers of Buffalo, who make Pathé records, were a feature of the entertainment. They will appear at similar performances to be staged by Pathé dealers in this territory. Mr. Webb carries a Pathé machine with him and plays these records as encores.

**PARAMOUNT DISPLAY INTERESTS**

Exhibit at Fort Pitt Hotel in Pittsburgh by Shipley-Massingham Co. Attracts Many

PITTSBURGH, PA., May 8.—An elaborate display of Paramount phonographs and records was made at the Fort Pitt Hotel the latter part of April to which over 7,000 invitations had been sent out by the Shipley-Massingham Co., the local Paramount distributors. The display and demonstration room in the Fort Pitt Hotel was elaborately arranged and fitted up and there were many remarks heard commendatory of the notable showing of the Paramount line. The manager of the Paramount department of the Shipley-Massingham Co. is H. W. Cross, who is assisted by Fred Clark.

Mr. Cross stated that the territory under his jurisdiction covers the entire State of West Virginia and the State of Pennsylvania west of Dauphin county. He is most enthusiastic over the Paramount line and said that the firm has three roadmen covering the territory and that an expert repairman has been engaged to have his headquarters at the Pittsburgh office. Mr. Cross in his office on the second floor of the Shipley-Massingham building, has a fine assortment of the various styles of the Paramount phonographs on exhibition. He stated that the prospects for future business were very bright.

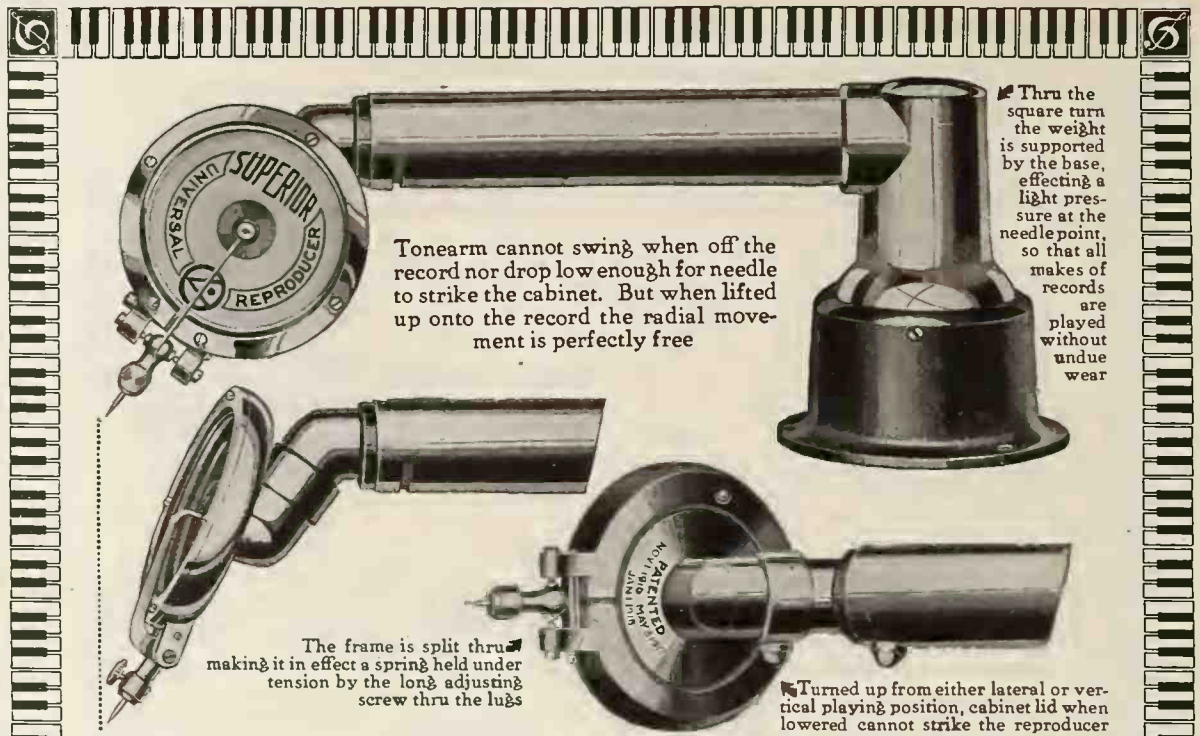
**JOINS SALES STAFF IN ATLANTA**

John Mohl has been appointed a member of the sales staff of the Atlanta branch of the Columbia Graphophone Co., which is under the management of Westervelt Terhune. Mr. Mohl has been spending a few days at the company's executive offices in New York, prior to assuming his new duties, which in all probability will comprise the Alabama territory.

**MISS REMBAUGH MADE TRUSTEE**

At a meeting of creditors of Bliss Reproducer, Inc., maker of phonograph parts, at 80 Fifth avenue, New York, before Referee Magranc Cox, Miss Bertha Rembaugh was elected trustee, under bond of \$5,000.

Charles F. Miller, a Victor dealer of Columbus, O., has sold his business to Chas. F. Spence, of Zanesville, who will move into a new location at 67 State street. Self-service is a feature of the store.



**Why the Owner of the Ordinary Phonograph Soon Tires of It**

THERE are lately a few phonograph reproducers which avoid the usual phonographic sharp metallic tone by going to the other extreme and producing a flat, unmusical sound. But the vast majority are disagreeably sharp in playing the high notes. This sharpness becomes an irritant to the ear, so that owners of such phonographs soon tire of playing them, lose interest, and stop buying records. Nobody ever tires of genuine music. The human soul craves the comforting solace and ennobling inspiration that only music can give. It must be our aim to satisfy this great need—not the passing jag of jazz. The phonograph must become an instrument of genuine music if it is to endure.

There is one reproducer that measures up to the job of reproducing musically all the varying qualities of instrumental and vocal tones. It is never sharp, nor in avoiding this does it ever descend to the other extreme of flatness, but is always on the pitch, exactly reproducing the original rendition in all its purity, sweetness and power. This long sought goal is attained in the Superior Reproducer through its split frame, making the entire soundbox in effect a spring held under tension by a long adjusting screw through the two pivot lugs at bottom.

**DISTINCTIVE FEATURES OF THE SUPERIOR REPRODUCER**

The frame of the reproducer is split through, making the frame in effect a spring, held under tension by an adjusting screw through the pivot lugs at bottom. The back plate is entirely separate, insulated from the frame by a rubber basket, and does not interfere with tensioning the frame.

It is the spring frame of this reproducer that accomplishes the important achievement of absolutely overcoming without any loss of volume or musical quality the usual phonographic sharp metallic tone on high notes. It is plain that tones picked up from the record by the needle and diaphragm mounted in a spring body will be more musical than will result when the body is of solid and hard metal, or of toneless and absorbent material.

Note particularly that the entire soundbox is in effect a spring. The split which accomplishes this result is the most important of the several SCOTFORD patents. Soundboxes which attempt to overcome the sharpness of tone by employing springs, rubber, fibre or other cushioning for the needle bar pivotal mounting, or use a composition diaphragm of sound-absorbing nature, result only in making the diaphragm less sensitive and prevent it from reproducing the finer shadings and overtones in the record.

The springlike frame also absorbs the extraneous vibrations so that the surface noise is practically eliminated. A manufacturer of a well-known machine who is an enthusiastic user of the Superior reproducer advertises as his slogan "the tone without the scratch."

Strong basic patents have been granted Mr. SCOTFORD on the universal feature of his reproducer and our company holds the exclusive franchise to manufacture for general sale under these patents. Mr. SCOTFORD in his contract with us agrees to co-operate in developing improvements, and covenants to give us before others the opportunity to review all new ideas or inventions he may originate in this line, with priority rights to manufacture and sell any such that are approved.

The universal feature is unique in that the needle aligns with the pivotal axis on which the reproducer turns from one position to the other. This holds the needle on exactly the same center at the same correct angle in both lateral and vertical (hill-and-dale) positions. The plane of the diaphragm being inclined with respect to the pivotal axis, instead of the ordinary straight needle bar of normal leverage, it is practicable to use the more desirable bar of angular shape effecting longer leverage, making the diaphragm more responsive to the needle action.

The needle bar is pivoted on sharp pointed steel screws, and is easily kept in perfect adjustment, free from side play, by the long adjusting screw through the lugs above the pivots. Any contraction of the metal parts that takes place cannot pinch the needle bar in its pivotal mounting, and thus interfere with its free vibration, owing to the spring construction of the frame. Any expansion that takes place, or wear of the pivot points, causing looseness and side play, can be instantly corrected by tightening the long adjusting screw.

**DISTINCTIVE FEATURES OF THE SCOTFORD TONEARM**

The connection between the tonearm and reproducer is perfectly insulated with a hard rubber bushing. No rattle of one metal part against another can take place at this point of greatest wear. Even though looseness might possibly develop from long use or abuse, because of the rubber between the two metal parts, no rattle can ever result.

Two methods of raising the reproducer for changing the needle are provided. The reproducer and tonearm may be lifted straight up and held with the left hand while changing the needle with the right hand. Or the reproducer may be given a side turn to the right, when only one hand is used for making the change of needle. When the reproducer is off the record it cannot drop low enough for the needle to strike the motor board, and thus chance shattering the pivot points and at the same time mar the cabinet. When the reproducer is left turned up from either lateral or vertical playing position, cabinet lid cannot strike it when lowered.

In the SCOTFORD Tonearm the sound waves travel in the straightest, most direct line possible. There is no obstruction anywhere inside—an absolutely clear passage for the sound waves. The square turn offers less resistance to the sound waves than is met with in an arm of the curved type. Most tonearms follow the traditional curve of wind instruments, but in a phonograph tonearm there is no air pressure to force the sound around the curve. That the square turn is superior to the curve is proven in the playing. The SCOTFORD square design loses none of the sound in the passage, but delivers the tones outward in full power and clarity.

The long tube is very light, and this, together with the exceptionally light construction of the reproducer, gives a much lighter pressure of the needle on the record than appearance might indicate. With a needle of medium length the pressure is less than 6 ounces. This weight brings out the full volume of tone without injury to records of any make. A curved tonearm with the swivel joint located at the base would throw too much pressure at the needle point. In the square turn of the SCOTFORD design much of the weight is supported by the base.

The main tonearm casting supported by the base is very heavy; this weight prevents a rattle developing at any time in the base bearings. The radial movement at the base is extremely simple and perfectly free in action. A cast ring slides around on four smoothly machined bearing points. This construction permits a clear interior, and is far superior to the obstructed condition in other tonearms which swing on an interior pivot.

The inside diameter of the tonearm at the base is 2 inches, which is correct to accommodate the volume of sound obtainable from the newest records. The inside rim of the base is extended one-eighth inch below the flange, fitting into the neck of the cabinet amplifying chamber. This obviates using a rubber or felt basket between the tonearm base and cabinet mounting, usually necessary in other designs to prevent a leak of the sound at this point.

|   |               |              |
|---|---------------|--------------|
| Sample SCOTFORD Tonearm and Superior Reproducer with Mica Diaphragm | Nickel \$9.25 | Gold \$11.25 |
| Extra Reproducer with SCOTFORD Black Diaphragm                      | 5.00          | 6.00         |

Prepaid anywhere, on receipt of price. Submitted on approval, subject to return within a reasonable time; in which event the full price will be refunded

Quantity Prices on Application

**BARNHART BROTHERS & SPINDLER**

Makers of SUPERIOR Specialties for Phonographs



Monroe and Throop Streets CHICAGO, ILLINOIS



## There are three kinds of dealers in our industry:

1. Those who take a chance on any new thing that comes along.
2. Those who reason a proposition out carefully and back their own judgment with a conservative trial.
3. And last, those from Missouri—yes, from the backwoods of Missouri, and have to be shown—convinced—almost forced to try anything new, no matter how good it seems.

## Are you a No. 1, No. 2 or No. 3 Man?

We know you want to increase your gross sales or your net profit on your sales, or improve the service and appearance of your store, or sell more of the hard-to-sell records and more machines with a larger first payment.

We know we can help you do all of these things and more, because we are already doing it for dealers all over the country. But we can't make a move till we hear from you.

If you are a No. 1 man, your chances of winning are better than 90%. If you are man

No. 2, you will go into our proposition carefully, investigate it thoroughly—and be with us for life. But if you “come from Missouri,” maybe you'll put off answering this letter till it's too late. Because THE TALKING MACHINE WORLD SERVICE FOR RETAIL DEALERS is given exclusively to one concern in each territory—first come, first served—and is being used right now in over 200 territories, with new ones added at the rate of one every day and a half.

So, we say “No. 1” and “No. 2,” fill in the coupon carefully and send it back. It's a sure thing that by working together we can sell circles around No. 3. This will hold your territory open until you get all of the facts about the

# Talking Machine World Service

It costs nothing to find out, and the sooner your coupon is on file with us, the surer you are of having the first chance to secure exclusive rights.

### Mail this Coupon

(Cut No. S-119)  
Copyright, 1920,  
Talking Machine World Service



Talking Machine World Service  
373 Fourth Avenue  
New York City

Gentlemen:

If other dealers in big cities as well as small towns are getting results and making a big profit on the Talking Machine World Service, I'd like to know all about it. Without obligation, send me sample copies of ads, form letters, ideas, etc. Tell me what it will cost per month for exclusive use in my territory.

The population in my city is.....

I handle these machines.....

My firm name is.....

By .....

My address .....

5-15-20

(Cut No. S-118)  
Copyright, 1920,  
Talking Machine World Service



The **SONATA** TRADE MARK

Phonograph



MODEL G  
ONE OF MANY GOOD STYLES

Stands or falls strictly on its **PERFORMANCE FOR YOU.**

You dealers **KNOW** good machines. **SALES TALK** does not swing you.

**Performance Does**

Let us have a fair chance to prove the

**Sonata Merits**

Listed Sensibly  
Liberal Discounts

We are

*Okch*

Jobbers and furnish you Records promptly and efficiently

We also Wholesale  
**Player Rolls and  
Phonograph  
Accessories**

"ALL 'ROUND SERVICE"

**Kennedy-Green Co.**  
1865 Prospect Ave.  
Cleveland, O.

**MANY DATES FOR RECORD MAKERS**

Popular Artists Will Appear in New England During Month of May, Covering Many Cities

The Peerless record makers, consisting of Henry Burr, Albert Campbell, John Meyers, Billy Murray, Fred Van Eps, Frank Banta, Frank Croxton and Monroe Silver, who have been touring the country under the able guidance of P. W. Simon, will appear during the month of May in New England. Commencing May 11 in Elmira, N. Y., they will move to Little Falls, N. Y., on the 12th; Utica, N. Y., on the 13th; Johnstown, N. Y., on the 14th; Whitehall, N. Y., on the 15th; Symphony Hall, Boston, Mass., on the afternoon of the 16th, and Lawrence, Mass., in the evening; Salem, Mass., on the 18th; Fitchburg, Mass., on the 19th; Worcester, Mass., on the 20th; Lowell, Mass., on the 21st; Providence, R. I., on the 22nd; Lynn, Mass., on the afternoon of the 23rd, and Haverhill, Mass., in the evening; Portland, Me., on the 24th; Springfield, Mass., on the 26th; Woonsocket, R. I., on the 27th, and Fall River, Mass., on the 28th.

**THREE SYRACUSE "LIVE WIRES"**

Members of the Gibson-Snow Co. Force Tell of Immense Sonora Sales Throughout Central New York in Recent Metropolitan Visit

Three of the "live wires" connected with the establishment of the Gibson-Snow Co., Syracuse, N. Y., Sonora distributors, called at the Sonora executive offices in New York a few weeks ago and stated that on March 1 they were over 3,000 Sonoras oversold, these sales having been made since the first of January. A. H. Trotter, who handles Western New York, west of Syracuse, sold \$150,000 worth of Sonoras in three days.

During the course of a conversation, E. W. Austen, who covers New York State east of Syracuse, illustrating how thoroughly Sonora is entrenched in his territory, mentioned that Lennon & Clarke, Sonora dealers at Watertown, were responsible for the placing of three Sonoras in three of the most prominent homes in their town.

"We are selling all the period Sonoras we can get hold of," said Mr. Austen. "We find that if we can see the home of a prospective customer it is very easy to suggest a style which will be appropriate for the furnishings and it is our experience that once a Sonora has been placed in a home it is there for good."

"The reception which Sonora is getting throughout New York State is wonderful," said C. T. Malcomb. "We are looking forward to a tremendous year and are confident from what we have seen and heard during our visit here that Sonora will deliver the goods."

**JOINS SHERMAN, CLAY & CO. FORCE**

One of the most notable additions to the force of Sherman, Clay & Co., San Francisco, is that of Mrs. George K. McClusky, who is specializing along educational lines in the Victrola department. Mrs. McClusky has already visited many schools, is in direct touch with the public library and has had many teachers and principals in the store, giving them pointed talks on the value of the Victrola in school work.

The Strand Temple of Music, Victor dealer, Albany, N. Y., has recently installed ten additional booths in its store.

**A Period 'Tone Arm'**

From those manufacturers who several months hence will be in a position to use a high-grade tone arm and sound box of original design and of superior features, **WE INVITE CORRESPONDENCE.** Visitors to New York are also cordially invited to our New York offices. Samples of this new arm will be forwarded to the trade shortly after May 15th, and deliveries in quantities will follow in thirty days from that period.

**PERIOD TONE ARM CORP.**

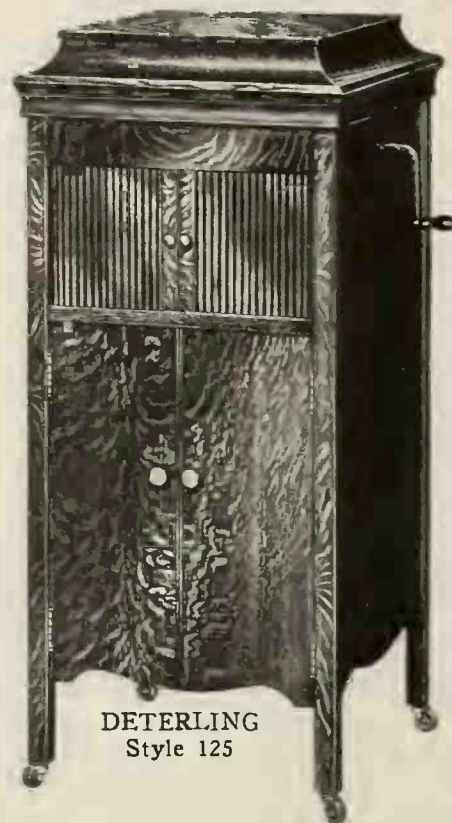
55-61 W. 17th Street, New York Chelsea 4744

**VICTOR CO. SECURES INJUNCTION**

Preliminary Injunction Against Independent Talking Machine Co. Granted by Judge Mayer in the United States District Court

The Victor Talking Machine Co. was on April 16 awarded a preliminary injunction against the Independent Talking Machine Co., Inc., of New York, on the Victor Co.'s complaint charging infringement of the Johnson talking machine patent No. 814,786. The injunction was handed down by Judge Julius M. Mayer of the United States District Court of the Southern District of New York, following argument by counsel for both sides. The present suit was filed April 1 of this year, as previously announced.

The Johnson patent had been sustained previously by the same court against other defendants at the final hearing, and a preliminary injunction was recently granted the Victor Co. against John Wanamaker, New York, for alleged infringement of the same patent. The hearing on the latter, as reported elsewhere, has been adjourned until May 17



DETERLING  
Style 125

**DETERLING  
TALKING MACHINES**

Are selling big **BECAUSE**

**THEIR DESIGNS** attract and hold the eye.

**THEIR CABINETS** are built to stay built—not to sell and fall apart and cause endless trouble.

**THEIR SLIDING DOORS** are unique and attractive, and modify the volume **WITHOUT MUFFLING.**

**THEIR FILING SYSTEM** is very effective and is a quality point that is easy to demonstrate.

**THEIR MERITS**—and **MOTORS** keep them sold.

Send for Our Story

**DETERLING  
MFG. CO.**

TIPTON

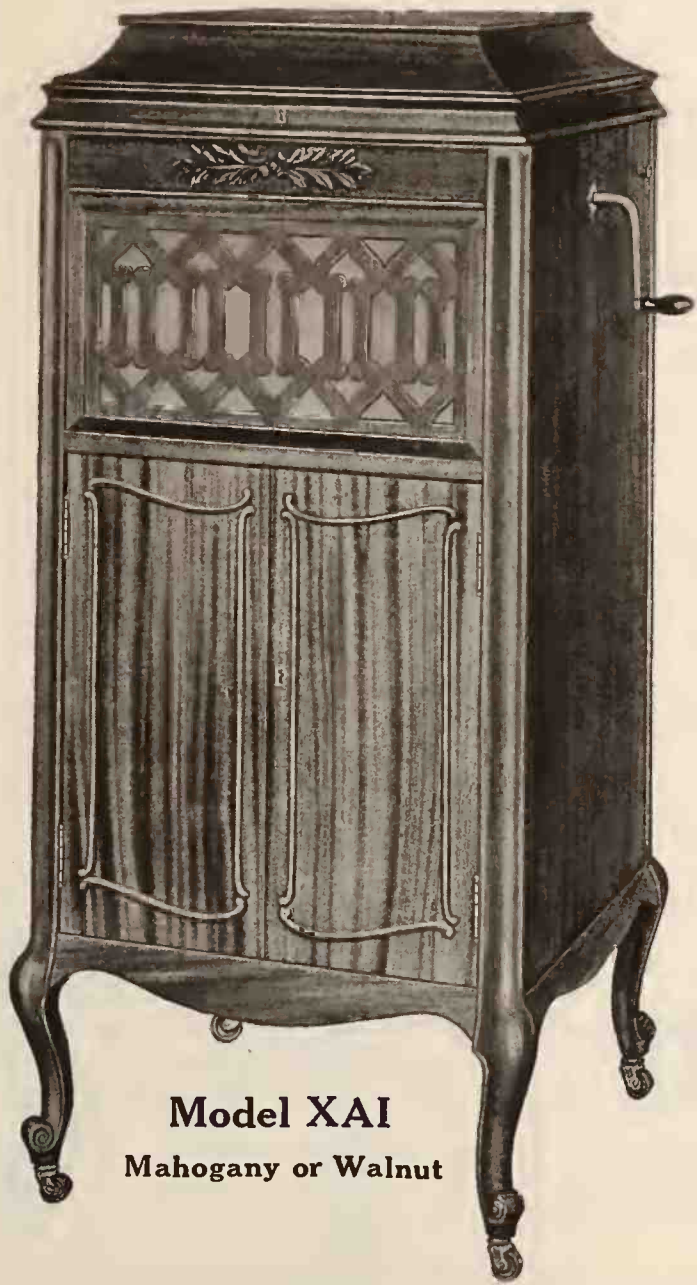
INDIANA



### PHONOGRAPHS AND RECORDS

Created for the better grade of dealer who desires a phonograph of quality.

The Empire line shows value in every way—designs, workmanship, finish—every detail will stand your examination.



**Model XAI**  
Mahogany or Walnut

The Machine  
that Plays  
any Record



Empire Records Play on all Phonographs Using a Steel Needle.

8 Models—Retail Prices \$40 to \$300

*Write for our  
Catalog and Agency Proposition*

# EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President  
429 South Wabash Avenue, Chicago, Ill.



**Are you featuring 25 different records under 5 different classifications in our No. 8 Salesfloor Record Service fixture? It holds 200 records in all, and keeps you busy refilling it.**

**Columbia Graphophone Co.  
NEW YORK**

## SAN FRANCISCO TRADE RUNNING AHEAD OF LAST YEAR

Record Shortage Curtailing Business—Vocalion Expansion on Coast—Talking Machine Dealers Meet—Notable Banquet—Stern Corp. Expansion—Emporium's Artistic Department

SAN FRANCISCO, CAL., May 4.—The general average of April business is thought to be greater than for the same month a year ago, yet business cannot be said to be rushing. There are many more talking machine establishments in San Francisco than there were a year ago, so perhaps the business is being divided up in such a manner that no particular shop can make a sensational showing. The record shortage also has tended to curtail business with certain establishments. The record demand, however, is strong and the people do not seem unwilling to pay a dollar for records by new concerns. The steady improvement in some of the new products is noticeable and there seems little doubt that these products will become firmly established in the trade.

The new wholesale establishment opened in San Francisco this month by the Aeolian Co., for the Coast distribution of Vocalions, talking machine records and music rolls, referred to in *The World* recently, is now un fait accompli. The branch is located at 455 Mission street, and the manager is Horace M. Hull. Other offices subsidiary to the San Francisco branch will eventually be opened in different Coast cities. Mr. Hull, who has been associated with the Aeolian Co. for thirteen years, is enthusiastic over the opportunities for promoting business on Vocalions in this territory. He has five travelers already on the road doing missionary work.

At the latest meeting of the talking machine dealers of the San Francisco Bay region, which

was held on April 13, the matter of organizing a large association which would represent the entire music trade was taken up and enthusiastically discussed. It has become apparent of late that the talking machine departments alone cannot cope with all the problems which come up. An association whose membership embraced all dealers in musical merchandise would be truly effective in the matter of enforcing equitable trade policies. This idea will be developed later. It is hoped that a permanent office for the association may be opened and a regular executive secretary employed to manage it.

The Mercantile Finance Co., of San Francisco, celebrated the recent increasing of its capitalization to \$10,000,000 by a banquet at the Palace Hotel on the evening of April 19. Almost 200 stockholders, employes and guests attended the banquet and over \$200,000 was subscribed for stock by those present. This subscription was voluntary and followed the announcement of a special dividend on shares. Last year the corporation paid 12 per cent interest and this year it is paying at the rate of 16 per cent. The company has been conducting an extensive advertising campaign in the newspapers with wonderful success. The corporation lends money only on tangible assets and makes a specialty of handling phonograph instalment contracts.

The Stern Talking Machine Corp. is making great progress in its plan of expansion. A new Rex store has opened at Berkeley; another is shortly to be opened at Stockton and a new store is expected to be established in San Jose by June 1. Parties are also looking for locations in Fresno and Los Angeles in which to open Rex establishments. The company aims to control a chain of about fifty Rex stores in California. Frederick Stern, the president, says that he has ample supplies of Pathé goods for distribution in this territory. The proprietor of the store in Berkeley is S. G. Meng, who was formerly in the tractor business at Sacramento.

L. Gruen, Pacific Coast manager of the General Phonograph Supply Co., is about to start on a trip as far south as San Diego and as far north as Spokane. He will call on the entire trade and will personally demonstrate the new Okeh motor. Mr. Gruen announces that the new price list, effective May 1, has been sent out to the trade.

The talking machine department of the Em-

## REPAIR PARTS

For All Machines  
New or Obsolete

ALSO

QUALITY MOTORS  
TONEARMS. REPRODUCERS

The Val Accessory House  
1000-1002 Pine Street  
St. Louis, Mo.

ONE GRADE  
"The Best"



ONE STYLE  
"Straps attached"  
with handles

## Reed's "Pittsburgh" Khaki Moving Cover

The use of this cover will save sending a man to retouch the scratches

MEDIUM SIZE, . . . \$10.50

LARGE SIZE, . . . \$11.00

**THE REED COMPANY INC.**

"The Music House of Service"

5748-50 Ellsworth Avenue

PITTSBURGH, PA.

N.B.—New address. Now in our own new building to give you even "better" service



porium now glories in a special recital hall of its own, which is a wonder in attractiveness. The decorations are in green and gold and there is a great deal of artistic glass work. The little stage is designed expressly for giving demonstrations on the talking machine. The plan of the company is to give free concerts every afternoon. All the standard records and machines handled by the department will be featured in the programs. Occasionally, also, there will be numbers played in person by well-known musicians. John A. Streck, manager of the department, is confident that the innovations will prove popular with the public and be a decided stimulation to the record and machine demand.

Andrew McCarthy and Fred Sherman, of Sherman, Clay & Co., have just returned from a trip to southern California. Mr. McCarthy made his headquarters while in Los Angeles at the wholesale Victor branch there.

Billy Morton, manager of the retail Victor department of Sherman, Clay & Co., is spending his leisure time these days trying out his new five-passenger Buick. He expects to take a long trip to the Northern wilds before the Summer is over.

F. P. Corcoran, manager of the talking machine department of the Wiley B. Allen Co., is about to leave for a two weeks' fishing trip at the Klamath River.

W. W. Webley, of Webley Sons & Gofton, Christchurch, New Zealand, jobbers for the Columbia Co. of England, was a visitor in San Francisco this month. Mr. Webley is familiar with the musical business in various world centers and he is much interested in the extension of the talking machine trade in the Orient.

The Columbia Graphophone Co. is still enjoying a big volume of business on Art Hickman records. Mr. Milnor, of the San Francisco office, says the demand for these records is general all over the country.

Paul H. Beck, who was connected with the Byron Mauzy Co. several years ago, has returned as manager of the Mauzy talking machine department.

Byron Mauzy was tendered a banquet at the Hotel Oakland about the middle of the month by the employes of the Oakland store. The dinner was to celebrate Mr. Mauzy's birthday and assure the head of the firm that the Oakland force was lined up for loyalty and progress.

**REMINGTON OFFICE IN NEW YORK**

The Remington Phonograph Corp., which has its main headquarters in Philadelphia, has opened executive offices in New York at 1662-66 Broadway, where James Sidney Holmes, vice-president and general manager, will have his headquarters.



# Operaphone



**JUNE, 1920**

**POPULAR VOCAL SELECTIONS**

- 21161 { One Loving Caress (Wenrich). Tenor and Baritone Duet, Orch. Acc. Charles Hart and Elliott Shaw
- 85c { Rose of Virginia (Caddigan-Story). Tenor and Baritone Duet, Orch. Acc. Henry Burr and John Meyer
- 21162 { Melodious Jazz (Merrill-Jerome). Tenor, Orch. Acc. Wilbur Fairbanks
- 85c { Unlucky Blues (Lewis-Robinson). Tenor, Orch. Acc. Al Bernard
- 21163 { Hiawatha's Melody of Love (Meyer). Orch. Acc. Sterling Trio
- 85c { All That I Want Is You (Goodwin-Monaco). Tenor, Orch. Acc. Lewis James
- 21164 { I'd Love to Fall Asleep and Wake Up in My Mammy's Arms (Lewis-Young-Ahlert). Tenor, Orch. Acc. Billy Jones
- 85c { Whistle a Song (Meyers-Howard-Kornblum). Baritone, Orch. Acc. Edward Miller
- 21165 { Everybody's Buddy (Grossman-Frisch). Tenor, Orch. Acc. Sam Ash
- 85c { Down Barcelona Way (Jentes-Fisher). Orch. Acc. Collins and Harlan

**DANCE**

- 31142 { Hold Me (Hickman-Black)—Fox-trot. Novelty Dance Orchestra
- 85c { My Sahara Rose (Clarke-Donaldson)—Fox-trot. Duane Sawyer's Dance Orchestra
- 31143 { La Veeda (Alden)—Fox-trot. Novelty Dance Orchestra
- 85c { I Know Why (Davis-Morgan)—Fox-trot. Castleton's Dance Orchestra
- 31144 { Old Man Jazz (Quaw)—One-step. Novelty Dance Orchestra
- 85c { Mystery (Cirina)—Fox-trot. Castleton's Dance Orchestra
- 31145 { Polly (Richmond)—One-step. Society Dance Orchestra
- 85c { Mississippi Shore (Sizemore-Van Alstyne)—Waltz. Operaphone Dance Orchestra

**INSTRUMENTAL**

- 51133 { The Herd Girl's Dream (Labitzky). Violin, Flute and Piano. Mendelssohn Trio
- \$1.00 { Songs My Mother Taught Me (Slavonic Fantaisie) (Ovorak-Kreisler). Violin Solo, Piano Acc. Albert Faber
- 51134 { Summer Showers (Logan) "Intermezzo". Operaphone Concert Orchestra
- \$1.00 { Jolly Robbers (Suppe) Overture. Operaphone Band

**STANDARD VOCAL**

- 41110 { The Trumpeter (Barren-Dix). Tenor, Orch. Acc. George Ruban
- \$1.00 { Gypsy Love Song (Smith-Herbert). Baritone, Orch. Acc. Elliott Shaw



## RECORDS

OPERAPHONE CO. INC., LONG ISLAND CITY, N. Y.

24 NEW TITLES EVERY MONTH

**Operaphone Records Play on All Talking Machines Without Attachments**

**OPERAPHONE DISTRIBUTORS:**

New York City  
Philadelphia, Pa.  
Pittsburgh, Pa.  
Chicago, Ill.  
Selma, Alabama

BROWN-McMANUS & CO.,  
SUPPLEE-BIDDLE HARDWARE CO.  
REED CO., Inc.  
OPERAPHONE SALES CO.,  
SOUTHERN SUPERTONE CO.,

51 East 42nd St.  
237 5th Ave.  
190 No. State St.

*Write for Your Nearest Distributor*

**OPERAPHONE CO., Inc., Long Island City, N. Y.**

**MAGNEVO**  
EACH NEEDLE  
PLAYS 10 RECORDS

THE ORIGINAL AND FASTEST  
SELLING MULTI-PLAYING NEEDLE  
**ASK YOUR JOBBER**

Manufactured by  
SUPERTONE NEEDLE WORKS  
18 W. 20th St., New York

Edison Amberola Message No. 6

Big news is on the way to merchants who handle Diamond Amberola Phonographs and Amberol Records.

A brand new Co-operative Advertising Campaign and a beautiful series of monthly Window Displays have been announced to our jobbers. Details will soon be presented to dealers.

This combination of sales helps was conceived to assist Amberola Dealers everywhere, who, no matter how great their present volume, may confidently expect additional sales as the result.

**THOMAS A. EDISON, Inc.**

AMBEROLA DEPARTMENT

ORANGE, N. J.

# Disc Record Manufacturers ATTENTION

If you are not satisfied with your product—

If some part of the manufacture needs perfection—

Let me help you.

I was the pioneer to introduce the present disc record into Europe in 1901. Successful factories were erected in England, France, Spain, Germany, Austria, and Brazil under my management. I know the record business from A to Z, and can straighten out your difficulties.

The present system of permanent masters was perfected in my laboratories in 1904 and has never been improved upon.

The double-sided record was my patent and brought out in 1903.

If you want the best to be had in recording machines; if you want the latest development in pressing records from shells; if you want increased record production in power-driven presses—I can help you.

*Complete installations  
taken charge of*

## F. M. PRESCOTT

RIVERDALE, N. J.

Phone No. 2 Pompton Lakes N. J.      Telegrams Prescott, Pompton Lakes N. J.

## EMERSON PHONOGRAPH CO. PLANS NOW COMPLETE

For the Manufacturing and Merchandising of a Complete Line of Emerson Phonographs—Representative Group of Standard Models to Be Made—General Manager Leeming's Views

The Emerson Phonograph Co., New York, announced this week that all plans have been completed for the manufacturing and merchandising of a complete line of Emerson phonographs. Samples of the various models of this line are being shipped this month to Emerson jobbers, and the dealers will receive their samples next month. Immediately afterwards an energetic sales and publicity campaign will be launched in behalf of this new phonograph.

The jobbing system now utilized by the Emerson Phonograph Co. for the merchandising of Emerson records will be used for the sale of the new Emerson phonographs, and this efficient organization will give this line of instruments excellent representation in every section of the country.

The Emerson phonograph line will consist of a representative group of standard models, together with a series of period designs retailing up to \$1,500. The instruments will be manufactured in mahogany, oak and walnut, and particular attention has been paid to the production of cabinet designs that would meet with the approval of the trade and discriminating music lovers.

In a chat with *The World*, H. T. Leeming, vice-president and general manager of the Emerson Phonograph Co., stated that the new Emerson phonographs embody every desirable improvement that has been introduced for a high class talking machine. Among the most important features of this new instrument are the popular Emerson "Music Master" horn, a new and exclusive sound box of Emerson design and the Emerson thrush throat tone arm. The "Music Master" horn is made of solid spruce with no veneers, the horn being of a natural finish and manufactured by a special process. There is a hinged grill that adds materially to the attractiveness of the front of the cabinet, and the silk on the grill is hung and not glued to the grill. The back of the cabinet is finished the same as the front and the sides, thereby enabling the owner of an Emerson phonograph to place the instrument in the center of a room.

In the very near future a national campaign will be introduced by the Emerson Phonograph Co., which will involve the same high-class and distinctive publicity as the campaign that has been running for the past year for Emerson records. This advertising will include the use of national magazines, newspapers and in fact, every desirable form of publicity, and will undoubtedly prove an important factor in the ultimate success of the Emerson phonograph.

During the past year the Emerson manufacturing and sales organization has been strengthened considerably, with the idea in mind that this organization would be splendidly equipped to co-operate with the company's clientele in the production and sale of the Emerson phonograph. The new additions to the staff are men who are thoroughly experienced in the talking machine industry, and their familiarity with the requirements of the dealers will enable them to co-operate with the trade along efficient and result-producing lines.

Referring to the method that will be adopted by the Emerson Phonograph Co. in manufacturing and merchandising its new line of phonographs, Mr. Leeming says: "We could have adopted various methods of introducing the Emerson phonograph, but after lengthy consideration decided that the best way to place this machine on the market would be to inaugurate an extensive manufacturing and sales campaign. We feel that this policy will place the Emerson phonograph in the front ranks of the industry in a very short space of time, and I am pleased to say that every factor entering into the pro-



## We'll Lose a Lot of Money

If EVERY Victor dealer in the country reads this ad. YOU'LL lose a splendid opportunity if you don't read it.

You've often felt a strong desire to try those wonderful Lu-Franc envelopes, originated for Victor dealers exclusively, but you hated to contract for a whole year's requirements.

You liked the idea of the monthly shipments, the regularity of the service. The special designs appealed to you. You've always wanted to use attractive envelopes, artistically printed; something different than your competitors could buy. But you disliked signing up to a contract to buy a year's supply.

What's more, you've almost yearned to have YOUR envelopes carry those two lists of selected records—those silent salesmen who work for you after the customer and the envelope leave your store. Yet you hesitated to order.

That's why you are being offered today

### A One Month's Trial Service at a Reduced Rate

In order to acquaint you with the many advantages of our service we will send you a LIBERAL trial lot of the JULY issue of envelopes for ten dollars. Pin this ad to your letterhead; we'll construe it as a trial order, PROVIDED it is received before June 1st.

You'll receive MORE than your money's worth. Then, if you like our service we'll gladly tell you the regular prices on various quantities.

And if you want your OWN FIRM NAME imprinted on this trial lot just say so. But no later than June 1st.

**LU-FRANC SALES SERVICE**  
1231 Dime Bank Bldg. Detroit, Mich.

duction and marketing of our instrument is based on an experience in the talking machine industry that will undoubtedly be reflected in the success of our product."

Mr. Leeming emphasizes the fact that there is an active demand at the present time for a standard high-class line of talking machines, and that the Emerson Phonograph Co. will endeavor to develop this demand in accordance with the accepted successful principles of the industry. Emerson jobbers will be afforded every opportunity to build up a profitable, permanent demand for this new line of instruments, and the company's executive staff will leave nothing undone to assist its jobbers and dealers in making the Emerson phonograph a country-wide success and on a par with the prestige and standing of Emerson Gold Seal records.

The A. F. Hanna Co., talking machine dealers of Covina, Cal., have recently moved to new and larger quarters in that city.

The Graycraft Drygoods Store, Noblesville, Ind., has opened a new music department and is featuring talking machines in a big way.



# MICKEL SERVICE FROM OMAHA



E. N. BOWERMAN  
CREDIT MGR.



GEO. A. BEAVER  
SERVICE DEPT.



GEO. E. MICKEL  
GEN. MGR.



HUGO G. HEYN  
SALES MGR.



E. W. LUNDQUIST  
TRAVELER



J. W. JACOBS  
REPAIR DEPT.



E. V. PROPST  
SHIPPING DEPT.



MAYME JARDINE  
EFFICIENCY  
EXPERT



An Energetic and Efficient Force  
Speeds up your Victor "Service."

Our idea of *Victor Wholesaling* is—

That it must be *More* than Distri-  
bution — It must be Co-operation  
and true merchandising which we  
give in full measure with MICKEL  
service —

## Mickel Bros. Co.

*Exclusive Victor Jobbers*

1414-1416 Harney Street      Omaha, Nebr.



# MICKEL SERVICE

FROM  
DES  
MOINES



N. R. BANTA  
SHIPPING DEPT.



E. H. HAGLUND  
SERVICE DEPT.



H. B. SIX SMITH  
SALES MGR.



H. W. BURNETT  
TRAVELER



J. S. WILSON  
REPAIR DEPT.



EVA DONNER  
ACCTG. DEPT.

We believe in the *Supremacy* of  
*The Victor Talking Machine and*  
*Records*—

We have no other business than  
to serve and advance the interests  
of our dealers.

## Mickel Bros. Co.

*Exclusive Victor Jobbers*

411 Court Avenue

Des Moines, Iowa



MICKEL BUILDING



# Food for Thought:

The "B & H" Fibre Needle is a "GOOD" needle, because it **neither scratches nor cuts** the record. It is a "BETTER" needle, because it **does not and cannot injure** the record.

It is "THE BEST" needle, because it reproduces the **natural or musical tone quality** of both instrument and voice.

The "B & H" Fibre Needle is in every sense of the word a "**superlative**" needle, because it conveys an element of **elegance, refinement and daintiness** hitherto unknown in phonographic reproductions.

It is a "**commercial**" needle, because it is **the only needle** that has proved a **factor** in the Talking Machine business that has **created sales** of high priced machines and records, that has **instilled interest and enthusiasm** in customers.

It is a "**business proposition**" needle, because it will bring you **more dollars** directly and indirectly than **thousands spent** in advertising.

We know whereof we speak.

## B & H FIBRE MFG. CO.

33 W. Kinzie Street, Chicago, Ill.

**"Lazy Mississippi" is a most melodious tenor duet by those great singers Campbell and Burr. Make room for a stack on your counter this month. A-2909.**

**Columbia Graphophone Co.  
NEW YORK**



### NEW ORLEANS DEALERS USE TRUCKS

**Motorized Service Enables Salesman to Cover All Country Territory—New Columbia Dealers Appointed—L. Grunewald Co. Featuring Foreign Records—News of Interest**

NEW ORLEANS, LA., May 6.—The use of the motor truck to reach the country residents is growing in popularity in Louisiana, Mississippi, Arkansas and Texas, according to salesmen of the various wholesalers, distributors and branch houses who travel in this territory. J. D. Hemphill & Co., McComb, Miss., have increased their business by using a truck equipped to carry four Grafonolas and 500 records. The Rice Furniture Co., Jackson, Miss., has added a service department on Columbia machines and has put an imitation Grafonola on the rear part of the chassis of a roadster which is large enough to hold two K-2 machines. M. Hainer, McComb, Miss., opened a new Grafonola department May 1, installed two hearing rooms and will feature a truck for service and sales.

The great demand for the Victor at the establishment of Philip Werlein, Ltd., indicates the tremendous hold this instrument has on the public in this territory. Large shipments of machines and records now under way will reach dealers as soon as the railroad embargo lifts.

New Columbia dealers in this territory reported by A. B. Creal, manager of the New Orleans branch, are:

People's Drug Store, Independence, La.; Alsworth Furniture Store, Canton, Miss.; Anderson-Romires, Baton Rouge, La.; B. F. Youngblood, Wesson, Miss.; C. A. Cox, Artesia, Miss.; J. M. Anderson, Quitman, Miss.; J. Sinai, Rolling Fork, Miss.; J. A. Abrams, Gulfport, Miss.; Guenard-Lucas Drug Co., Tallulah, La., and M. Hainer, McComb, Miss.

An "Arctcraft" window display, featuring Series E Columbia records, was used by L.

Grunewald Music Co. in its New Orleans store. It was very attractive. The whole window concentrated on the foreign series of records. The results were surprising in not only showing the amount of business to be obtained, but also showed that New Orleans is cosmopolitan enough to buy quantities of the foreign language records.

Cuba's requirement that cargoes exported to its ports from New Orleans must be lightered from vessels is expected to be eliminated shortly. Officials of Cuba were in New Orleans recently and inspected the harbor and found that the reported danger from bubonic plague was unfounded.

Frances Alda, the talented Victor artist, sang at the Athenaeum April 17.

### NEWS ITEMS OF SOUTHERN TRADE

**Dealers Opening New Stores and Installing Additional Equipment—Sailor Buys 22,000 Needles—Drug Stores Take on "Talkers"**

Oscar Seagle was the subject of an unusual and original window display of the Phoenix Furniture Co., Beaumont, Tex., during the month. An Oscar Seagle picture, eight feet high, occupied the center of the window. The frame of the picture was circled by Seagle records.

The Gulf Furniture Co., Orange, Tex., has installed three new hearing rooms in which to demonstrate Columbia records.

Rowe Furniture Co., Port Arthur, Tex., has put its three new hearing rooms in charge of Miss Dawson.

Jones-O'Neal Furniture Co., Port Arthur, Tex., is doing a big business on vessels which dock in that port. Recently it sold \$22 worth of Columbia needles to one sailor, an order of 22,000, about enough to play a record every mile around the earth. R. E. Hudson, manager, says the majority of talking machines on sea-

going vessels are Columbia Grafonolas because the salt air does not seem to harm them.

Flower Bros., Marianna, Fla., recently has become Flower Bros. & Jones. They are Columbia dealers.

Louis Mandel, Port Arthur, Tex., is installing a larger record rack because of increased business and to make business grow still larger.

The Camp Furniture Co., West Point, Miss., has installed a new talking machine department, two hearing rooms and an extensive stock of Columbia goods.

L. Grunewald Co., Jackson, Miss., a branch of the big L. Grunewald house of New Orleans, is expecting Rosa Ponselle, the Columbia artist in Jackson May 14. Her appearance will be the musical event of the year in Mississippi.

J. D. Hennington, Hazlehurst, Miss., has opened a new Columbia Grafonola department with two hearing rooms, two men on the outside and a young man for the store.

Sharpe Furniture Co., Natchez, Miss., is expanding its store by an addition extending through the block so it has an entrance on the main street.

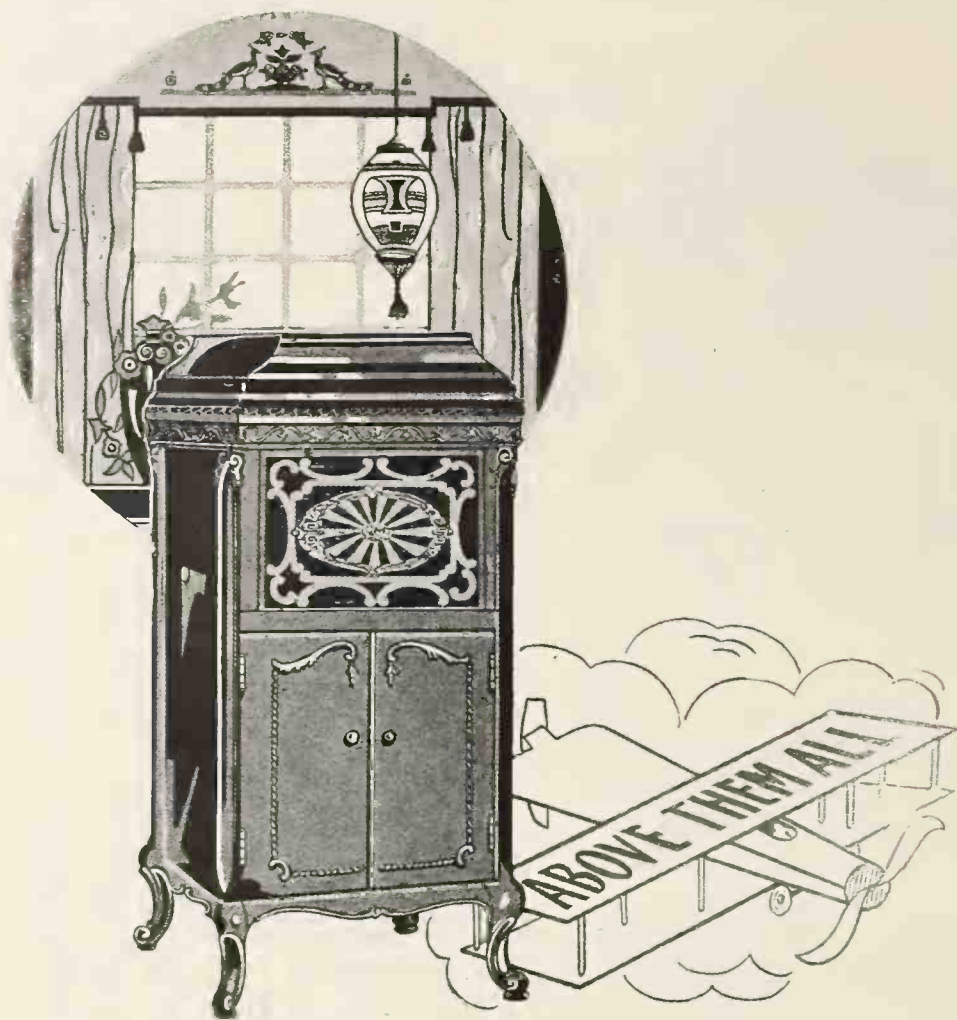
T. J. Turner, Leeland Hardware Co., Leeland, Miss., has installed an elaborate Columbia self-service display.

Departmentizing his drug store is the result of L. C. Brown, Rosedale, Miss., taking on the Columbia line. He is installing hearing rooms.

### TAKES OVER RETAIL BUSINESS

The Massey Piano Co. has taken over the retail business of Harger & Blish, Edison jobbers of Des Moines, Ia. The Massey Co. has occupied the Harger & Blish building and will use the floors formerly devoted to the wholesale business for the display of musical instruments at retail. Harger & Blish will in future devote themselves exclusively to the wholesaling of the Edison.

**FOR VICTOR SERVICE**  
**PHILIP WERLEIN, Ltd.**  
**OF NEW ORLEANS**  
**THE LEADING SOUTHERN WHOLESALERS**



**SPECIAL NOTICE!**  
 New and Distinctive Models  
 now ready for delivery.

**READ**

Our Offer—send for a sample  
 of this attractive, high quality  
 product — there are large  
 profits for you in handling  
 this fast-selling line.

# The **EXCEL** Talking Machine

**A PRODUCT OF THE HIGHEST QUALITY**  
**ALL NEW MODELS**

|                                 |                                |
|---------------------------------|--------------------------------|
| <b>EXCLUSIVE FEATURES</b>       | <b>FINEST WORKMANSHIP</b>      |
| <b>SUPERB TONE</b>              | <b>HIGHEST GRADE EQUIPMENT</b> |
| <b>ARTISTIC CABINET DESIGNS</b> | <b>GUARANTEED DELIVERIES</b>   |

**ONE OR MORE ON APPROVAL**

If satisfactory you will honor invoice at maturity. If not, return the machine *at our expense*. Have you ever received a better offer?  
 Take advantage of it by becoming an **EXCEL DEALER**

*Write at once*



**EXECUTIVE OFFICES:** 136 West 23d Street, New York  
**FACTORIES.** Holland, Mich.; Benton Harbor, Mich.; Chicago



### RAILROAD EMBARGO RETARDS TRADE IN CINCINNATI

Business Very Satisfactory Despite Labor Troubles—New Columbia Appointments—Aeolian Expansion—Huss Bros. Co. to Establish Factory at Harrison—Convention of Columbia Forces

CINCINNATI, O., May 7.—Stocks are reported to be running low in the Middle West and on top of this the trade is faced with a continuation of the embargo orders of the railroads. Business in general is satisfactory under the circumstances.

An instance of the difficulties being encountered by the trade in supplying dealers is cited by Manager Oelman, of The Phonograph Co., handling the Edison line. During April several trucks were run from the factory at Orange, N. J., to Pittsburgh and from that point the supplies were shipped by water route to Cincinnati. While the goods sent helped, it did not begin to meet the demand, and again Mr. Oelman is wondering when he will be able to meet the desires of the trade. Also, he would like to know when the carpenters will cease their "vacation," now two months' old, so that he can get into his new quarters on West Fourth street.

Several new appointments have been made at the Columbia branch office. J. G. Witte, who was in charge of the record department, has resigned to go into the advertising business and his assistant, Larry J. Naber, is acting in his place. Harry Pfaffe has been made Mr. Naber's assistant. B. E. Hall, who was in charge of the bookkeeping department, has resigned to go into the lumber business in Martinsville, Ind. Miss Florence Long has been appointed to take his place. Mrs. Helen Cowie and Harry McLoughlin have been added to the bookkeeping force. Miss Bertha Silverglade, also of the bookkeeping force, has resigned to take up other work.

Mrs. J. D. Bright was elected secretary of the Columbia Club at its last meeting to take the place of Mrs. N. B. Smith, who moved to Chicago. The meeting was held at the home of Mrs. Phil Tennenbaum on Cleveland avenue, Avondale. Mrs. Tennenbaum talked about the Cincinnati Symphony Orchestra and demonstrated some records. A buffet luncheon was served.

Former Assistant Manager N. B. Smith has been transferred to the position of assistant manager at the Chicago branch, and E. M. Shute has taken his place as assistant manager of the Cincinnati branch.

A convention of the local Columbia branch was held in Cincinnati at the Gibson hotel, Friday, April 30. George W. Hopkins, manager of the general sales department; H. L. Tuers, manager of the dealer service department; W. A. Willson, manager of the educational department; O. F. Benz, of the general sales department; Manager S. H. Nichols, of the Pittsburgh branch and Manager Ben Brown, of the Indianapolis branch, were present at the convention. The sales force of the Pittsburgh branch and the sales force of the Indianapolis branch met at the Cincinnati branch office Saturday, May 1.

It is now definitely settled that the Ohio Talking Machine Co., which is the corporate name taken by the new Victor jobbing concern which has been organized here by Messrs. Haddon, Bates and North, formerly of the Victor Co.'s organization, will get into the quarters to be vacated by the Columbia branch on West Fourth street. The latter is getting ready to move into its new quarters in the I. Trager building by June 1.

New Columbia dealers signed up in the last few weeks are: T. C. Myers, DeGraff, O.; A. & N. Music Co., 904 East McMillan street, Cincinnati, O.; Winter & Hutchinson, Richwood, O.; The Spicer-Henthorne-Cron Co., Columbus, O.; S. Fred, of Lebanon, O.; who has taken over the business of Jeff Thompson; A. J. Weddle Co., of Hustonville, Ky.; A. W. Kirkpatrick, New Holland, O.; L. M. Soper, Nicholasville, Ky.; Hall-Stephenson Furniture Co., Pineville, Ky.

Some of the visitors to the local Columbia

branch during the last few weeks were: Mrs. Phoebe Anderson, Hamilton, O.; J. A. Bagby, Grayson, Ky.; Mr. Smith, of the Pineville Furniture Co., Pineville, Ky.; Mr. Tennant, of Sterchi Furniture Co., Middlesboro, Ky.; Mr. Bangham, of Bangham & Gallimore, Wilmington, O.; H. B. Huston, Bethel, O.; Alfred Ray, Hamilton, O.; Paul Burling, of Samuel Horchow Co., Portsmouth, O.; Miss Koebel, of Kerns' Music Shop, Chillicothe, O.; C. S. Boyer, formerly of Canal Winchester, now at Lancaster, O.; C. C. Baker, Columbus, O.; H. W. Katzenmeyer, of Parlor Drug Store, Blanchester, O.; Ben F. Stinle, Pleasant Hill, O.; J. F. Holtzclaw, Lancaster, Ky.; G. W. Hunter, Dayton, O.; Mr. Gardner, of Trapp & Gardner, Ripley, O.; A. F. Hibbard, Huntington, W. Va.; G. Murphy, Maysville, Ky.; R. L. Seeds, Columbus, O.; Mr. Kerns, Chillicothe, O.; John Pryse, Beattyville, Ky.; W. E. Mattingly, manager Ideal Furniture Co., Hazard, Ky.

George H. Link, 1711 Vine street, within another month will have the most unusual phonographic store around Cincinnati. He will deal in the Victor, which he has handled for years, as well as the Columbia and the Edison lines. The latter two will be handled in an adjoining store.

William and Clarence Newman, formerly of Dayton, O., will specialize in phonograph records in their new store, 904 East McMillan street, which will be ready for business by the close of the month.

D. S. Stephens, manager of the wholesale Vocalion department of the local Aeolian store, reports a very satisfactory business throughout the territory during the month of April. The opening up of the traffic conditions has been quite a help to this company and it is now receiving sufficient stock to take care of accounts. He remarked further that the new lateral cut records are gaining in popularity every day, and the company is constantly receiving letters from dealers expressing delight with the recording of these records. Orders are coming in such volume that the next problem is to be able to secure sufficient stock to make shipments 100 per cent at all times.

The Aeolian retail Vocalion department, of which H. C. Shillito is now manager, is elated over the results obtained during the month of

April, as the business surpasses that of any previous April. The greater part of this business has been on a cash basis. The retail record business is going big, owing to the increased demands for the new lateral cut records. The company has just installed a Unico counter system in the record department, and has enlarged it to eight demonstrating rooms, eight filing racks and four counters, thus making a complete and very attractive department.

The Rudolph Wurlitzer Co. says: "All available Victrolas were sold as fast as we received them during the month of April, and many unfilled orders are on hand awaiting further shipments from the factory. In our record department the same condition prevails. Very small shipments were received from the factory and our record shelves are practically empty."

The Huss Bros.' Phonograph & Piano Co will establish a factory at Harrison, in the western part of the country, but will continue to make 6 West Canal street its office headquarters and a distributing center. While some of the supplies were being packed for shipment fire broke out in the plant during the night, causing a loss of approximately \$3000. The officers are co-operating with the State Fire Marshal in an investigation. A fire of mysterious origin took place in the same plant in January.

The Baldwin Co. will be in the talking machine field in full force before the close of May. The line, however, is yet to be definitely determined upon. The store adjoining the ware room on Fourth street is now in the hands of decorators.

### RICE AND OLD SHOES FOR TANNER

Friends Play Joke on Popular Talking Machine Man as He Leaves Coast for Victor School

MONROVIA, CAL., May 4.—A. F. Tanner, of A. F. Tanner & Co., left this city last week for the Victor School of Salesmanship at Camden, N. J. Mr. Tanner was accompanied by Mrs. Tanner and just before the train left a number of their friends appeared and decorated their baggage and belongings with labels "Just Married," etc., as well as wasting large quantities of rice around the depot. Fellow passengers on the train of course believed that a bride and groom were going a-honeymooning and Mr. Tanner was kept busy explaining that the wedding had taken place three years previously—of course no one believed him. H. E. Mull is in charge during Mr. Tanner's absence.



**TAKE OVER THE ENTIRE BUILDING**

Northwest Phonograph Jobbers, Inc., Occupying Entire Building at 122 Monroe Street, Spokane, Wash., Plan Active Campaign of Expansion—"Service" to Be Watchword

SPOKANE, WASH., May 4.—The Northwest Phonograph Jobbers, Inc., of this city, distributors of Emerson records and Brooks and Paramount phonographs, recently took over the entire building at 122 South Monroe street for its general offices and warehouse. The company is planning an active campaign of expansion and important deals will be ready for announcement in the near future.

This successful jobbing house was formed in February of this year with a capital of \$100,000 by Emil Simon and H. O. Kent. The sales organization has been perfected with B. J. Hemen as manager, and the following experienced talking machine men as travelers: C. A. Davidson, R. R. Heineman and L. E. Hull. The company is thoroughly covering the territory from Great Falls, Mont., to the Pacific Ocean and will shortly open permanent branch offices in Seattle and Portland.

H. O. Kent, vice-president of the company, states that the demand for high-class talking machines and records is constantly increasing and the Northwest Phonograph Jobbers, Inc., are particularly fortunate in having anticipated this demand by obtaining large shipments from the manufacturers they represent. The company has adopted "Service" as its watchword and its shipping department is maintaining a schedule which places orders on their way to dealers within twenty-four hours after the receipt of the orders.

Among the well-known accessories which are handled by this successful jobbing house are Brilliantone and Wall-Kane needles. Jones Motrolas, record albums, record brushes, etc.

**WILLIAM TURNER OPENS IN BUFFALO**

This month a new store is to be opened in Buffalo, N. Y., at 1308 Main street, near Main and Utica streets, by William Turner, Inc., formerly located at 1401 Main street. The concern was recently incorporated at \$50,000. It features the Pathé, Dalion and Mandel lines. William Turner is president. The new store will be large and modern and will have ample window displays.

Clarence L. Price, vice-president of Ormes, Inc., Victor wholesaler of New York, was called to his old home in New Jersey last month by the illness of his father.

**COLLINGS & CO'S METHOD OF HELPING VICTOR DEALERS**

Collings & Co., the well-known Victor distributors of Newark, N. J., who some time ago moved into their new building on Clinton and

Featured in this display is the material produced by Collings & Co. on the Edith Day Victor record "Irene." This piece of publicity



Model Dealer's Store—Interior of Collings & Co.

Beaver streets, in that city, recently inaugurated a new sign service for their dealers which not only has attracted much attention, but the artistic character of the material has brought forth many responses from Collings & Co. dealers.

One of the features of this progressive house is a modern talking machine store, in its entirety, including a special display window. Shortly after the creation of the new sign service the firm made a display of the publicity material in the window of the "model" dealer's store, of which a reproduction appears herewith,

wins immediate attention from the general public and is of high artistic value.

**TWO UTAH CORPORATIONS**

The Utah Phonograph Co., capital \$15,000, and the Campbell Phonograph Sales Co., capital \$50,000, have been incorporated in Salt Lake City by Serge B. Campbell, Horace H. Cummings and D. S. Campbell. Serge B. Campbell is president of the Campbell Phonograph Sales Co. and Horace H. Cummings is president of the Utah Phonograph Co.

**STERLING REPRODUCER**

**Plays all Records**

*Victor and Edison Dealers:*

**Hear the Sterling—  
Examine its  
Construction—  
Note how it plays  
both lateral and  
hill and dale records**

**—and YOU WILL  
WANT TO SELL IT**

*Attachments for either  
Victor or Edison machines*



To adjust for the playing of different records, means just a quick, easy turn of the reproducer. No extra elbows. You ought to see and HEAR the Sterling. You will be surprised at its convenience, its beauty and wonderful improvement of tone.



*Send for circular and prices*

**Krasberg Engineering &  
Manufacturing Corporation**

536 Lake Shore Drive

Chicago Illinois U.S.A.

### W. B. TATTERSALL A VISITOR

Prominent London Publisher Visits New York and Many Points in the West

A recent visitor to The World sanctum was W. B. Tattersall, of W. B. Tattersall, Ltd., publisher of the Phono Record and a number of prominent publications, with offices at 40-43 Fleet street, London, E. C. Mr. Tattersall's trip was largely one of recreation, combined with a minimum of business. After a pleasant sojourn in New York Mr. Tattersall, who was accompanied by his wife, left on a visit to a number of points in the West, stopping off at Niagara Falls. He was quite enthusiastic about Chicago's progressiveness and its development since his last visit. On his return from the West Mr. Tattersall's party made a short sojourn at Atlantic City, N. J., where they enjoyed the pleasures of this famous resort, which Mr. Tattersall considers unique in its wonderful hotels, great boardwalk and delightful weather conditions.

Previous to leaving for England last week Mr. Tattersall called upon a number of prominent talking machine men in New York and vicinity and to The World expressed himself as delighted with this, his latest visit to America, for this is not Mr. Tattersall's first trip—as a matter of fact he is quite an old admirer of Americans and American enterprise.

To The World he spoke most optimistically of business prospects in England and bespeaks a new energy and viewpoint on the part of all classes in solving the great problems that face that country—problems not entirely unknown to America to-day.

### BRUNSWICK ACTIVITY IN BOSTON

Fred H. Walter Marries Miss Harriet Lewis of Lowell—Shipments by Rail Delayed

BOSTON, MASS., May 9.—Fred H. Walter, of the wholesale department of the Brunswick, has been taking a short vacation—cause why? Well, he has become a Benedict, his bride having been Miss Harriet M. Lewis of Lowell. The wedding took place over in New York and a wedding trip to Philadelphia, Atlantic City, Buffalo and Niagara Falls followed. Mr. Walter and his bride are making their home in Lowell.

Brunswick business is keeping right up splendidly, but the tail end of the freight embargo continues to bother Kraft-Bates & Spencer not a little. The Brunswick shipments get started all right from Chicago, but it is another thing getting them here.

The Aaron Co., Connellsville, Pa., is planning to enlarge its Victor Shop.



# International Talks

Every one of our Dealers makes money when he sells our Emerson Foreign Records in

Polish  
Italian  
Hebrew-Jewish  
Bohemian  
Russian  
Scandinavian  
Spanish

## Nothing Phoney

About Our

Phono-Movie Toys  
Noil Lubricants  
Tonofone Needles

We are the Domestic and Foreign Distributors of the above products, and the exclusive export agents of the World Famous

Talking Books and Toys

## The Bars

May be dusty through dis-use but you can still clean your Player-Piano with a

Kleernote Tracker Bar Kleaner

Special offer to Dealers

# MAGNEVO

EACH NEEDLE  
PLAYS 10 RECORDS



THE ORIGINAL AND FASTEST  
SELLING MULTI-PLAYING NEEDLE  
ASK YOUR JOBBER

Manufactured by  
SUPERTONE NEEDLE WORKS  
18 W. 20th St., New York

Emerson  
International  
Inc.

1780  
Broadway  
New York

# UNIVERSAL DISPLAYORS

FOR  
TALKING MACHINE AND MUSIC TRADES



No. 558. Three Wing Bulletin Displayor for showing six monthly record lists. Constructed of steel channel frame with 1/4-inch rod on the outside, electrically welded and pulp board filler. Finished in double haked ebony enamel. Has wood strip at the back which can be fastened to any post, wall or shelving and has a patented locking device at the top to prevent the leaves from coming out. Weight crated, 15 lbs.



No. 562. Universal Combination Self-Service and Bulletin Wall Displayor, equipped with three wings, 13x36 inches, 16 pockets for holding 10 or 12-inch records and two monthly bulletins. Can be attached to wall or inside your demonstration booth. Projects only four inches when not in use. Constructed of steel channel frame with 1/4-inch steel rod on the outside, electrically welded, finished in double-baked ebony enamel. Wings swing from left to right or right to left. Has patented locking device at the top to prevent leaves from coming out.

We Manufacture Over Thirty-five Different Models

Ask for Catalogue—Order Through Your Distributor

ATLANTA, GA.  
Elyea Talking Machine Co.

BALTIMORE, MO.  
Coben & Hughes  
E. F. Droop & Sons  
Eastern Music Shop

BIRMINGHAM, ALA.  
Birmingham Talking Machine Company  
The Emerald Company.

BOSTON, MASS.  
Brown, McManus Company  
Eastern Talking Machine Company  
Kraft, Bates & Spencer, Inc.  
Henderson, F. C.  
Oliver Ditson Company  
National Talking Machine Sales Corp.  
Phonograph Supply Company  
Steinert & Sons Company, M.

BROOKLYN, N. Y.  
American Talking Machine Co.  
Grand Talking Machine Co.  
Metropolitan Music Roll Corp.

BUFFALO, N. Y.  
Andrews, W. D. & C. N.  
Buffalo Talking Machine Company  
Buffalo Wholesale Hdwe. Co.  
Iroquois Sales Corp.

BURLINGTON, VT.  
American Phonograph Company

CAMDEN, N. J.  
Victor Talking Machine Company

CEGAR RAPIOS, IOWA.  
The Churchill Drug Co.

CELINA, OHIO.  
Harponola Company.

CHICAGO, ILL.  
Aeolian Company  
Butler Bros.  
Chicago Talking Machine Company  
Cole & Dunas Music Co.  
Cummings, Forster Co.  
Empire Talking Machine Company  
Fuller Morrison Co.  
James I. Lyons  
Noble Supply Co.  
Rudolph Wurlitzer Company

CINCINNATI, OHIO.  
Phonograph Company  
Runolph Wurlitzer Company

CLEVELAND, OHIO  
Cleveland Talking Machine Company  
The Fischer Company.

COLUMBUS, OHIO.  
Perry B. Whitsett Company.

DENVER, COLO.  
Cassell Music Co.  
Columbia Stores Co.  
Denver Dry Goods Co.  
Knight, Campbell Music Co.

DETROIT, MICH.  
Okeb Record Distributing Co.

DALLAS, TEXAS.  
Harbour, Longmire Company  
Sanger Bros.  
Sonora Distributing Company.

DETROIT, MICH.  
Wallace Brown

ELMIRA, N. Y.  
Elmira Arms Company

EL PASO, TEX.  
W. G. Walz Co.

HOUSTON, TEXAS.  
Southern Drug Company.  
The Talking Machine Company of Texas

INDIANAPOLIS, IND.  
Stewart Talking Machine Company

JACKSONVILLE, FLA.  
Florida Talking Machine Co.

KANSAS CITY, MO.  
Jenkins Sons' Music Co., J. W.  
McPike Drug Co.  
Richards & Conover Hdwe. Co.  
Schmelzer Arms Company

LANSING, MICH.  
Lansing Phonograph Co.

LINCOLN, NEB.  
Ross P. Curtice Co.

LOS ANGELES, CAL.  
Frank J. Hart

MEMPHIS, TENN.  
Hessig, Ellis Drug Co.  
MILWAUKEE, WIS.  
Badger Talking Machine Company  
E. R. Godfrey & Sons Co.  
Hoefler Phonograph Mfg. Co.  
Yahr & Lange Drug Company

MINNEAPOLIS, MINN.  
Beckwith, O'Neill Company  
Minneapolis Drug Co.  
Stone Piano Co.

NEWARK, N. J.  
Collings & Price Company

NEW BERN, N. C.  
The Scott Register Co.

NEW HAVEN, CONN.  
Horton, Gallo Creamer Company  
Plaza Music Company

NEW ORLEANS, LA.  
Werlein, Ltd., Phillip  
Diamond Phonograph Company

NEW YORK, N. Y.  
Brown, McManus Company  
Cabinet & Accessories Company  
Century Music Publishing Company  
Crown Music Company  
Columbia Graphophone Company  
C. Bruno & Son, Inc.  
Ditson & Company, Chas. H.  
Emerson Company.

NEW YORK, N. Y. (cont.)  
Enterprise Music Supply Company  
Knickerbocker Talking Machine Company  
Plaza Music Co.  
The Aeolian Company  
New York Talking Machine Company

OGDEN, UTAH  
Proudft Sporting Goods Company

OKLAHOMA CITY, OKLA.  
Alexander Drug Company  
Harbour, Longmire Phonograph Company

OMAHA, NEBR.  
E. E. Bruce & Co.  
F. & S. Phonograph Co.  
Hospe Company, A.  
Mickel Bros. Company  
M. E. Smith & Co.  
Omaha Crockery Co.  
Paxton Gallagher Co.  
Schultz Bros.

PEORIA, ILL.  
Putnam Page Co.

PHILADELPHIA, PA.  
Emerson Company  
Grand Phonograph Company  
Grafonola Shop, Inc.  
Heath & Gorman  
Interstate Phonograph Co.  
Penn Phonograph Company  
C. J. Hepp & Sons Co.  
Philadelphia Show Case Co.  
M. D. Swisher

PITTSBURGH, PA.  
Ruehn Phonograph Company  
Emerson Company  
Frederick Piano Company, W. F.  
National Phonograph Co.  
Need Company, Inc.  
Standard Talking Machine Company

PORTLAND, ME.  
Cressey & Allen

PORTLAND, ORE.  
Sherman, Clay & Company

RICHMOND, IND.  
Starr Piano Company

RICHMOND, VA.  
The Corley Company  
Crafts Starr Phonograph Company  
Haynes & Company, C. B.  
Roundtree Cherry Corporation

ROCHESTER, N. Y.  
E. J. Chapman

SALT LAKE CITY, UTAH  
Columbia Stores Company  
Salt Lake Hardware Co.  
The John Elliott Clark Company  
Strevell Patterson Hardware Co.

SAN FRANCISCO, CAL.  
Kohler & Chase  
Sherman, Clay & Company  
Stern Talking Machine Co.  
Walter S. Gray Co.

SEATTLE, WASH.  
Sherman, Clay & Company

SIoux CITY, IOWA.  
Harger & Blish.

ST. LOUIS, MO.  
Associated Furniture Manufacturers  
Koeber, Brenner Co.

ST. PAUL, MINN.  
Dyer & Bro., W. J.

SYRACUSE, N. Y.  
Andrews Company, W. D.

TORONTO, CANADA  
His Master's Voice, Ltd.  
WASHINGTON, O. C.  
Cohen & Hughes, Inc.  
Droop & Sons, E. F.  
Rogers Company, Robert C.

WHEELING, W. VA.  
Hillman Phonograph Company  
R. W. Tyler Company

WINNIPEG, CANADA  
Western Gramophone Company

Universal Fixture Corporation

133 WEST 23rd STREET  
NEW YORK

## ST. LOUIS CONTINUES TO BE AN ACTIVE TRADE CENTER

The Switchmen's Strike and Business—Artophone Advance—Utilizing Auto Trucks for Long Distance Deliveries—Stix, Baer & Fuller's New Department of 25 Booths—Record Sales Big

St. Louis, Mo., May 5.—If it isn't one thing it's another, to keep St. Louis talking machine distributors and dealers from getting the talking machines that they want. First, it was underproduction or overdemand or both and now it is all of these plus a switchmen's strike and freight and express embargoes. So the lot of the talking machine man is not a happy one these backward spring days. There is just one consolation and that is the fact that there are lots and lots of machines and records somewhere on the way. Where they are and when they will get here are unanswered questions, but it is expected that when the strike is settled and the embargoes lifted and the congestion relieved they will begin to dribble through. They will be welcome whenever they come. In the meantime, everybody is trying to keep cheerful under most uncheerful circumstances, and coming as near as they can to supplying the most pressing requirements of their customers. They are the better able to do so from the fact that the demand for machines has slowed down somewhat. The people are not buying them as rapaciously as they did a while back. There are not so many possessors of cheap money asking to be shown the most expensive machine in the house and buying it at cost. The talking machines are experiencing some of the revulsion of feeling that has been visited for some time on the pianos because of the high prices. There is no falling off in the record demand. The only difficulty is to get stock. That has been aggravated by the strike. The indications are that the demand will hold up well through the summer. For most of the past month there has not been much advertising of machines. Distributors and dealers could not advertise much if they wanted to, because the newspapers, confronted with a critical paper shortage, were compelled to ration their space.

The Artophone Co. has one customer who doesn't feel like standing back just because there is an embargo on express. He ordered some machines some time ago and they were packed and ready to be shipped when the switchmen struck and the embargo was slapped on. He wrote and asked why they were not sent. President Robert H. Cone wrote back that they were as anxious to send them as he was to get them, but they could not be sent because of the embargo. The customer came right back with this: "Send them on. I'll pay the embargo."

The business of the Artophone Co. has reached such magnitude that the company cannot depend upon other concerns for cabinets. It is making arrangements to operate its own cabinet factory. Negotiations are on for a factory in St. Louis and one at Quincy, Ill., but neither deal has been closed. The work of preparing the firm's new home at 1103 Olive street is progressing slowly. The firm will take possession as soon as the alterations and improvements are completed.

A Dryphone, on exhibition at the store of the Artophone Co., has been attracting a great deal of attention. It is in the form of a barrel, with spigot and everything, but all that comes out of it is melody. It was made as a novelty and has justified itself as such. It will be manufactured only on orders. It is intended to be sold at retail at \$75.

Manager John McKenna, of the Columbia Co., is back at his desk, fully recuperated from a severe illness. He is up to his eyes in preparation for the dealers' meeting to be held May 18 at the Statler. Dealers will be here from eastern Missouri, southern Illinois and northern Arkansas to mingle with the St. Louis dealers as guests of the company. Manager McKenna expects to have Rosa Ponselle and Marie Caslova, who will be playing an engagement that week at the Odeon, at the banquet. Rosa Ponselle is an exclusive Columbia artist. The week following, on May 25, there will be a dealers'

meeting at the Chisca Hotel, Memphis, for the dealers of Mississippi, Tennessee and part of Arkansas. It will be presided over by Manager McKenna, who will be accompanied by C. R. Trampier, who will deliver a talk on dealers' service.

City Salesman C. R. Salmon, of the Columbia Co., who, by the way, was recently married, tried a couple of the canned joint debates on the Hoo-Hoos at their dinner at the American Annex and the lumber men listened with rapt attention. The debates were between Henry Cabot Lodge and William G. McAdoo and between A. Mitchell Palmer and Gen. Leonard Wood.

Manager McKenna, Assistant Managers A. W. Roos, Mr. Salmon, H. J. Ivy, F. F. Stevenson, R. O. Pierce and J. M. Dick went to Minneapolis May 5 to attend a quarterly conference and convention of managers and salesmen, at which

George W. Hopkins, general sales manager, presided and made the principal address. They were gone three days.

The announcement that Columbia records would go up from 85 cents to \$1 on May 1 brought a rush of orders, which were fairly well filled, due to the fortunate circumstance that a couple of carloads came in just before the strike tied things up. There are a few more carloads scattered somewhere between here and Bridgeport. Shipments are going out fairly well, due to the fact that the Southern roads are not as badly tied up as others. Shipments have been sent by boat down the river as far as Memphis and up as far as Quincy.

C. F. Shaw, manager of the Grafonola department of the B. Nugent & Bro. Dry Goods Co., has gone on a business trip to Boston and will visit the Columbia factory and executive offices at Bridgeport.

R. W. Jackson, manager of the Brunswick talking machine department, says deliveries of machines are better but that the demand still exceeds the supply and no new dealers are being

(Continued on page 127)

## NOT ONE VITAPHONE MOTOR IS FOUND IN THE

thousands of phonographs now lying in storage warehouses because the public is wise to poor talking machines.

All *Vitaphone Motored Phonographs* sell as quickly as built.

Seven years' experience has taught our engineers how to build the *Vitaphone right*. "Moral": Use the *Vitaphone*.

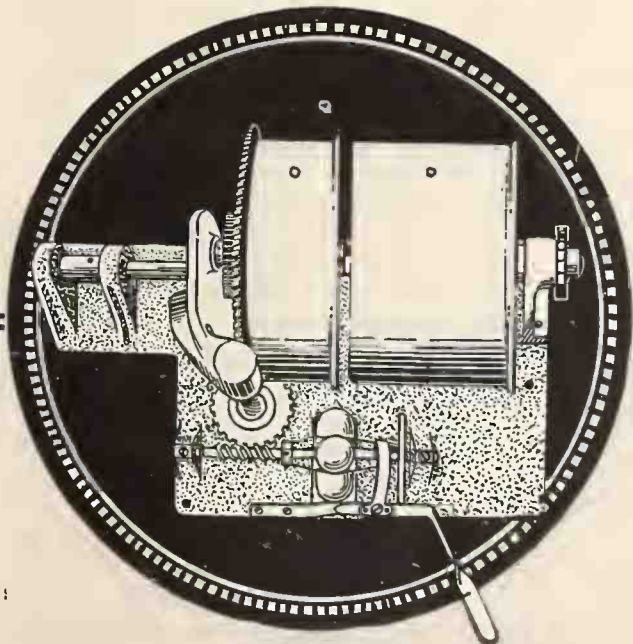
Export Distributors

CRAMER EXPORT-IMPORT CORP.

143 Liberty Street

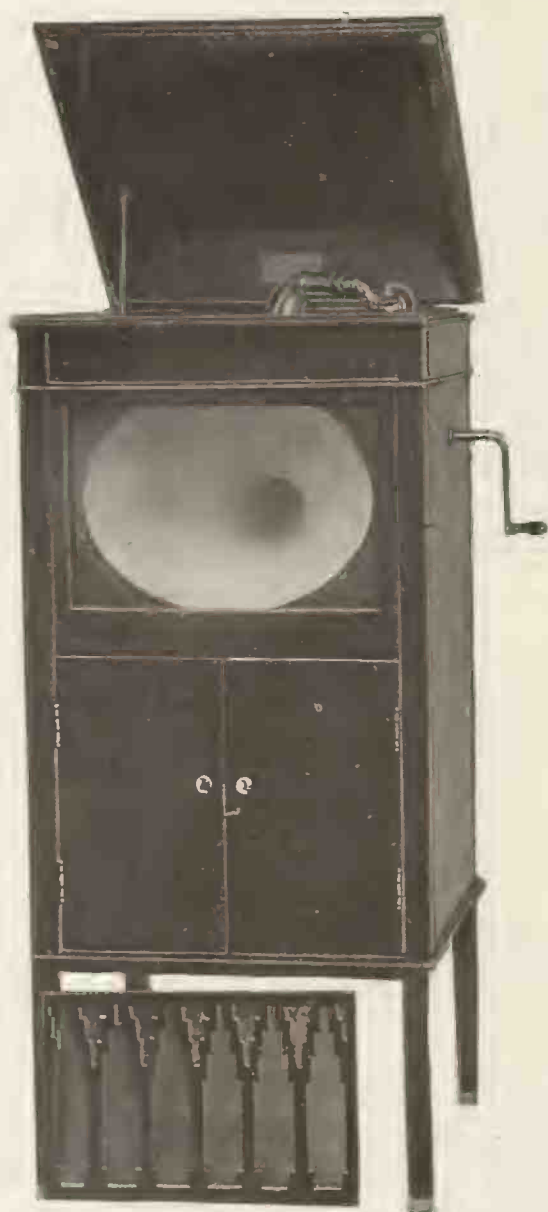
New York City, N. Y.

NATIONAL *Vitaphone* CORPORATION  
C. B. Repp, Pres. PLAINFIELD, N. J.



# THE NEW *Ceramiphone*

*represents a real advance in the Realm of Tone Reproduction*



MODEL T  
Showing Patented Cycloid  
Amplifier

Its construction is unique but absolutely according to the laws of acoustics.

The results it achieves prove this beyond a doubt.

Its Patented Cycloid Amplifier concentrates and renders sonorous the sound waves.

It does *not* through sympathetic vibration unduly emphasize the dissonant harmonics but *does* maintain all true tonal values.

This instrument must be seen and heard to be appreciated.

With its wonderful tone and the reason therefore *easily explained* and *quickly demonstrated* the

## *Ceramiphone*

offers the advantages of a line with which permanent patronage and good profits go hand in hand.

We have been in the Music Trade for fifty years and we know what dealers want. We are allied with leaders in the ceramic industry which centers in East Liverpool.

The CERAMIPHONE models range in price from \$125 to \$250. Furnished in principal finishes of Mahogany, Walnut and Oak.

We will grant exclusive agencies on a high grade basis.

Correspondence invited.

## THE SMITH & PHILLIPS MUSIC CO.

*"50 Years in the Music Business"*

East Liverpool

OHIO

**ST. LOUIS A BUSY TRADE CENTER**  
(Continued from page 125)

taken on. Several carloads of machines are hung up somewhere between St. Louis and the factory. The territory served from here is the east half of Missouri, Southern Illinois, Louisiana, part of Tennessee and part of Arkansas. Mr. Jackson says the demand for the Brunswick records is growing apace.

L. M. Saul has been appointed retail manager of the Silverstone Music Co., succeeding J. A. Schlichter, who was promoted to assistant to general manager Myron Goldberg.

The Silverstone Music Co., Edison distributors, reports that there has been a good recovery from the interruption of transportation caused by the switchmen's strike and that shipments are coming through in good shape.

Mark Silverstone, manager of the Silverstone Music Co., is out of St. Luke's Hospital, where he spent a week following an operation for tonsilectomy.

Louis Nachman, formerly a city salesman for the Silverstone Music Co., is manufacturing the V-tone talking machine at 6129 Page boulevard under the name of the H. Victor Phonograph Co. H. Victor is associated with him in the business. Mr. Nachman was married recently to Miss Norma Greenwald and the couple have been spending their honeymoon at Hot Springs, Ark.

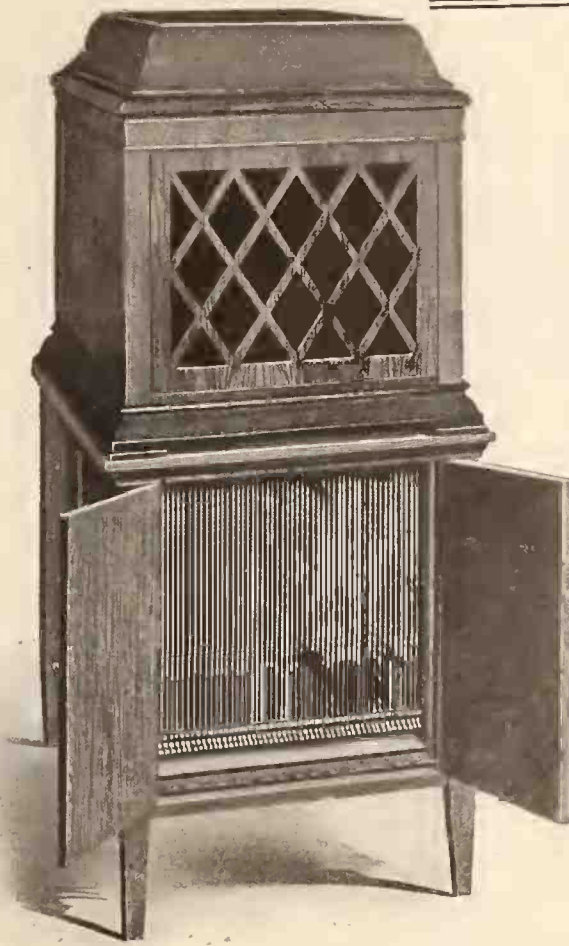
The Vocalion department of the Aeolian Co. was lucky enough to get a good shipment of machines in before the strike and some have been coming through during the strike. The supply of records is better than for more than a year past, according to F. H. Brandt, retail manager.

The Trorlicht-Duncker Carpet Co., at Twelfth and Locust streets, announces the addition of a phonograph department, handling the Brunswick.

Manager W. H. Heiner, of the Pathé department of the Rice-Stix Dry Goods Co., has returned from a ten days' trip to the Pathé factory at Brooklyn in the interest of facilitated shipments. The cheaper Pathé instruments have been coming through pretty well, but the higher priced instruments have been coming slowly.

Manager J. B. Morgan, of the Wurlitzer Co., was certainly sitting on top of the world on May 1. His was the only store in St. Louis that had Victor May records. The switchmen's strike and the balled up condition of freight and express was the cause. The St. Louis consignment of records to the Koerber-Brenner Music Co., distributors, was held up on the way. Manager Moran gets his supply through the wholesale Wurlitzer department at Cincinnati and the shipment reached there all right and Moran's allotment was shot on to St. Louis by parcel post. He was sold out before the day was half over and hankering for more.

Mark Silverstone, president of the Silverstone Music Co., and Val Kusnitz, proprietor of Val's Phonograph & Record Shop, are listed among



**HAAG RECORD FILES**  
**WHY ARE THEY BETTER?**

Partitions scientifically set. Will not warp or bind. The ejecting mechanism is metal, not wood. Dividing strips held together with steel rods, not glue. Haag Record Files accommodate all makes of records. The records eject naturally. They do not "jump out." Every part of the Haag Record File is of the best possible material. No, it isn't "cheap," but you'll say it's good. A request brings complete new catalogue.

Manufactured Exclusively by  
**HAAG & BISSEX CO.**  
PHILADELPHIA

Distributed Exclusively by  
**BLAKE & BURKART**  
HERBERT E. BLAKE, Successor  
1100-1102 Walnut Street  
Philadelphia, Pa.

**FILE "G"**

As Used with the Edison Chalet Model  
Capacity 37 Records Rouge or Natural Finish

the new members of the Chamber of Commerce.

The Koerber-Brenner Co., distributors of Victors, was rejoicing over improvement in shipments when the strike came along and put a stop to the movement for a while, but conditions are now improving.

There are more ways than one to get records through when there is an embargo on express. One way is to put them in a trunk and check them through. That was the way that E. E. Fay, manager of the Connorized Music Co., brought a few hundred Gennett "Dardanella" records from the Starr Piano Co. factory at Richmond, Ind. He was on there looking after his initial order of Starr talking machines, for which the Connorized Co. has taken the distribution for this territory, and checked the records through. They were soon snapped up. He left 6,000 records at the factory ready to be shipped. When he was at the factory he ordered \$4,000 worth of machines and records to be shipped direct to customers and several thousand dollars worth for the St. Louis house. He expects to be in his enlarged quarters by the end of May. He has closed contracts for Stars with the Rhodes-Burford Furniture Co., Broadway and St. Charles street, and the J. H. Kirkland Music Co., 2024 East Grand avenue.

Manager J. F. Ditzell, of the Famous & Barr music department, is displaying a duplicate of the Cheney Talking Machine exhibit at the National Music Show in New York. It consists of an assortment of art machines. Manager

Ditzell announces that he has a good stock of Cheney's, with a shortness in only a few styles. The new St. Louis Cheney warehouse is in operation and is proving to be a tremendous advantage.

J. W. Medairy, manager of the Stix, Baer & Fuller Talking Machine Co., has given up his Edison agency, after having had it for seven years. He says he found it inconvenient with a jobbing retailer in the same city. His lines now are Victors and Sonoras. The former, he says, have been coming through pretty well. He gets his Sonoras from the C. D. Smith Drug Co., St. Joseph, Mo. Shipments have not been disturbed much by the strike.

When the new addition to the Stix, Baer & Fuller store is completed the talking machine department will have twenty-five booths. The department will be a store within a store. It will be walled with plate glass and have three display windows just as if it was facing the sidewalk. All visitors to the fourth floor will pass the talking machine store, as it will be between the two groups of elevators.

Theodore Maetten, manager of the Victrola department of Kieselhorst Piano Co., during the week that a grand opera company was appearing, advertised each morning a list of records which he had in stock of the opera given the night before. He offered a ticket to Saturday night's performance to the sales person selling the most of these records. The honor and incidentally the ticket fell to Miss Cartwright.

"OH! BY JINGO"

"MAKE THAT TROMBONE LAUGH"

**OKeh**  
**Records**

"VENETIAN MOON"

"OLD FASHIONED GARDEN"

"THE WINNING COMBINATION"

(The Most Valuable Obtainable Agencies)

**HIGH CLASS CLEAN CUT**  
**PROFITABLE SUCCESSFUL**

**The MASTER-TONE PHONOGRAPHS**

ORDER A SAMPLE MACHINE  
A SAMPLE (BOX OF 10) SELECTION  
OF RECORDS

TEST THEM - PROVE THEM

**Iroquois Sales Corporation**  
10-14 North Division Street, Buffalo, N. Y.

"MELODIOUS JAZZ"

"ISLE OF GOLDEN DREAMS"

**OKeh**  
**Records**

"I'LL SEE YOU IN C-U-B-A"

"SWANEE"

# ARROW LATERAL RECORDS

## *Facts and Figures*

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*Retailers make  
40 cents profit on the  
10-inch double disc  
Arrow Lateral  
Record*

Additional reasons why dependable dealers handle Arrow Records: Because these records are protected by new patents of the phonograph record industry. And because they are made with a Lateral Groove by an entirely new method, carrying the minutest sound values to a degree of perfection hitherto unattained by any of the older processes.

May we send our Dealers' Proposition?

## ARROW PHONOGRAPH CORPORATION

LABORATORY  
16-18 W. 39TH St.  
NEW YORK

EXECUTIVE OFFICES  
1836 EUCLID AVE.  
CLEVELAND, OHIO

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*The Arrow Catalogue increases at the rate of twelve selections a month, including the popular numbers in advance of other lateral record manufacturers.*



## INDIANAPOLIS TRADE CONTINUES VERY BRISK

Temporary Slowing Up of Trade Fast Disappearing—Permanent Home for Starr Co.—Columbia Dealers' Meetings—Walter Kipp Optimistic Over Business—News of Month

INDIANAPOLIS, IND., May 6.—The slowing up in business that marked the first part of April, together with a heavy record shortage, cut down the sales records of most talking machine dealers, but the last few days of the month showed a decided trend toward a quick return to brisk business. A combination of factors evidently had its effect not only on the talking machine business but on all retail lines. The railroad situation, extremely bad weather, tax-paying time and the sudden reaction against the sellers' market all had a bearing on local conditions similar to those elsewhere in the country, the dealers believed.

An unusual feature of the attitude of the dealers, however, was expressed in the fact that the majority of them made comments to the effect that it was probably best for everybody that a "breathing spell" had come. While nearly all of them were convinced that the condition was only temporary, the general sentiment was that the public was beginning to show some indication of doing a little thinking before spending and this fact, the dealers contended, will help toward placing the commercial affairs of the country on a sounder basis than any one thing.

The Starr Piano Co. has arranged for a permanent home for the Starr pianos and Starr phonographs in this city and has acquired a ninety-nine-year lease on the building at 49-55 Monument Circle and this property will be remodeled. T. H. Bracken, manager, said that the company plans to make the new home both a retail and jobbing center for Indiana. The building which is a four-story structure will be practically rebuilt and a modern piano and talking machine house provided. The present location of the company store is at 138-140 North Pennsylvania street.

Walter Kipp, of the Kipp Phonograph Co., in discussing present business conditions, declared that the phonograph business in his opinion was in a very healthy condition and would continue so in the future. Mr. Kipp added that the Edison business continued to be a matter of getting the goods from the factory, and that the railroad situation had added another handicap along this line.

George Standke, manager of the Brunswick Shop, managed to get 500 Brunswick records from Chicago by bringing them home with him in a Pullman. Frank S. Buttweiler, Indiana manager for the Brunswick-Balke-Collender Co., said that the Brunswick dealers are all enthusiastic over the demand for the Brunswick records. The only complaint is getting enough of them, he added.

J. B. Ryde, of the Fuller-Ryde Music Co.,

reports increasing demand for Victor records which it is difficult to supply.

The Edison Shop and the Edison machines received fine advertising in connection with the appearance here of Signor Friscoe with his act using the Edison. He also gave several special recitals at the Shop.

E. R. Eskew, manager of the Pathé Shop, did not let the weather conditions keep back his sales. His sales force on the outside rounded up the business in spite of the obstacles.

O. M. Davis, of the Indianapolis Talking Machine Co., has returned from the salesmanship course at the Victor factory. The company has added Artempo player rolls to its line of Victor machines and records and Carl Anderson, manager, reports the new business is moving nicely.

Arrangements have been made for the Amplifone Co. to take over the sales agency of a company that is being organized to manufacture a tone modulator for talking machines. The device on which a patent application is pending consists of a steel band which is attached to the tone box and holds against the diaphragm a noduled disc. Mr. Anderson, who is president of the Amplifone Co., predicts a big demand for the modulator.

W. G. Wilson, manager of Widener's Grafonola Shops, Inc., is in the midst of a complete remodeling of the store, and expects the work to be finished by next month.

H. E. Whitman, of the Circle Talking Machine Shop, said the Victor record shortage

was the chief drawback to business last month. Morris Rosner, manager of the talking machine department of the Pearson Piano Co., reported that business is now picking up briskly.

J. M. Wallace, Sr., of the Wallace Music Co., of Marion, Ind., who is president of the Pathé Dealers' Association in the Indianapolis district, visited C. O. Mueller, of the Mooney-Mueller-Ward Co., Pathé distributors, last week on his way home from Martinsville, where he had gone for his health. Mr. Wallace said that the Pathé business in Marion was holding up almost as brisk as during the Christmas season. Joseph Shafer, a druggist at Poseyville, Ind., is an example of a druggist who has made good with talking machines, according to Mr. Mueller. Mr. Mueller said that although Mr. Shafer started to handle Pathé machines only six months ago, he now has signed up the largest contract available for Pathé dealers. O. Gordon, of Gas City, Ind., and Frank H. Brown & Co., of Logansport, Ind., are other Pathé dealers to take on increased contracts. Among the recent dealers to sign Pathé contracts in this territory are: Bardstown Furniture Co., of Bardstown, Ky.; M. E. Pruitt, of Millersburg, Ky.; D. G. Miller & Co., Central City, Ky.; Bell Music Co., of Peru, Ind.; William Byerly & Co., of Marengo, Ind.; Conrad & Son Piano Co., Corydon, Ind.; J. H. Landreth, Mitchell, Ind., and S. L. Kutz & Son, Kirklin, Ind.

Mr. Mueller reported a heavy demand for  
(Continued on page 130)

## CAN WE DELIVER?

We showed the man from Missouri—where do you live? —:- Ask your stock man how many needle-cups and covers you need for the next six months—then tell us

**Nickel—Brass**  
CONTINUOUS HINGES  
NEEDLE RESTS



**Gold—Silver**  
AUTOMATIC SUPPORTS  
AUTOMATIC STOPS

**WEBER-KNAPP CO.**

OUR CATALOGUES  
WERE PRINTED FOR YOU

**Jamestown, N. Y.**

# Crystal Edge MICA Diaphragms

THE STANDARD OF QUALITY AND SERVICE

PHONOGRAPH APPLIANCE CO.

109-113 West Broadway, New York.

## BUSINESS ACTIVE IN INDIANAPOLIS

(Continued from page 129)

"Hustylus," the new device which makes the Pathé records universal.

Miss Minnie Springer, manager of the Victor department at Taylor's, reported that the shipment of machines had increased considerably and had eased the shortage the department has long felt.

With collections good and an unusual demand continuing for records, C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. store, looked for the Spring business to round out nicely.

The Jewel Phonograph Co., retailer and distributor of the Jewel phonograph, is now located on the second floor at 229 North Pennsylvania street, where it moved recently from its location on Massachusetts avenue.

Ben Brown, manager of Indianapolis district for the Columbia Co., and his staff of salesmen were kept busy this week with dealers' meetings. On Tuesday a meeting was held at the Tyler hotel, Louisville, Ky., in charge of R. D. Duffey, and on Wednesday a meeting was held at the McCurdy hotel in Evansville, Ind. Mr. Brown, Mr. Henderson, Mr. Duffey, G. L. Schuetz and C. B. Lang, all of the Indianapolis branch, went to Cincinnati, O., to attend the dealers' convention there Friday and Saturday.

Miss Rovina Sample, of the Indianapolis Columbia branch, has been transferred to the sales department and will devote her time to assisting dealers in systematizing their Grafonola departments. Robert E. Rae, of the general sales department of the Columbia Co., spent several days in Indianapolis recently.

Miss Nellie Sharpe, of the educational department, will work with the various institutes of the Indianapolis branch during the Summer and will co-operate with the Columbia dealers in their educational business.

Among the latest Columbia dealers in Indiana are: L. M. John, Rockport; T. S. Risinger, Carlisle; Isaac Craft, Terre Haute; T. W. Peck, Clayton.

## BRUNSWICK LOS ANGELES BRANCH

New Quarters in Brunswick-Balke-Collender Building—Manager Brown Returns

LOS ANGELES, CAL., May 3.—The Los Angeles branch of the Brunswick phonograph has been installed in new quarters on the fourth floor of the Brunswick-Balke-Collender Co. building on Los Angeles street. The arrangements and facilities are attractive and convenient. Harold Brown, manager, has just returned from a two weeks' tour through Utah and Idaho taken in the interests of the Salt Lake branch. He also visited the San Francisco branch. He reports that stocks are low in Los Angeles, but consid-

erable goods en route and prospects excellent for the future.

Dan C. Voorhies, who has won the esteem of all Brunswick dealers in this territory, is remaining on the sales force of the Los Angeles branch. He will frequently visit the agencies both in and out of Los Angeles.

The Acme Cabinet Works, Kansas City, of which P. J. North is proprietor, recently announced that it would soon enter the phonograph manufacturing business. The Acme Co. has been making phonograph cabinets for the trade for some time, but it was only recently decided to manufacture a line of machines under its own name.

# Natural Voice Phonograph Co.

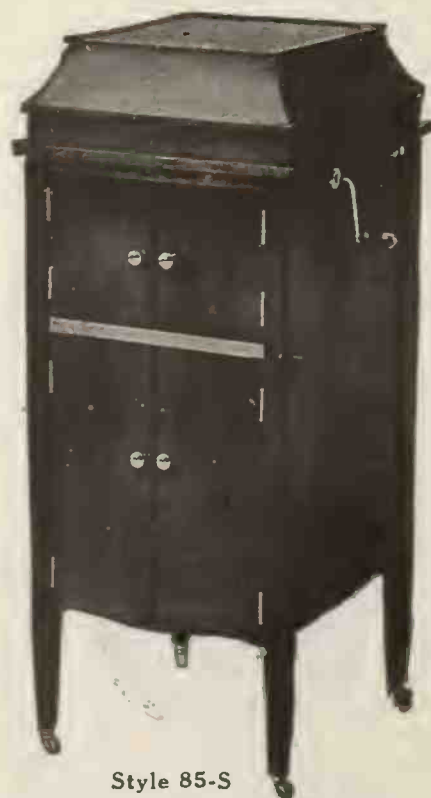
ONEIDA, N. Y.



Style 175



Style 125



Style 85-S

Natural Voice is a splendid line of Talking Machines which will appeal instantly to your patrons. In fact, Natural Voice is as perfect as money can make it, and is worthy of its name and guarantee.

Natural Voice is the most remarkable musical instrument now before the public. For a full line of machines and price list, inquire.

Natural Voice Phonograph Co.

ONEIDA, N. Y.

Distributors of this Line  
Wanted in every State.

## "Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome, illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices  
711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch  
1530 CANDLER BLDG.  
ATLANTA, GA.

# Steinburn



## Co-operation That Co-operates

The factory behind the product means very much to retailers of phonographs.

The old, experienced Stein-Burn organization is known for its satisfactory dealer relations. That is why the Steinburn line is *more profitable*.

*These profit points are:*

- A complete line, twelve models.
- Price ranges from \$60 to \$300.
- Five-year guarantee bond.
- Prestige of artistic achievement.
- Attainment of mechanical perfection.
- Absolutely lowest list prices.
- Liberal discounts and terms.
- Financial co-operation to dealers.
- Territorial protection.
- Delivery promises fulfilled.
- Co-operative advertising.

In fact, a policy of co-operation that co-operates.

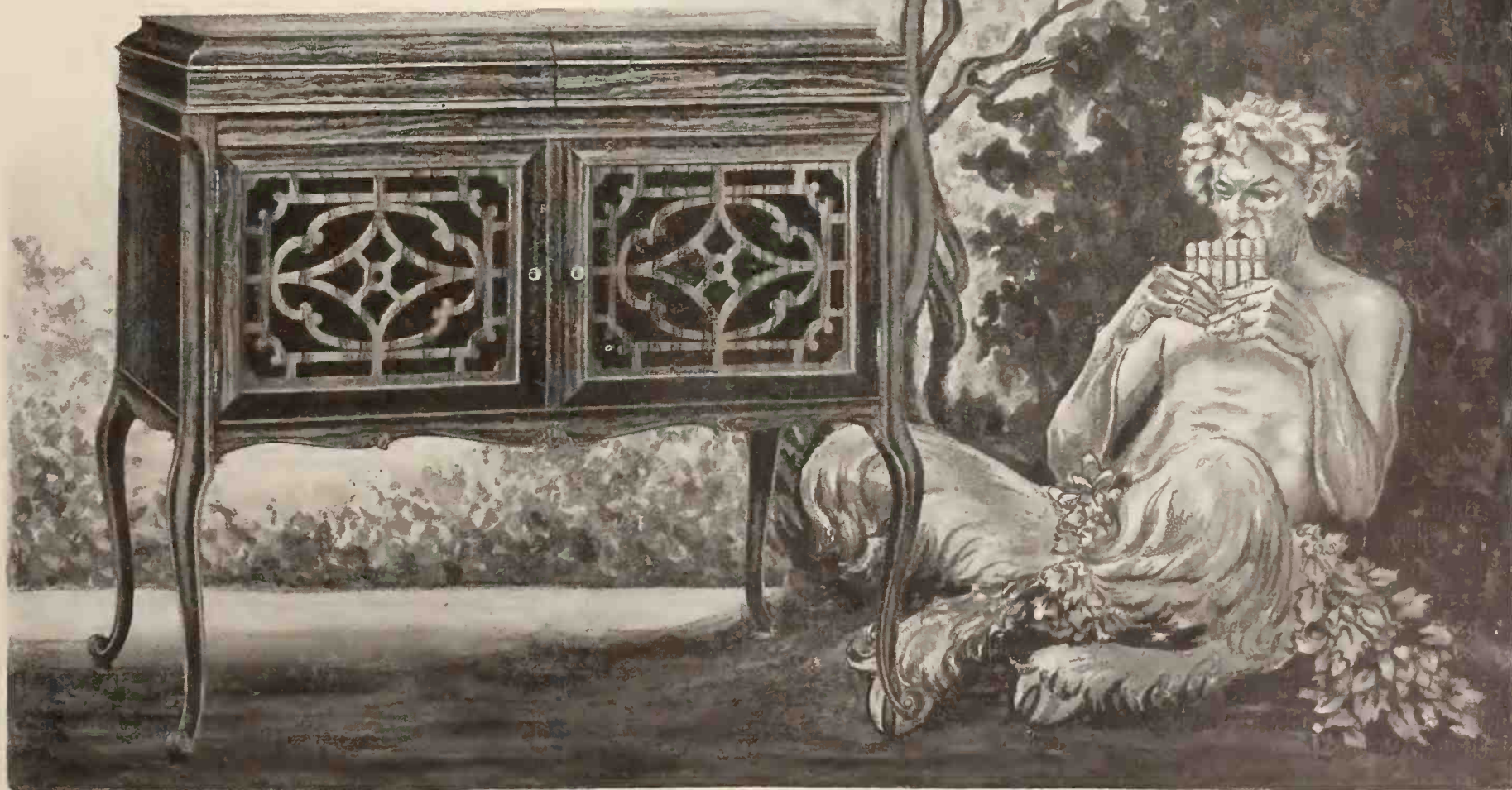
*Someone will turn the Steinburn Agency into a source of profit in your city. Interested merchants are advised to write, wire or call for particulars and catalog.*

### STEIN-BURN CORPORATION

221-223 West Randolph Street

CHICAGO

Eastern Distributors:  
A. M. DRUCKMAN,  
140 West 23d Street, New York



# THE MID-WEST

WESTERN DIVISION OF THE WORLD, CHICAGO, MAY 10, 1920

There are those who would have it that our industry is threatened with a period of uncertainty and even depression. The fear so expressed constitutes a curious commentary on things in general. Here is a nation of more than an hundred millions of men, women and children, a nation which occupies a position unparalleled as to wealth, influence and power. Within this nation there reigns at the moment a condition of general prosperity such as the fathers of the Republic never dreamed might be possible on earth. It should seem that there is no room for any discontent or any unhappiness. Yet both unhappiness and discontent prevail as they have not prevailed for years. Prosperity, it appears, can produce discontent as easily as can privation. Europe, still staggering under the repeated blows of five years of such war as history has never known, may be excused for exhibiting symptoms here and there of moral and mental collapse; but that there should be signs of the same sort of thing in this country would be inconceivable if it were not so plainly true. There is nothing wrong with the country, there is nothing wrong with the land, with the machinery of production, with the system of finance. All the difficulty and all the trouble are to be found in the hearts of the people. Is it that we must have a good sharp lesson of some sort before we wake up and learn to be thankful? Almost one believes this. The American people do not realize how well off they are. They do not know what real trouble is. Yet they are deliberately going out of their way to invite trouble. What are we, as men engaged in the finest and noblest of occupations—the music business, going to do about it?

A Mad  
World, My  
Masters

We are being told that the financial authorities are loath to extend loans on industrial operations which they do not regard as essential.

The  
Two  
Essentials

To a great extent any such feeling reflects, of course, the opinion of the Federal Reserve Bank. If manufacturers in the Mid-West feel aggrieved at any thing like this, they will be well advised to keep reasonably quiet about it. The essential industries of the country at the present moment are agriculture and transportation. We are actually facing a condition of what may be called semi-famine for next Winter; that is to say a time of extreme shortage in quantity and extreme high prices on all food products. The reason is two-fold. In the first place, the farmers are unable to obtain an adequate supply of help. Labor is steadily drifting to the cities, impelled by the lure of high wages and easier work. Transportation, in the second place, is in a generally semi-crippled condition. Radical elements in various railway unions have for some time been trying to bring on a general strike; and discipline has apparently ceased to exist. In consequence, the conditions of transportation are extremely bad. We in the less basic industries are feeling the pinch. Agriculture and transportation rightly claim the first consideration. Yet we have no reason to feel in the least discouraged.

We have had two wonderful years. We are still unable to fill the demands made on us for our goods. The natural and obvious explanation should be that we are now in for a period

Extension  
and  
"Intension"

of intensification, of increasing individual production, of making the most of the plant and equipment we already possess. It is a national fault to be thinking constantly of extension and never of what might be called "intension." If there is any unwillingness on the part of bankers to loan money for extensions of plant in our industry just now, no one should be sorry. The fact stands as an invitation to us all to increase our individual productiveness and to make the most of what we have. We are not doing this. We have never done it. It is only now beginning to be seen that one of the largest problems in industrial prosperity is this problem of increasing individual production. We are far too ready to think that if there comes an increase in business, the only method of meeting it is to be found in

extending the existing plant and adding new men to the pay-roll. We are going to find out during the next year or two that the agricultural and transportation needs of the country must come first, before all others; and that our demands for additional production must be fulfilled from within ourselves, as it were. We ought not to be sorry that this time is coming—in fact, come. For it is certain that the talking machine business needs the lesson of internal efficiency. The retail end of our industry already has attained to a position of efficiently directed energy which should shame by comparison the efforts of the manufacturers. The need of the hour in the manufacturing end of our business is greater individual effort at production.

When the Chicago members of the Music Industries Chamber of Commerce united a week ago to honor the President and the General

Can  
We  
Help?

Manager of that great organization on the occasion of their official visit to the great industrial center of the Mid-West, much was said about music in the home and music in industry. The talking machine trade, one dares to suggest, has not yet waked up, either to the possibilities of the Chamber itself or to the trend of these new movements which the associated music trades, through their syndical organization, are striving to launch. Our trade is still a little raw—which statement is made after due reflection and with apologies to the great pioneers. It needs to realize a little more strongly that in selling talking machines one is selling music. Now it is coming to be seen by many eminent executives in various branches of industry, that the encouragement of music in the homes and as a part of the work of the people generally is not in the least merely a clever scheme for boosting the piano and the player-piano and the talking machine. It is coming to be seen that there is a real and essential reason behind the propaganda. The present reign of discontent in industry has its origin in two main causes. In the first place, the great prosperity of the past two generations has bred into the American people the notion that good means personal success achieved at the cost of one's fellow-man. In a word, we have sown the wind of selfishness and are now engaged in reaping the whirlwind of discontent. The second reason is not less important. The war has shown up in the most glaring colors the absurdity and futility of a civilization built altogether on private greed. The world has had a terrible debauch of blood, and many are they who think that it can be healed only by the pouring out of even more blood. These latter are wrong; but their opinion is shared by multitudes who resent the success of the rich and would pull down the temple into the dust in order that their own sense of injustice may be revenged. These views cannot be permitted to prevail. We must cure discontent; and we can begin now by curing the most obvious of the causes. Men and women no longer are willing to be numbers in a factory. They rightly demand recognition of their humanity. They demand that the conditions of work be made tolerable and that the driving foreman or office-manager be suppressed. Among the ameliorative forces which can do something to restore contentment, music is one of the very greatest. Wherever its influence is being brought to bear wisely, efficiency is being increased and discontent is beginning to disappear. It is only necessary to ask the executives of the American Steel & Wire Co. or of the Western Electric Co. to have this statement confirmed.

Those who are studying the question most closely know that the talking machine can be and ought to be, one of the most valuable aids to the spread of musical appreciation among the people at large, as well as a powerful weapon for the introduction of music into industry. In the latter case, of course, it must be remembered that one of the main aims and ideas is to get the people themselves to singing and making music. It is this spontaneous expression, releasing forces of the greatest potency in the direction of order and con-

Music  
as  
Healer

# POINT OF VIEW

tentment which it is the aim of music in industry to promote. The talking machine here should operate, not as the sole maker of music to a passively listening group, but as the means for accompanying, for teaching appreciation, for furnishing music for dancing and for promoting every effort made by groups of men and women in the direction of their own musical expression. The talking machine merchants of the country ought to do their part in this work. In order so to do they must realize that the work which is being done by the National Bureau for the Advancement of Music under the auspices of the Music Industries Chamber of Commerce, ought to be supported in every possible way. No one in the talking machine trade ought to stand outside the Music Industries or hold himself aloof. Our trade may have occasion ere long to feel grateful for the existence of the Chamber of Commerce.

THE Victor Talking Machine Co., through its educational department, has placed in the hands of all who are interested a very wonderful booklet which has a very direct bearing on the random but not pointless observations which have been occupying the preceding paragraphs. The title is "The Victrola in Americanization." Now what is Americanization? It has in its essence nothing to do with teaching the alien how to get a job, or even how to get a vote. It has everything to do with making him or her learn that there is something in the idea "America" which transcends all individual notions and embraces the grand idea of a national unity based on a common understanding of national purposes and ideals. These ideals must be, above all, humane and free. They must offer to all the possibility of working out individual destiny in peace and security, whether on the political or on the economic plane. As the Victor booklet well says, "America's participation in the Great War threw a new light on the situation. . . . It brought out as nothing else could the great national disgrace of ignorance, illiteracy and unassimilation. The social unrest that has followed the ending of the war has brought out in still stronger relief the need for national unity—an unity of language, of ideals, of purpose, of national pride and love of country." The booklet which contains these truthful words is intended to show how the Victor talking machine and its records may be adapted to the work of assimilating the alien immigrant and making him a true American. We strongly recommend every reader of these words to obtain and study this book. It will have, we think, several effects. It will certainly cause him to enlarge his respect for the Victor Talking Machine Co. If he handles Victor goods it will deepen his enthusiasm. If he handles other lines of goods it will assist him to discover new fields for cultivation and new ways of spreading the usefulness and therefore the sales of the talking machine. In any case, it will help him to learn what is meant by that word "Americanization."

OUR friend Coombs, of the General Phonograph Corp., of Illinois, who specializes, we are advised, on Okeh records, was in to see us the other day. Our friend is good enough often to come in and see us when he is in town. We are always glad to see him, no matter how busy we may be at the time, for Coombs is the best fish-story teller we know in the whole trade; and besides he never loses his temper. When we want to be refreshed and worked up and inspired with pep and all that sort of thing, we always send in a hurry call for H. L. C. (not H. C. L.) What we started to say, however, was that the other day, in the course of a visit, H. L. remarked that there is at present in existence one motor car to every fifteen persons in the land. This led us to do some figuring, with the result that we concluded the talking machine to be in comparatively a very poor position. There is always some inquiring soul dropping around to the Republic Building to ask us if we know how many talking machines there are in the country at the present time. We can only guess. But we figure the number to be less than the number of

A Word  
and Its  
Meaning

motor cars. Is this too small a guess? If so will some wise gentleman set us straight? But however it runs, we are right, we think, in assuming that we are many years distant from the saturation point and that it will be a very long time before we can say that the natural domestic demand is anywhere near being filled. That is a comforting thought. Surely if one in every fifteen of the population is matched by one existing motor car, the relation of persons to talking machines ought in due time to excel the present level. At present we doubt there is more than one machine to each fourteen persons. This is certainly not enough. Surely there need be no doubt of the capacity of the people to absorb the products of the factories so long as things are no better than this with us. What we want is more production, and intensive retail selling.

OUR Own Van is on the job again after a short visit to his sorrowing friends, or his joyful friends, whichever way you like to put it. Anyhow they are joyful in seeing him and sorrowful when he dashes off again to the land of the Mississippi. So take your choice. O. O. V. is whooping it up again in Kansas City and the Southwest generally and reports that St. Louis is doing such things as to make us complacent Lakesiders reach to our brows to make sure that the laurels have not slipped away while we were not looking. It seems that the busy boys on the banks of the Father of Waters are there, decidedly there; there without the shadow of a doubt. We have always believed in the development of a very large manufacturing and distributing center for the talking machine trade in St. Louis. The South is waked up already, the Southwest is coming into its own and the great Kansas-Nebraska territory needs very greatly better distribution facilities. St. Louis is in many ways the natural strategic center of all this territory. It is only right, therefore, that sooner or later there should be witnessed the birth and growth of a considerable industry. After all, the retail end of the business is already very much developed. The Kieselhorsts and the Conroys, the Kunkels and the Bollmans, have made St. Louis a retail name to envy and we certainly hope that the talking machine industry which is growing there will be worthy of the great traditions. From what we have seen of it so far, it ought to be as good, some day. Our Own Van is a mighty believer in the Southwest and St. Louis, and we figure him among the best observers in the field.

Van on  
the Father  
of Waters

THE pen is mightier than the sword, remarked the poet one day. The statement is no doubt accurate; but for what exactly is it mightier? For the destruction of abuses or for their perpetuation? One wonders how often men in business realize that all around them there is being carried on silent propaganda for or against this or that idea, propaganda the more subtle for being so very seldom consciously intended. The newspapers—more's the pity—appear to furnish the sole literary food of millions of men and women. Every careless word they utter, every silly picture they print, has its effect. Why, one may fairly ask, do the newspapers encourage their cartoonists to draw and publish so often pictures casting ridicule on music? Only the other day we noticed the front cover of a popular magazine with a brightly covered picture of a boy sitting in front of a piano with a miserable expression on his face, obviously conveying the idea that he really ought to be outdoors playing ball instead of indoors playing music. The gentleman who draws the cartoons over the title "When a feller needs a friend," in the Chicago Tribune, has recently been guilty of the same sort of foolishness. When a talking machine is referred to in the press, it is nearly always by way of a joke. Is it not time that the associated music trades of this country began to see that they are deliberately allowing the newspapers to counteract the music in the home propaganda? What is the use of advertising talking machines in one column when in the next there is a collection of stale jokes about canned music?

Is  
Music  
a Joke?

Coombsy  
the  
Figurer

**NEW YORK**  
**Talking Machine Co.**  
 119 W. 40<sup>TH</sup> St.

**CHICAGO**  
**Talking Machine Co.**  
 12 N. Michigan Ave.

*Victor Wholesalers Exclusively*

# From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5774

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., May 8.—A number of factories have experienced some slackening in the production of talking machines in the Middle West during the past thirty days. Some, indeed, are able emphatically to deny that this has been the case with them. But the industry as a whole in this section of the country has probably suffered a certain falling off in production. Nor is there anything alarming in this; for when the causes are traced out and analyzed, they are found to be natural; and at the same time unlikely to exist for any length of time, or to result in consequent damage to the talking machine industry.

First of all, there is the season of the year to take into consideration. Dealers normally need fewer machines at the present moment than at earlier or later seasons. There have been very few cancellations of orders for a number of months back, although many of these have been standing unfilled since last Fall. Retail merchants hold steadfastly to the belief that next Fall we shall witness a shortage similar to that of the past two years, and they are preparing for such an emergency. Naturally, however, if their back orders are now in process of delivery, they are not going to place new contracts, especially at this time of the year. In other words, we are to-day, five months after a subsiding of the holiday demand, getting back to a normal standard of production.

The second element to be taken into consideration in reasoning on any curtailment that may now exist lies in the condition of the money market. Money is harder to get to-day than it has been for some time past, and the rates of interest are exceedingly high. The banks are unwilling to loan money to manufacturers of what they term "luxury products," among which they class the talking machine. The "necessities" have first call on loans. When Chicago builders cannot secure loans for home building purposes, the justice of this can be readily seen, although we object to the classification of the talking machine as a luxury. The effect of the temporary tie-up in finances can have no permanent effect in the trade, however. It will only hold back production, but will not curtail demand in the least.

The third reason lies in labor and supply difficulties. Although supplies are not tied up

quite to the extent they were a month ago, labor conditions have not improved one iota. Wood workers of every sort are as hard to obtain as ever.

The advertised product is more and more reaping its reward. The tendency of manufacturers and dealers to give more "consumer publicity" to their products is to be commended. The public is and has been for a couple of years steadily assimilating the message of the talking machine and is in a fair way to continue to do so if the interest is maintained.

Certainly the coming Fall will bring with it a great demand for these instruments, and there is every reason for manufacturers or dealers to accumulate talking machines on their floors. A little dust gathered upon talking machines manufactured at this time of the year will be eagerly wiped off in the Fall, when instruments will very likely be as difficult to obtain as they were last year.

#### Jewel Phonoparts Moves

The Jewel Phonoparts Co., formerly located in the Atheneum building on Van Buren street has moved its offices and stock room to 668 West Washington boulevard. Its space has been quadrupled, and the change has been made necessary by an ever-increasing demand for the Jewel products. The change was effected during the latter part of April at a time of the year when such a disruption of the company's regular business would least affect it. The largest shipments in the phonograph supply business come around July. By this time, the Jewel organization will be in better position than it has ever been before to meet the requirements of the trade.

#### Buried Treasure

To sell the less-known, or bring to the public's attention releases issued in the past, but still available, has been the effort of a number of local retailers during the past couple of months. The Cable Company, in a recent ad in the Chicago Tribune, accomplishes this very well. The ad tells of a little circular entitled, "Buried Treasure," containing a list of fifty-four records, "Which," says the ad, "probably you do not own merely because you never have heard them—buried treasure waiting for you to discover. Too many people buy only the records they hear everywhere else. Here are some

that most of your friends don't own. Won't you stop in to-day for your copy of 'Buried Treasure'?"

In this same advertisement appears a little notice on the matter of records sent out on approval, which we think well to reprint here, for the possible use of other talking machine retailers. "If you knew how many times we are asked to send out records 'on approval' on the plea that someone in the family is ill and the purchaser unable to come to the store, you would understand one of the reasons why every record sold over Cable's counter is guaranteed never to have been out of our store. We feel that when you pay the price for a new record you are entitled to a new record and not one which may carry disease into your home."

Harrison With A. Leathe & Co.

W. B. Harrison, formerly manager of the Baldwin Piano Co. talking machine department, is now connected with A. Leathe & Co., of Elgin, Ill., in the capacity of talking machine sales manager. The latter are retailers of considerable importance, operating in parts of Illinois, Wisconsin and Iowa, having a chain of stores in Waterloo, Eau Claire, Dubuque, Aurora, Rockford, Freeport, Oshkosh, Beloit, Janesville and Joliet. Mr. Harrison will take charge of the phonograph sales in all of these cities, and will handle Columbia, Cheney and Brunswick lines. He has organized a sales force in each of the stores, purchased a number of automobiles, and his salesmen will canvass the Leathe territory.

A special "campaign week" is to be pulled off at the same time in all of the A. Leathe & Co. stores, and special efforts will be made to get in touch with every prospect in the respective territories. The rural trade will be especially cultivated.

#### New Federal Electric Plant

Increased business has made it necessary for the Federal Electric Co., of Chicago, manufacturers of electric signs, to move from its present quarters at Lake and Desplains streets, to the new plant which it has erected at Eighty-seventh and State streets. This concern manufactures electric signs for many wholesalers and retailers in the talking machine business, as well as for many other lines of industry. The move is from one of the most congested

(Continued on page 137)

## Use Your Own Judgment!

Here is a fact:—

*The Wade Fibre Needle Cutter* was on the market long before any other Cutter was ever advertised.

Almost everybody knows that *The Wade Fibre Needle Cutter* is not alone the ORIGINAL, but after all the most dependable Cutter on the market.

Obviously, "The Wade" gives better and longer service, as we use only the very best of materials and workmanship that money can procure.

When you buy *Fibre Needle Cutters*—just use your own unbiased judgment, buy the original and the best—and you will have no occasion to be sorry about it in the long run.

"THE WADE"—A CUTTER WITHOUT A RIVAL IN APPEARANCE AND CONSTRUCTION, TRIED, TESTED AND PROVEN TO BE THE ORIGINAL AND THE BEST.

OUR MOTTO:

"Not how Cheap but how Good"

**WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.**



# *The Leading* Victor Dealer

In every community there is a leading Victor Dealer; to him this advertisement is addressed.

Years of specializing on Victrolas has enabled us to build up a series of dealers' helps, which has the endorsement of many of the country's largest music houses.

This advertising is available for your use. It is proven advertising which makes good. It meshes in directly with the big national advertising of the Victor Co.

## Lyon & Healy, Victor Dealers' Advertising

**Victor Newspaper Advertisements**

52 advertisements per year, complete with copy, proof sheets and matrices at \$8.33 per month. The pioneer advertising service in the Victrola field. Many of our subscribers started when the service was first issued 5 years ago and are still with us today.

**Half Newspaper Service**

Half of the service described above, 26 advertisements per year, \$4.17 per month.

**Victrola Record Art Folder**

Pronounced by many to be one of the most attractive pieces of lithography ever produced. Beautifully lithographed by the Off-

Set process in color. Use these instead of envelopes for mailing the monthly supplement. Prices on application.

**Victrola Record Art Window Cards**

Four strikingly printed colored window cards illustrating four records of the new release each month. They dress up your store or window. \$2.00 per month.

**Big 24 Sheet Posters**

Lithographed in colors. Choice of several designs. Ask for samples and prices.

**Silent Salesman Display Racks**

12 panelled display racks listing standard records. Price \$9.00.

Tear Out This Page, Mark the Square Before the Service in Which You Are Interested and We Will Send Samples Without Charge.

# LYON & HEALY

## Victor Distributors

### CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 135)

sections of the city to one of the outlying districts on the South Side.

The Federal Electric Co. was incorporated in 1901 for the purpose of manufacturing and selling signs. It early saw that it would fill an urgent demand by renting signs. The Chicago Edison Co., predecessor of the Commonwealth Edison Co., had already started this business in Chicago, using signs manufactured by the Federal Electric Co. In 1905 the Federal Sign System was incorporated for the purpose of carrying on sign renting business. Its function was to sell and rent signs made by the Federal Electric Co. It was made the exclusive agent for the Eastern territory. A second office was soon established in Cincinnati, and now there are offices in twenty-nine other cities. To-day the company's annual sale of signs is over \$1,000,000.

**New Mail Order House**

J. P. Lyons, formerly buyer of musical merchandise for Butler Bros., announces that he has resigned his position to incorporate the J. P. Lyons Co., a \$10,000 concern, which will branch into the retail mail order field to market musical merchandise of all kinds.

**Poetic Publicity**

Frank Schimandle, dealer at Coal City, Ill., has gotten out some cards advertising the Victor machine in poetry:

A young lady from the city of Coala  
Bought herself a new Talkinola;  
But when she started to play,  
Someone heard her say,  
"I wish I had bought a Victrola."

**Makes Eastern Trip**

L. H. Lowitz, of the Repeater-Stop Co., of this city, has just returned from an extensive trip through the East. Detroit, Toledo, Cleveland, Buffalo, New York, Boston and a number of smaller cities were touched en route. Mr. Lowitz says he finds a great demand for appliances for the talking machine, and particularly for such a refinement as the Repeater-Stop. Production has been speeded up in order to carry on the increasing volume of business.

Theodore Weiss, traveler for the Repeater-Stop Co., is at present traveling through the Central West, and visiting jobbers as far as Omaha.

Lester D. Gordon, another traveler for this concern, is covering the territory between Denver and San Francisco.

**Music in Industry**

A bit of work being carried on in Chicago by the Chicago Piano & Organ Association will be heard of with great interest by the talking machine trade. The Association above named has undertaken, through its members, to call upon large industrial plants in the city and sell to the executives the idea of music in industry. It has been found in certain definite instances that the establishment of music through pianos or talking machines in factories has resulted in a more efficient working personnel and increased production. However, the members of the Association have not attempted to sell musical instruments direct to managements of factories, for the reason that the workers object to having music shoved down their throats, as it were. The idea is to get the management's consent and co-operation, secure some person working in their factory, develop an interest in community music, and then proceed to sell the musical instruments to the factory workers themselves, and not to the management. It has been found in past instances that where the workers have financed such an activity, the activity has been maintained more strongly than where the management has undertaken to boost the idea themselves.

**Via Wireless**

At the annual Aviators' Ball on May 6, in rooms of the Chicago Aviation Club, dancers tripped the light fantastic toe, a la wireless music. Said music was furnished by a "Fairy" phonograph lamp, supplied by P. R. Gonsky, and was transmitted from the Great Lakes Naval Training Station to the dance hall and there reproduced. There was also a

"Fairy" phonograph lamp in the Aviation club rooms, playing in comparison with the wireless music. It was a delightful affair.

**The Vitrola in the Tornado**

The attached illustration shows a Vitrola which suffered the indignity of being slammed through one of the display windows of Klein Bros.' department store, on Halsted street, during the tornado which visited Chicago something more than a few weeks ago.



Victim of Tornado

In spite of the undignified handling to which it was subjected by what our inspired reporter calls "the elements," the machine remains unscathed, except for slight damage on the outside, and was quite ready to start in discoursing sweet strains as soon as it was picked up.

It was in a remarkably perfect condition.

**Buys Needle Cutter Rights**

William Wade, of the Wade Talking Machine Co., has bought out all rights for the manufacture of a fibre needle cutter. He will wholesale it to dealers and through his regular jobbing business, and has already mailed out circulars to his trade announcing the fact.

**Baseball**

Two Chicago music concerns are represented in the Chicago Industrial Athletic Club, which was recently organized under the auspices of the Association of Commerce to promote baseball activity amongst local business institutions.

The QRS Co. and Lyon & Healy are the two from the music trade. There will be fifty-six  
(Continued on page 138)

**Your Account With Us**

**Lateral  
Cut**

**OKeh  
Records**

**Lateral  
Cut**

**Will Be an Insurance Policy Against  
EMPTY RECORD SHELVES                      LOSS OF CUSTOMERS  
LOSS OF PROFITS**

**Record Dealers Reach the Acme of Wisdom  
WHEN THEY STOCK UP WITH POPULAR HITS ON**



*No Waiting for Delayed Shipments When You Order From Us*

**MAGNOLA TALKING MACHINE COMPANY**

711 Milwaukee Avenue

OTTO SCHULZ, President

CHICAGO, ILL.



# NEWMAN BROS. PHONOGRAPHS

No. 2

Unusually pleasing in tonal qualities as well as in appearance.  
 Finish: Walnut, Mahogany, Oak Height: 50 inches.  
 Plays five 10-inch records. Noiseless in winding. Plays all records. Automatic stop.  
 Tone Modifier. Other special features we shall be pleased to point out.  
 You will be pleasantly satisfied with our line of phonographs.  
 For your convenience and because of increased business, we have opened an office  
 and display rooms in the FINE ARTS BUILDING, CHICAGO.

**Newman Bros. Co.**

Makers of Newman Bros. Pianos, Players and Phonographs

ESTABLISHED 1871

OFFICES AND DISPLAY ROOMS: THE FINE ARTS BUILDING  
 410 SOUTH MICHIGAN BOULEVARD CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)

## SOME VIEWS OF THE WHOLESALE HEADQUARTERS OF COLUMBIA CO. IN CHICAGO



Manager K. Mills' Office



Exterior View of Model Shop



Assistant Manager Smith's Office



Record Stock Department



View of General Offices



Parcel Post Shipments Ready to Leave

baseball teams organized; seven divisions of eight each, and the division which takes in the two above named houses is under the chairmanship of N. A. Fegen, of Lyon & Healy. The teams will play on Saturday afternoons between May and August 7, after which the semi-finals will take place.

**National Campaign of Empire Publicity**

The Empire national advertising campaign, which is being handled by Wm. H. Rankin Co., of Chicago, is about to be launched, and will

be carried on exclusively in newspapers for the benefit of local Empire dealers.

**"Fairy" Lamp on Coast**

P. R. Gonsky, of the Endless-Graph Mfg. Co., manufacturers of the "Fairy" phonograph lamp, states that Commander Stephenson, of the United States Navy, is about to resign his post, and, together with I. N. Hill, will form a California branch sales organization to handle the "Fairy" phonograph lamp in the States of California, Oregon and Arizona. Mr. Gonsky states

that the two men have contracted for 1,500 machines. Business is in excellent shape.

**Live Dealers**

Every once in a while we hear something about what Linn & Scruggs, down-State merchants, are doing in a music way. The latest stunt they seem to be pulling off is a series of educational recitals held in the different public schools of Decatur, Ill. These concerts were started through the efforts of W. E. Rouch.

(Continued on page 141)

# TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

**YOUR NAME**, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

**THE MEYERCORD COMPANY, CHICAGO**

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

# Selling Resistance

Becomes More and More of a Factor—Impelling the Attention of Retailers With Every Passing Week

IT IS REDUCED TO A MINIMUM IN THE

# BEACON

## PHONOGRAPH

REALIZING the trend of conditions and the necessity of the retailer to possess something out-of-the-ordinary in phonographs, the manufacturers of the BEACON, men long experienced in their profession, have produced *A Merchandising Value—Plus*. Sales arguments impossible of defeat by competitors are incorporated in this instrument.

*FIRST*—It is Distinctive in Design.

*SECOND*—The correct application of acoustical principals gives it tonal properties that are unexcelled and eliminate the *scratch*, so common in most phonographs, to an *absolute minimum*!

*LASTLY*—The organization responsible for an instrument with talking points in *every* feature, naturally has not neglected a merchandising service of proportionate excellence. Beacon Phonograph Advertising is of a nature calculated to bring *Immediate, Definite Results* to your store.

*The above assertions can be easily substantiated by testing the Beacon on your own floor without obligations on your part.*



MOELLER-WATERS, Inc.

WESTERN REPRESENTATIVES

Lyon & Healy Bldg.

Chicago



*Mid-western Phonograph Dealers*  
 will find much to interest them in the new  
*Wholesale Supply House of*  
 The  
**AEOLIAN-VOCALION**  
*in Chicago*

**M**AKE 529 South Wabash Avenue your Chicago headquarters. Demonstrate the superb tone-quality of the Aeolian—the new Graduola, by which you can really “play” the Aeolian-Vocalion—the universal tone-arm which permits the playing of all lateral cut and hill-and-dale records—and distinctive features both exclusive and novel in this superior instrument.

*We Help You Sell Vocalions*

Effective advertising campaigns are conducted through the national magazines. Dealers are liberally supplied with brochures, folders, sample advertisements, electrotypes, window displays and other sales helps. Write to or visit our mid-western supply house and note the splendid facilities at

*529 South Wabash Avenue, Chicago*



*Extensive  
Chicago  
Facilities*

*are but faintly suggested by these four corner photographs. Mid-western phonograph dealers will be doubly welcome*



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

manager of the music department of Linn & Scruggs, and have featured instrumental and vocal selections, and have numbered six in all.

**E. P. Van Harlingen Returns**

E. P. Van Harlingen, of the Western office of The World, returned in April from a five months' visit in the South. "Van's" many friends in the trade will be glad to hear that he is again decidedly back on the job with all his old-time pep. He left Chicago after a week's stay for a trip to Kansas City and St. Louis, where he plans to call on members of the music trade in these progressive cities

**Okeh Record Test**

A representative of The Talking Machine World, calling at the Chicago offices of the General Phonograph Co. last month, requested to see H. L. Coombs. The young lady at the information booth was observed to put on a wry expression at this request, and to walk over and timidly put her head in the door of Mr. Coombs' office, which she closed as soon as possible afterwards. Said representative of The World was then ushered into the Coombs' sanctum, and the reason of the mystery discovered. Ten phonographs, all playing the same piece, each one started at a different time, were creating a bedlam of noises. Mr. Coombs was, in fact, carrying on an endurance test on Okeh records, and the machines had been going for two days. Poor Coombsy!

**To Entertain the Prince**

The Q R S Music Co. feels quite complimented on the fact that the Prince of Wales is to be entertained with player rolls manufactured by this concern while en route from the British Isles to Australia. H. M. S. "Renown," which is to carry the Prince on his trip to the Antipodes, was stocked with quite a number of Q R S rolls before leaving England.

**Cole & Dunas Booklet**

Cole & Dunas have issued a new eleven-page catalog, entitled "Building a Profitable Phonograph Department." The booklet is very help-

J. E. ROBINSON      ESTABLISHED 1879      M. J. DECKER  
TEL. HARRISON 420



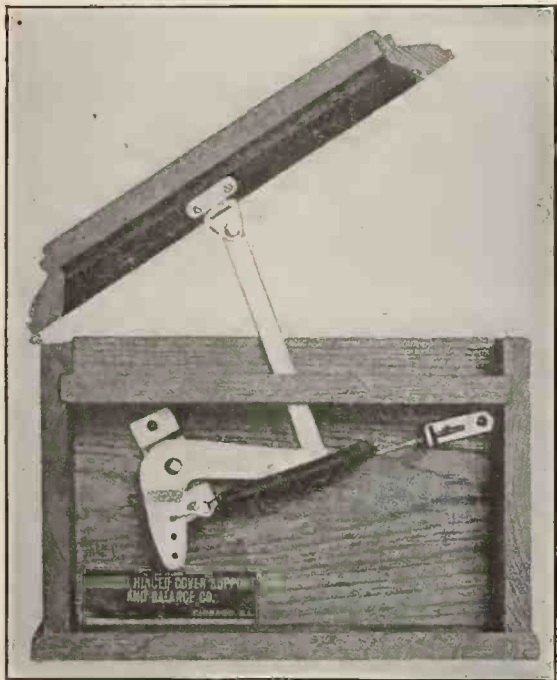
**ROBINSON THE PLATER**  
*Platers to the trade —  
Gold our Specialty*

500 W. VAN BUREN STREET  
CHICAGO

ful to dealers and in selling arguments in connection with the construction of talking machines.

It also lists a number of excellent retail advertisements, supplied by Cole & Dunas for their line of Olympic talking machines, one of which we think is entitled to particular mention. This is the title, "The Children's Hour," and quotes a verse from the famous poem by Longfellow,

along with a picture of some little tots dancing. There are a number of other advertisements in a similar vein, all of which have the human interest appeal necessary to good retail copy. This booklet is only for use of the dealer, and not the purchaser of talking machines. Another booklet on the Olympic has been prepared for consumer use and contains eight pages of copy  
*(Continued on page 143)*



**COVER BALANCE No. 1**

Two Patents Dec. 9, 1919—One Patent Dec. 12, 1916—  
One Patent Apr. 6, 1920, and Others Applied for

**Chicago Hinged Cover Support  
and Balance Company**

TELEPHONE PROSPECT 250

2242-44 W. 69th St. CHICAGO, ILL.

**READ THIS**

A cover balance is not a piece of hardware that can be applied to a talking machine cover in most any way and work fairly well. Owing to the different sizes and weights of covers and the different ways of making cabinets the sizes of springs and direction of pull must vary so it becomes a problem in engineering to design a support which will act properly on your machine.

We furnish diagrams and if you are a manufacturer and will give us the proper information:—

We will design a balance which we guarantee will work satisfactorily on your machine.

We will furnish you a sample to try.

We will furnish a blue print showing how to apply correctly—**AT NO COST TO YOU!**

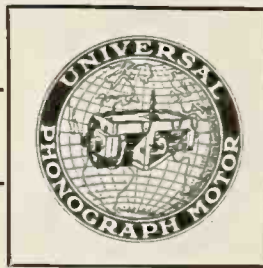
When a balance is applied at one side, as it is in most cases, there is a tendency to warp or twist the cover so it will stand open on one corner.

We have overcome this trouble so that if our support is applied according to our blue prints

**OUR BALANCE WILL NOT WARP THE COVER**

**NOTICE OUR TOP CONNECTION, WHICH ADJUSTS ITSELF TO ANY BEVEL WITHOUT BENDING!**

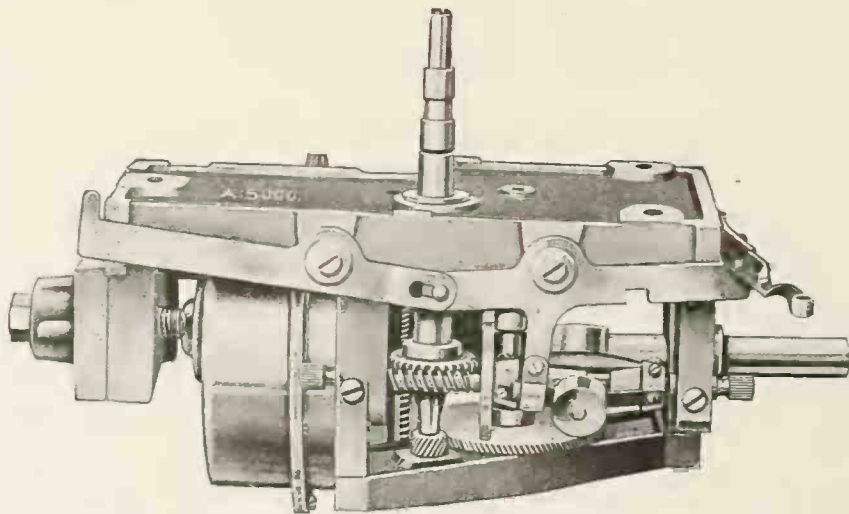
*Mechanically Perfect*



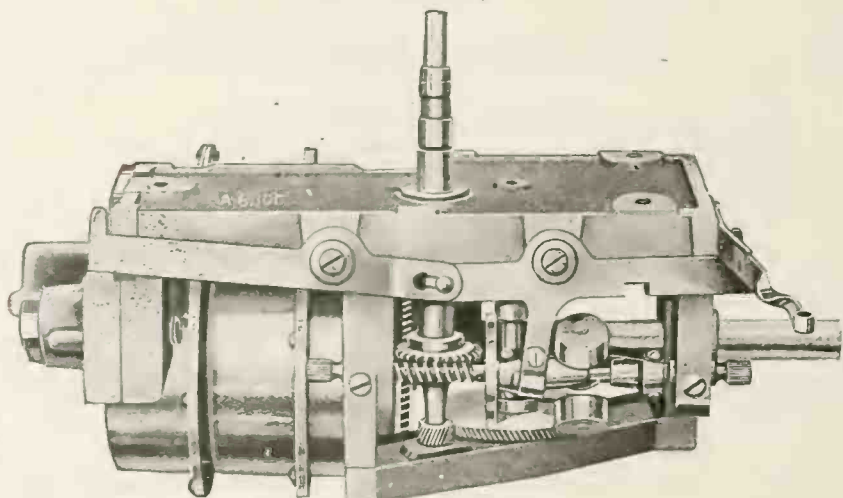
*Noiselessly Operated*

# UNIVERSAL

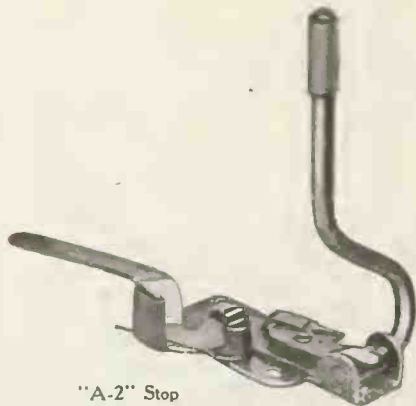
**The Motor that Compels the Phonograph to Perform Perfectly**



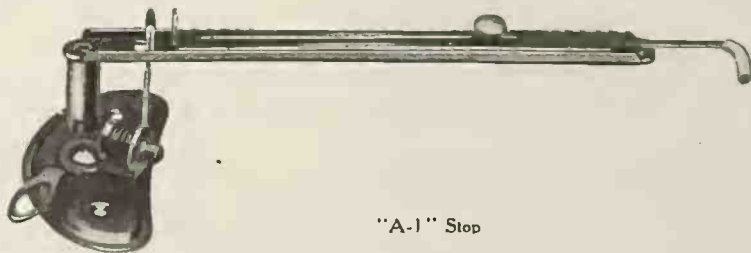
Universal Motor "A-5"



Universal Motor "A-6"



"A-2" Stop



"A-1" Stop

*Simplest and most efficient stops. Easily installed and are guaranteed. Send 75c in stamps or money order for sample.*

☐ In selecting a motor be guided by fundamental facts.

☐ Judge value by specifications, not expectations.

☐ Two things can be made to look alike for a like purpose, but when put to use display a vast difference.

☐ This applies particularly to Phonograph Motors.

☐ The Universal Motor remains true to a fine conception of a high standard of expert workmanship. This is convincing evidence of its worth.

☐ Because of their high degree of accuracy and efficiency the use of Universal Motors will raise the standard of your product and save you much in time and labor costs.

## Universal Stamping and Manufacturing Co.

Main Offices and Factory

1917 to 1925 So. Western Avenue Chicago, Ill.

NOTE: The Universal Stamping and Manufacturing Co. has established an EASTERN DIVISION AT WILLIAMSPORT, PA.

**Manufacturers, Assemblers, Jobbers and Big Dealers,  
let me help you solve your problems of buying and  
selling phonographs. My selling cost is the lowest  
of any agency in America.**

Cabinets only will be furnished to big users at a guaranteed saving of 10%.

**Line No. One:** A line of cabinets 48" high, ranging in price from \$25.00 to \$35.00.

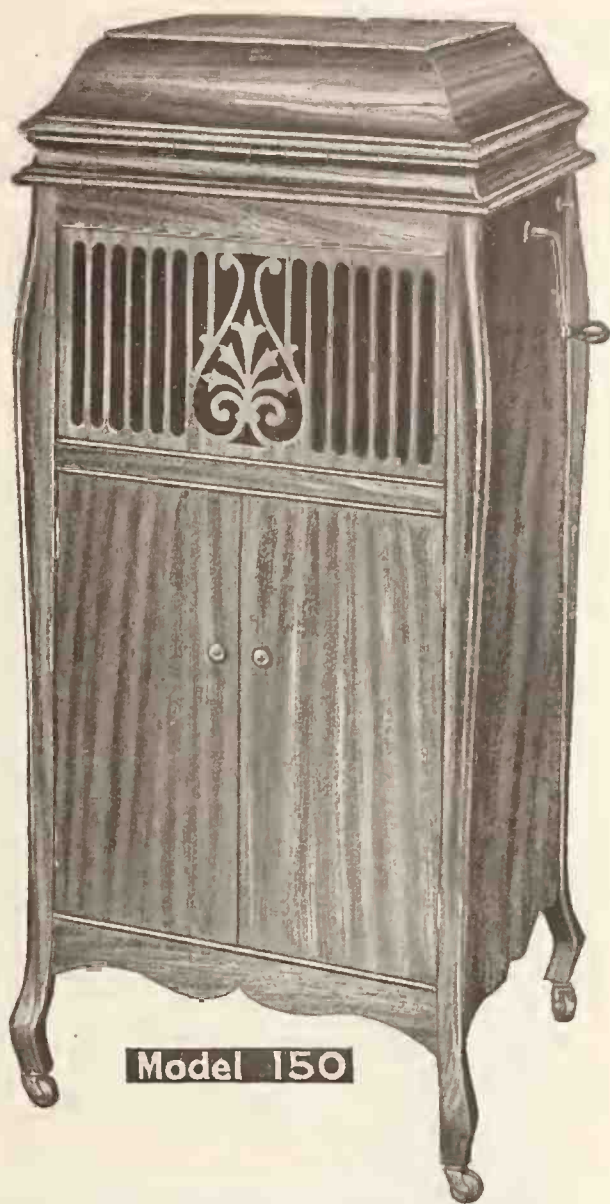
**Line No. Two:** 50" cabinets in Golden Oak and Mahogany, ranging in price from \$35.00 to \$37.50.

Will furnish you Cabinets at the lowest cost of production and install your motors and tone arms for you at a very small cost; furnish you motors and tone arms at factory cost. Samples will be sent to well-rated jobbers and assemblers on request.

I have a selling plan which has been tried and is as nearly 100% as we can make it. My selling plan is furnished free to my clients.

**A WORD TO MANUFACTURERS OF CABINETS:** If you are now spending 10% to 25% on your sales, let me do it for you—and I will guarantee to sell your cabinets at 5%, or less. I will carry the accounts; finance the sales and can refer you to the leading bankers and manufacturers as to my financial standing and ability. Address

**NAT KAWIN, The Phonograph Man**  
316 South Wabash Avenue - Chicago, Ill.  
Director of Sales, Great Eastern M'frs' Co. and Associate Factories



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

and illustrations. By the way, Cole & Dunas have a Kansas City office.

**Emerson Offices Moved**

Saturday, May 1, brought much excitement to the Chicago Emerson staff, as it was moving day for them. They shifted from the building at 7 East Jackson boulevard to fifth floor of 315 South Wabash avenue, in the Story & Clark Building. "Emerson" has the entire fifth floor and they are maturing plans for rearranging all the departments.

**Brunswick Cuts Melon**

The stockholders of the Brunswick-Balke-Collender Co., manufacturers of the Brunswick phonograph, at a recent annual meeting voted to create an issue of forty-four million dollars, Class B, common stock, out of which would be declared a stock dividend of 200 per cent, or twelve million dollars on the six million dollars common stock, which will be designated Class A stock. The annual report for the year ending December 31, 1919, shows that net income, after Federal charges and taxes, was \$3,016,914.

**Tonofone in Grand Rapids**

Charles W. Kalder, Inc., jobber of talking machines and accessories, with headquarters at Grand Rapids and Detroit, announces that he has taken over the jobbing agency in his territory for Tonofone needles. Mr. Kalder has chosen Tonofone needles after extensive tests, extending over a number of months. For instance, he sent out five thousand sample envelopes containing two sample Tonofone needles to his entire clientele in the State of Michigan, and his decision in favor of Tonofone was dictated by the response to this test.

**Continue U. S. Ad Campaign**

The United States Music Co. is now in the midst of its great Middle Western advertising campaign. It has evolved a most effective way of reaching the entire reading public of the Middle West through the use of the Sunday newspaper. The plan calls for the use of the two principal Sunday morning papers in each

of the larger cities. Considering the fact that Sunday's circulation is much larger than the daily, and that the Sunday papers are more carefully read than the daily papers it can be readily seen that the United States Music Co. has embarked on a most judicious venture. It is using one thousand lines twice monthly in the two leading Sunday papers in the following cities: St. Paul, Minneapolis, Milwaukee, Detroit, Chicago, Cleveland, Buffalo, In-

dianapolis, Cincinnati, St. Louis and Kansas City.

**Venus Co. Factory Man Here**

Max Richsteig, head of the Venus Co. factory at Cincinnati, O., was a visitor to the Chicago headquarters of the concern in the Fine Arts building, during the latter part of April. Mr. Richsteig is the inventor of the Venus phonograph, and expressed great pleasure at the man-

(Continued on page 145)

## Repair Parts

**For All and Every Motor That Was Ever Manufactured**

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

# Consolidated Talking Machine Co.

SUCCESSORS TO  
Standard Talking Machine Co.  
United Talking Machine Co.  
Harmony Talking Machine Co.  
O'Neill-James Co.  
Avalon Co.

Manufacturers of  
High Grade Talking Machines, Disc Records,  
Talking Machine Supplies, Etc.

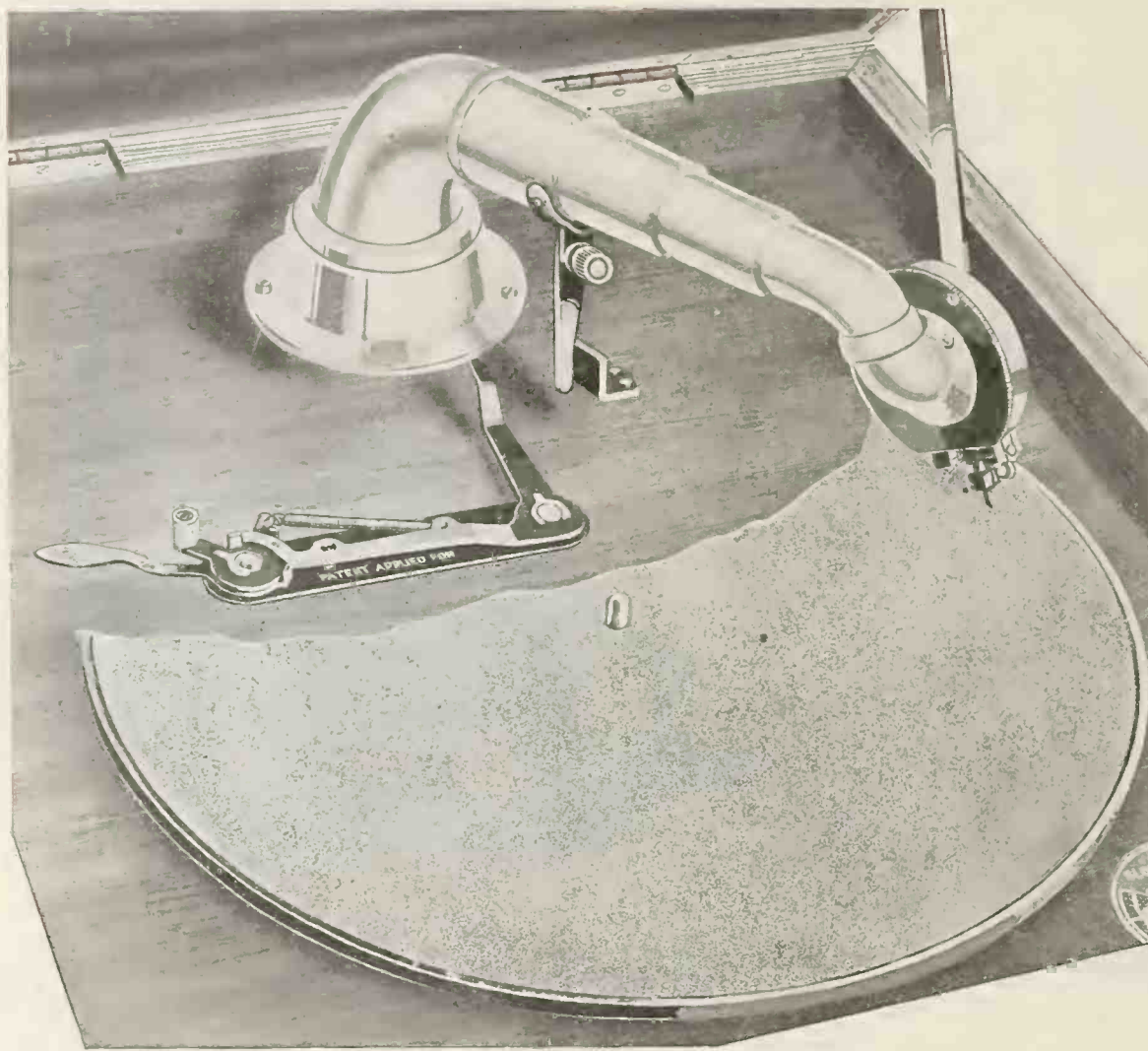
227-229 W. Washington St., Chicago, Ill.

TRADE MARK  
"CONSOLA"  
CABLE ADDRESS  
"CONSOLA"

# FERRO TALKING MACHINE PRODUCTS

A HIGH STANDARD OF QUALITY

## The FERRO AUTOMATIC STOP



The perfect automatic stop. It stops the motor where YOU want it to stop.

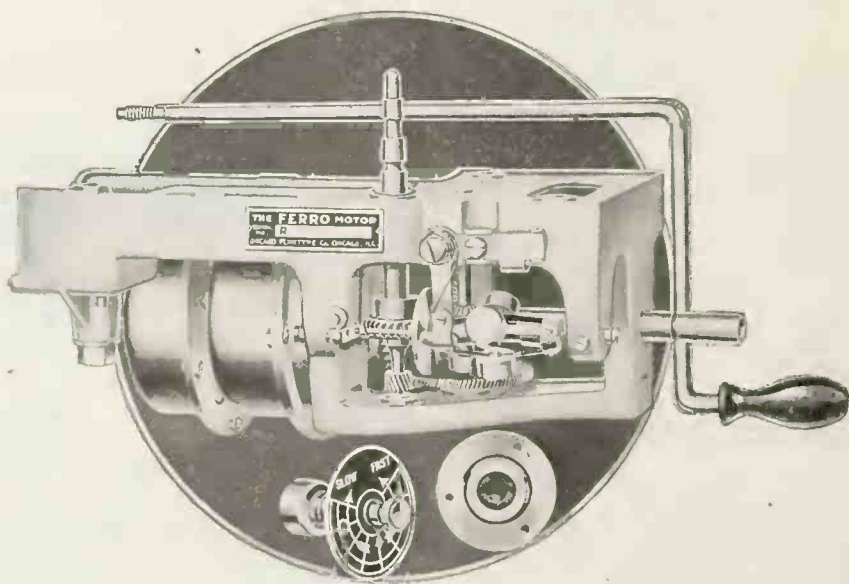
The 100% efficient automatic stop.

No guesswork about the FERRO-STOP. All you have to do is set the needle on the last groove of the record—the FERRO-STOP will do the rest.

A sample will convince you. And we will send you one without any obligation on your part to retain it if you do not want to.

The FERRO-STOP is a combination automatic stop and hand brake. It eliminates the hand brake that goes with your motor, thereby insuring a reduction in the cost of your motor.

## The FERRO Motor

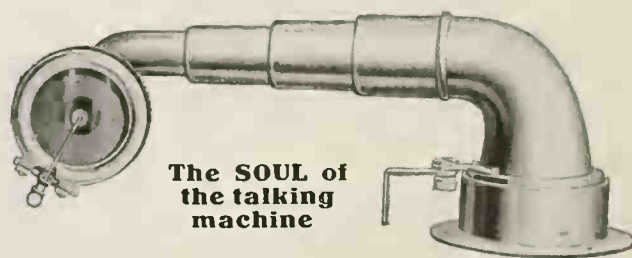


### The HEART of the Talking Machine

The FERRO motor is the GIANT talking machine motor. The motor for the HIGH-GRADE phonograph.

CHICAGO FERROTYPE CO.

## The FERRO Tone Arm and Reproducer



The FERRO Tone Arm and Reproducer is in a class all by itself. A HIGH-GRADE sound reproducing unit for HIGH-GRADE talking machines.

PHONOGRAPH PARTS DIVISION

1455 W. CONGRESS STREET, CHICAGO, ILL.



**FROM OUR CHICAGO HEADQUARTERS**  
(Continued from page 143)

ner in which the sales of this instrument are coming in.

C. E. Ricksacker, of the Chicago office, has gone to California for an extended trip of two months on the Coast territory.

**Starr Co. Opens in Loop**

Wholesale and retail offices of the Starr Piano Co., manufacturer of the Starr line of talking machines, have been opened at 423 South Wabash avenue. The Indiana concern will have a strong representation in Chicago's central business district, both in a retail and a wholesale way.

Heinrich Rousseau has been appointed retail manager, with C. L. Miller as district manager. Mr. Rousseau was formerly connected with the Adam Schaaf piano house and the A. B. Chase Piano Co., of Norwalk, O. C. L. Miller has been with the Starr Co. for a number of years. Mr. Rousseau is putting on a large force of outside salesmen and plans to cover the local territory thoroughly.

**New Loop Victor Agency**

Adam Schaaaf has changed the agency for the sale of Victor talking machines and records from the Madison street store to the Loop establishment. Considerable expansion in the present department will be undertaken and many improvements made.

**Establish Many Warehouses**


The Cheney Talking Machine Co. announces that it has established a great number of warehouses throughout the United States for the more facile distribution of Cheney talking machines. The warehouses, which will be used by the firm as distribution points, are located in Chicago, Minneapolis, Indianapolis, Atlanta, Kansas City, Omaha and New York. Cheney dealers will benefit greatly by the highly efficient delivery service which the new warehouse system gives.

**Columbia Sales Conference**

On Tuesday morning, May 4, the entire sales force and department heads of the Chicago branch of the Columbia Co. attended a sales conference at the Congress Hotel. Kenneth Mills, manager of the Chicago branch, presided, and talks were given by various officials of the Columbia Co., who were visiting here from New York. Among the speakers were George W. Hopkins, general sales manager; field sales manager, Porter; O. F. Benz, manager of the record sales department; W. A. Willson, manager of the educational department, and H. L. Tuers, manager of the Dealer Service department. We don't know just exactly what the big pow-wow was about, but from the way the Chicago bunch were grinning after the big talk we may expect some big doings shortly.

One bit of interesting news that was dropped is that the Chicago dealers are going to put on the feed bag this month at a big party given to Columbia dealers by the Columbia Co., where Ted Lewis, an exclusive Columbia artist, will be one of the head-liners. "Teddy," by the way, will land in Chicago some time next week with the "Greenwich Village Follies" cast.

After the conference Mr. Hopkins attended a noon-day luncheon by the Advertising Council of the Chicago Chamber of Commerce. The meeting was held in the Red Room of the La Salle Hotel, and was attended by more than five hundred guests. Mr. Hopkins' talk cov-




**Silent as a Shadow!**

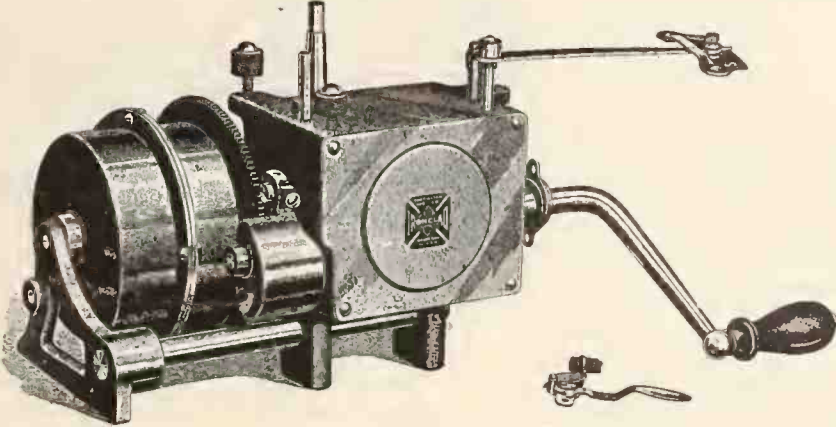
# IRONCLAD

THE ORIGINAL

## ENCLOSED MOTOR

2 TO 6 SPRINGS PLAYING 4 TO 16 RECORDS





The haste which others have made to imitate the IRONCLAD is the most sincere praise.

Motor manufacturers recognize in the IRONCLAD the ultimate in phonograph motor design.

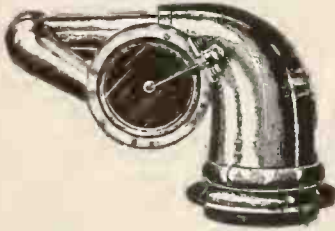
Phonograph manufacturers recognize that its use means permanent satisfaction, high quality and silent service.

## CHERINGTON MFG. CO.

Main Office and Factory, WAUKEGAN, ILL.

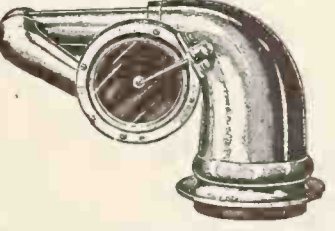
Canadian Factory, IRONCLAD MOTOR CO., MONTREAL

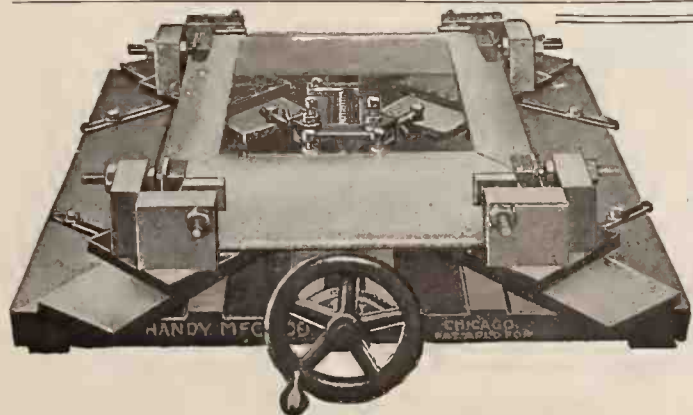
|                              |                              |                                 |
|------------------------------|------------------------------|---------------------------------|
| NEW YORK<br>51 East 42nd St. | CHICAGO<br>108 West Lake St. | SAN FRANCISCO<br>320 Market St. |
|------------------------------|------------------------------|---------------------------------|



**TONE ARM No. 1**

**PLAYS ALL RECORDS**





WE ILLUSTRATE THE  
**"Handy" Dome Clamp**  
Quick action for clamping domes and frames on Talking Machine Cabinets  
Write for Catalogue of clamping machines for Cases and for all purposes.  
VENEER PRESSES AND CLAMPS  
**HANDY MFG. CO.**  
27 E. Madison St., Chicago, Ill.

ered salesmanship and other interesting topics.

This last paragraph will, no doubt, get a bunch of members in the trade to wondering why our old friend, Mr. Hopkins, should deviate from the sales of phonographs and tackle subjects of supposedly foreign fields. As a matter of fact, Mr. Hopkins was batting on his home grounds. It is easy to see, when explained, and the explanation is that besides being

general manager of the Columbia Graphophone Co. he is president of the New York Advertising Club, vice-president of the Associated Advertising Clubs of the World, president of the New York Sales Managers' Club, one of the founders and president of the American Society of Sales Executives and a whole lot of other things, and so the matter of addressing the advertising council of even so august a body as the Chicago Association of Commerce was pie for him.

**Sings With the Victor**

In their concert hall, Lyon & Healy recently carried on a series of entertainments in which Miss Mary De Laney sang in connection with the Victor talking machine. Lyon & Healy have these concerts every week in which the Victrola plays a prominent part, and they are always attended by a full house.

**Open Southside Store**

L. B. Stone, with the talking machine department of Lyon, & Healy for a number of years, recently resigned his position with this concern

(Continued on page 146)

# Removal Notice!

“JEWEL PHONOPARTS” announces to its friends this month its REMOVAL to new and much larger quarters at 668 West Washington Blvd. CHICAGO



“JEWEL PHONOPARTS” thanks all those whose patronage of the BLOOD TONE ARM and REPRODUCER have made this move necessary.

*With these better facilities, we can confidently promise still better results in quality and service.*

## JEWEL PHONOPARTS CO.

668 West Washington Blvd.

CHICAGO

### FROM OUR CHICAGO HEADQUARTERS—(Continued from page 145)

to enter the retail talking machine business in his own store on Stony Island avenue, between Sixty-seventh and Sixty-eighth streets. His business will be in Victrolas and Victor records exclusively.

Defines Terms of D. P. and D. A.

The abbreviation D. P. translates into “documents for payment.” This means that in shipping goods a bill of lading is taken out to the shipper’s order and that bill of lading, endorsed by the shipper, is attached to marine insurance policy similarly drawn and a draft on the consignee for the amount of invoice, charges,

etc., and all these documents are forwarded through a responsible banking house, which will not deliver the bill of lading or give possession of the goods until the accompanying draft has been paid. This is, in some respects, as will be observed, similar to a C. O. D. transaction. It is usually regarded as safe, and is a very customary practice, whenever customers have been thoroughly investigated and found to be of high character, good commercial reputation and financial responsibility, not otherwise.

The reverse of the term D. P. is D. A., which means documents for acceptance; that is to say,

the bank at point of destination delivers the bill of lading, which gives possession of the goods when the customer accepts the draft, usually payable 30, 60 or 90 days after sight. This is virtually the acceptance system which is now being so generally urged in this country and is the basis for most of the large international business of the world; but, of course, it is never undertaken except with customers of the highest possible standing.

They Whittle ‘Em

A most eloquent testimonial to the popularity of the fibre needle is contained in a number

## MELODIA Phonograph Company

The  
**MELODIA**  
furnished in five  
styles and sizes rang-  
ing in price from  
**\$75<sup>00</sup> to \$325<sup>00</sup>**  
WRITE FOR  
ATTRACTIVE DEALERS'  
OFFER

**400 N Sangamon St.  
Chicago Ill.**

The Melodia will now have the stage, appearing in outline, all built of heavy five-ply stock. Furnished in standard finishes. The Melodia is unsurpassed in tone on account of its “Patent Applied For” tone chamber and its equipment of the best motor and tone arm. Played and indorsed by “Marinuzzi,” director of Chicago Grand Opera Co. Live dealers wanted.

**The Melodia Phonograph Co.**  
400 N. Sangamon Street  
CHICAGO, ILL.  
PHONE, HAYMARKET 3833

YES, THIS IS

# The Oro-Tone

QUALITY FIRST

THE PERFECT EDISON ATTACHMENT  
WE CAN PROVE IT—IF YOU WILL SAY—  
“Send sample on approval” or ask your jobber

Retail Price, Nickel Plated, \$8.50 Highest Grade Gold Plating \$12.50

The New ORO-TONE Safety Point Steel Needle Now Ready  
Sample Thousand 60 Cents

Mfrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and jewel point needles, motors, supplies, etc.



ILLUSTRATION SHOWS THE ORO-TONE ATTACHED!

*The Oro-Tone Co.*  
QUALITY FIRST

Successors to COMBINATION ATTACHMENT CO.

1808-10 IRVING PARK BOULEVARD, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 146)

of letters which have been received by F. D. Hall, president of the B & H Fibre Mfg. Co. during a long period of years, and which describe the difficulties experienced by talking machine owners who essay to fit the triangular fibre needle into sound boxes containing circular needle holders. In a large number of cases, it seems, the difficulty is solved by painstakingly whittling the non-playing end of the needle

in such a manner that it will fit the circular holders.

Every needle, when it is first purchased, is carefully prepared for the holder, after which it is resharpened and used in the regular way time after time. A recent letter to Mr. Hall put the remarkable question whether there existed a sharpener for cutting the ends for use in circular holders!

shipments in order to accommodate the demands of Sonata dealers in the East. The company is co-operating with its trade in every possible way, and is leaving nothing undone to maintain the standing of the Sonata product.

### PUSH BEACON IN THE WEST

Officials of Boston Concern Confer With Western Representatives in Chicago—Launch Huge Ad Campaign in Western Territory

CHICAGO, ILL., May 10.—Albert R. MacDonald, president, and Richard N. Nelson, general sales manager, of the Beacon Phonograph Co., of Boston, conferred in Chicago with its Western representative, Moeller-Waters, Inc., during the latter part of April. At this time plans were evolved for an advertising campaign of consid-

(Continued on page 148)

### A FORCEFUL PERSONALITY

N. Jerlaw, of Kesner & Jerlaw, Has Won Quite a Place Among the Progressive Men of the Industry—His Successful Work in Behalf of the Sonata Phonograph Worth Noting

CHICAGO, ILL., May 5.—One of the most popular members of the Western talking machine trade is N. Jerlaw, of the firm of Kesner & Jerlaw, manufacturers of Sonata talking machines. Mr. Jerlaw makes his headquarters at 316 South Clark street, this city, where he has general offices and sample rooms for the display of this well known line of talking machines.

N. Jerlaw, who has been associated with the trade for several years, has made a careful study of the requirements of the distributors and dealers, and his energetic and forceful personality have been important factors in the success of the firm of Kesner & Jerlaw. M. L. Kesner is also well known in the Western trade, and this combination of “live wires” has placed the Sonata line in the front ranks of the leading talking machines on the market.

During recent years Mr. Jerlaw has concentrated a considerable part of his activities on

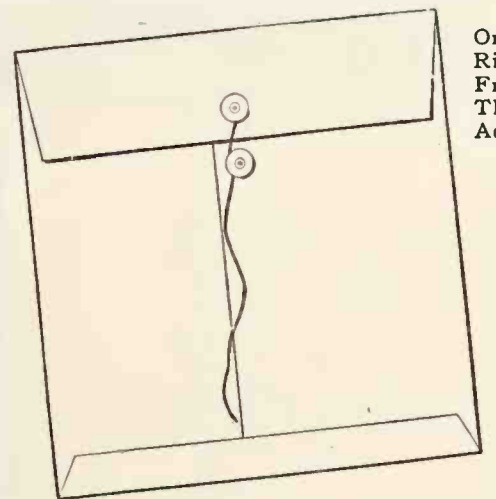
the sales and mechanical equipment divisions of the business. He is thoroughly versed in every detail incidental to the important phases of the trade, and spends quite some time in the com-



N. Jerlaw

pany's factories, which are located in leading trade centers in the Middle West.

The success of the Sonata line has been one of the outstanding features of the talking machine trade this year. Kesner & Jerlaw have appointed distributors in many of the most important cities, and these distributors have established agencies of recognized standing in their respective territories. Kesner & Jerlaw have been faced with serious problems the past few months in order to supply their jobbers and dealers with sufficient merchandise, but they have been fortunate in arranging for carload shipments for their trade in the South, Southwest and Middle West. Their Eastern distributors have requested them to make express



Order Right From This Ad

### Record Delivery Bags

With record delivery bags you save your customers' time and patience as well as your own.

A pile of record delivery bags on or under your counter. A sale. You simply slide the records into the bag, twist the fastener string, and in a jiffy your customer, without having been kept waiting, is served. She has a neat, handy package and you have saved twine, paper and time. Made of No. 1 Kraft paper with tension string fastener.

#### 10-INCH BAGS

No. 800-DA—Price for 100.....\$ 1.90  
No. 802-DA—Price for 500..... 7.80  
No. 803-DA—Price for 1000..... 15.00

#### 12-INCH BAGS

No. 805-DA—Price for 100.....\$ 2.40  
No. 807-DA—Price for 500..... 9.80  
No. 808-DA—Price for 1000..... 17.70

Combination order of both sizes may be made to obtain quantity price. For larger quantities or for printing lots not less than 2500, write us for prices.

#### In Stock for Immediate Delivery

These No. 1 Kraft, tension fastener Record delivery bags are now in stock. Buy now while these prices hold good. ORDER RIGHT FROM THIS AD. Terms, 5% discount for cash in full with order; or net C.O.D. with 10% deposit with order. 48-HOUR DELIVERY.

### COLE & DUNAS MUSIC CO.

Dept. 102  
52 West Lake St., Chicago

Write For Free Bulletin

Our new bulletin shows everything in Phonographs, supplies and accessories—Sales ideas, selling plans and dealer helps. Hundreds of items from needles to phonographs. IT IS FREE. Write for a copy today—now.

Magnifies Sound 50 Times  
ACME SOUND AMPLIFIER

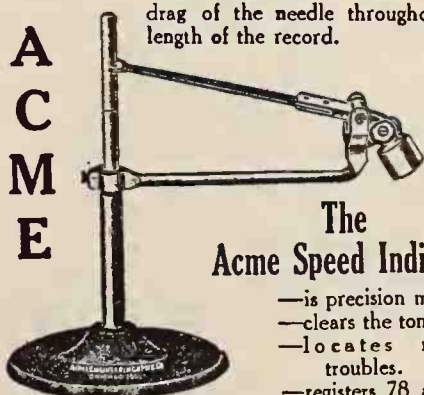
Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.

MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

### “Guesswork Won't Do”

The ACME allows a test with the drag of the needle throughout the length of the record.

A  
C  
M  
E



The Acme Speed Indicator

- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 78 and 80 revolutions.

“The repairman's stethoscope.”

Made by

Acme Engineering & Mfg. Co.  
1622 Fulton Street CHICAGO



### AMBEROLAS

will sell themselves if given a fair chance.

We ship anywhere in the U. S.

J. I. LYONS  
17 WEST LAKE STREET  
CHICAGO

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 147)

erable scope to be run in local newspapers. Sunday, May 9, marked the opening gun of the campaign, at which date a full page advertisement of Beacon machines appeared in the Chicago Sunday Tribune. This is to be followed with other important publicity from time to time.

Moeller-Waters, Inc., has received a number of applications in its territory for the Beacon.

and several contracts have already been placed. "We are immensely pleased with the outlook for Beacon business now developing in the Middle West," said President MacDonald. "In fact, economy in service and an unusually satisfactory demand have determined us to erect a Chicago assembling plant, which will be undertaken very shortly."

corporation and will enter another line of manufacturing, the details of which have not been announced.

In future, Standard Phonograph Motors, Inc., will concentrate on the production of phonograph motors, tone arms, reproducers and other parts. It will, in fact, produce everything about the phonograph except the cabinet and the record, although chief interest will be placed in the motors. The former policy of making other metal products, such as piston rings and the like, has been definitely abandoned.

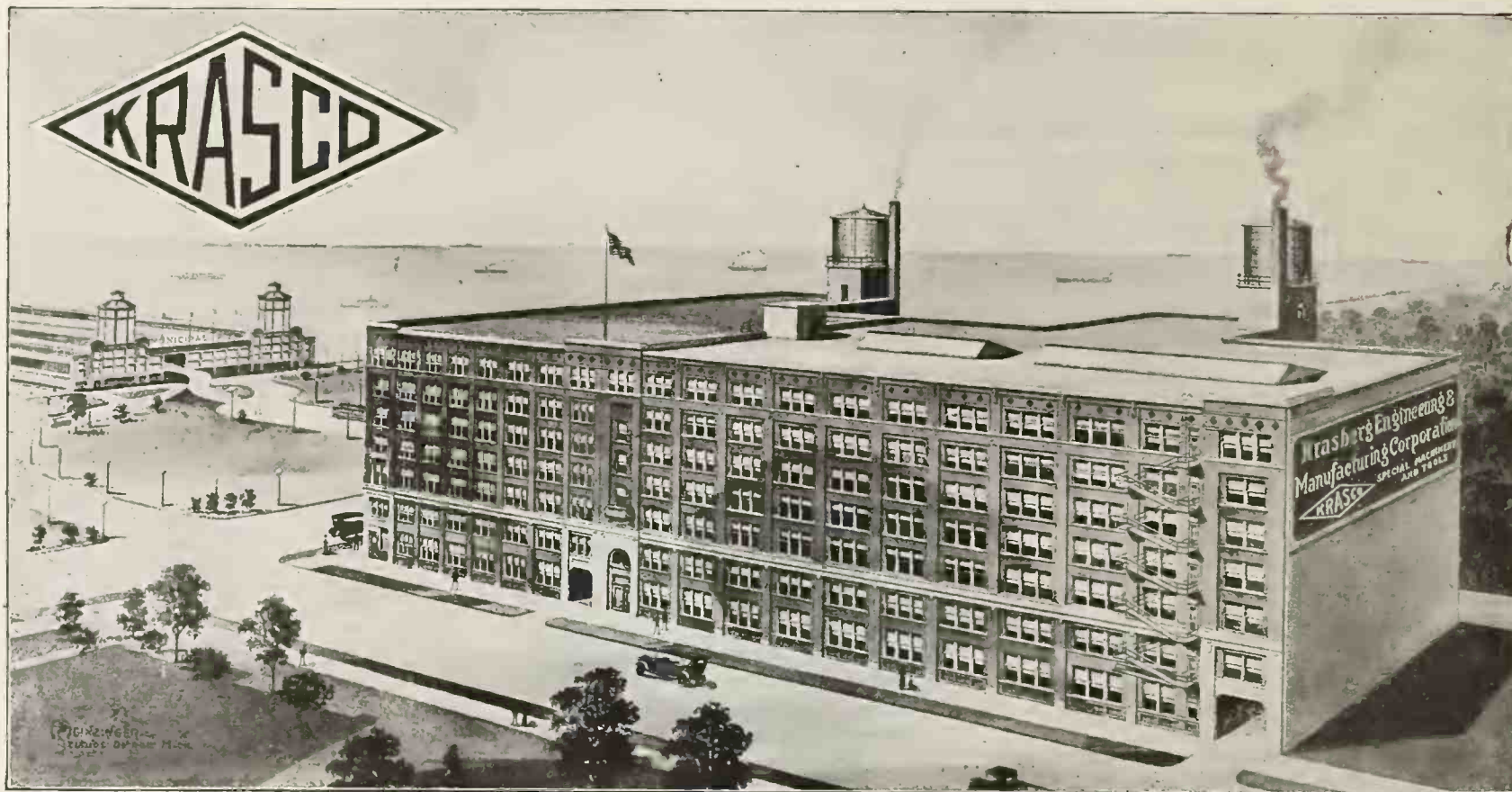
The change in policy and the new organization plans have been brought about by the realization of the growing importance of the phonograph motor business. Mr. Cadwell and his associates have for some time been contemplating the change and they regard the

## STANDARD PHONOGRAPH MOTORS, INC., MAKES ITS DEBUT

Institution Formerly Known as Krasberg Engineering & Mfg. Corp. Announces Aggressive Policy Under Presidency of E. B. Cadwell, Who Is Surrounded With a Capable Force

CHICAGO, ILL., May 8.—One of the most significant developments in the phonograph industry within recent weeks is the announcement of an aggressive new policy of the Standard Phono-

and will devote a considerable share of his time in developing the business. He will have associated with him in the new enterprise such efficient assistants as J. C. Wright, secretary



The Great Plant of the Standard Phonograph Motors, Inc.

graph Motors, Inc., formerly known as the Krasberg Engineering & Manufacturing Corp. Coincident with this announcement comes the news that E. B. Cadwell, president of E. B. Cadwell, Inc., of New York, head of General Tractors, Inc., and regarded as one of the most capable men in American industry, is to be president of Standard Phonograph Motors, Inc.,

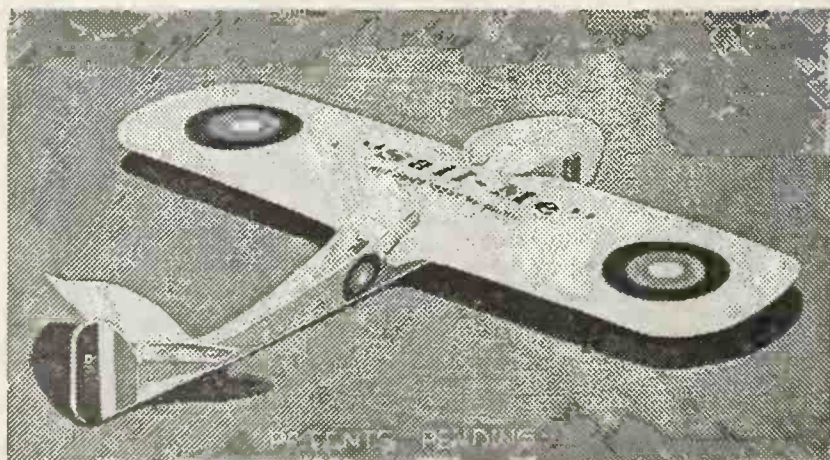
and treasurer; W. J. Casey, of Casey-Hudson Co., vice-president; Howard Wilcox, of the Cadwell organization, director of engineering and production; Walter Magill, sales and advertising manager, and Russell S. Tucker, president of General Tractors, Inc., who succeeded Rudolph Krasberg on the board of directors. Mr. Krasberg has disposed of his holdings in the

present as a very propitious time to make the step.

They feel that the phonograph business, in general, has become a very stable industry and one that will grow in size and importance to an extent that will justify the very best manufacturing talent and ability.

(Continued on page 149)

## "SAIL-ME" AIRPLANE



Flies gracefully as a bird and does the stunts of an expert aviator.

Your advertisement printed on the wings of the plane makes a very attractive and unique advertising novelty.

"SAIL-ME" Airplanes are the biggest little things of the year in the advertising novelty field.

Made of stout paper—light as a feather in construction. Launched from the hand can be made to do numerous stunts—loop-the-loop, glide, spiral, pan-cake, ville, etc.

As immediate attention "getters" they are wonderful. We have a successfully tried out plan which you can use

in connection with our "SAIL-ME" Airplanes—it will increase the number of people coming to your store by 300 per cent, and do it in a week's time. It will be to your advantage to write us today.

C. J. VAN HOUTEN & ZOON

New York

105-109 Hudson Street

Sole Distributors

Chicago

140 Dearborn Street, South

???

WHY  
Mr. Dealer

Are Your Competitors Selling  
So Many

Phono-Grands

???

Simply Because They  
Know That



PHONO-GRAND

Fills a Long Felt Want

This little compact combination of a splendid Phonograph and an electrically controlled Reproducing Piano is just the thing for ice cream parlors, restaurants, cafes, etc. It fits in nicely and takes up no more room than an ordinary talking machine.

Want particulars? Write today

J. P. Seeburg Piano Co.  
419 W. Erie St. Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS  
(Continued from page 148)

The Krasberg Engineering & Manufacturing Corp., which was the immediate predecessor of the Standard Phonograph Motors, Inc., was established in September, 1915, in a somewhat modest fashion. Its business grew rapidly, particularly after E. B. Cadwell, Inc., the New York industrial banking house, became interested in 1917. Progress really dates from the advent of this latter company. The excellent showing made by this interest of Mr. Cadwell persuaded him that the phonograph industry offers a remarkable commercial opportunity for an efficiently handled manufacturing plant such as has been built up in Chicago.

The possibilities have become particularly patent since Howard Wilcox has been in Chicago as director of engineering and production. Mr. Wilcox during the war period had personal supervision of the engineering and production of many corporations in which the Cadwell banking interests were participating. J. B. Farwell is assisting Mr. Wilcox in his Chicago activities.

Standard Phonograph Motors, Inc., will continue to occupy the large building which has been designated as the finest location in Chicago. With ten floors and basement, the building has a floor space of some 275,000 square feet, most of which is at present occupied by the Standard organization and all of which will very shortly be taken over for the manufacturing purposes of the corporation.

NEW HONOR FOR L. EARL ELSHAM

Is Elected Chairman of the Buyers' Club of the Leader Department Store

St. JOSEPH, Mo., May 10.—L. Earl Elshan, manager of the piano and talking machine departments of the Leader Department Store, has been honored by his associates by being elected chairman and director of the new Buyers' Club, organized by the department heads of the store. Mr. Elshan's selection as chairman of the club was due to the excellent record he has made in the piano and talking machine departments. The object of the Buyers' Club is to promote greater co-operation between the several hundred employes of the club, to improve merchandising methods, and to render better service to the public where possible.

Why Break Records?  
Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY  
OTTO SCHULZ, President  
General Offices Southern Wholesale Branch  
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.  
CHICAGO ATLANTA, GA.

Here is the attractive PLAYERPHONE ad that runs in the SATURDAY EVENING POST, MAY 22. It will make over 10,000,000 readers good prospects for YOU.



Pleasing to the Ear  
Exquisite to the Eye—

Playerphone  
The Quality Talking Machine

There are certain distinctive features possessed by the PLAYERPHONE which account for its unique tone value—the peculiar sweetness and resonance which at once distinguish to the ear the quality of the PLAYERPHONE as a master instrument.

Much of the secret of this wonderful tone lies in the specially designed tone arm, reproducer and newly invented weight adjuster, which are exclusive to the PLAYERPHONE. This simplicity of construction allows the playing of any disc record without change of equipment to the advantage of each record.

These exclusive parts, as well as the exquisite cabinets, are produced by our master craftsmen in our own new, four story factory, which covers nearly half a block, the entire space of which is devoted to the production of the PLAYERPHONE.

Before buying, insist on seeing and hearing the PLAYERPHONE—the talking machine with the human tone.

Dealers can procure the PLAYERPHONE agency through the following well known jobbers, who carry a full line of PLAYERPHONES for immediate delivery, and back the PLAYERPHONE with their own reputation.

- Van Vleet Mansfield Drug Co., Memphis, Tenn.
- Houston Drug Co., Houston, Texas.
- Chapman Drug Company, Knoxville, Tenn.
- Clawson & Wilson, Buffalo, N. Y.
- The Day Drug Co., Akron, Ohio
- The Des Moines Drug Company, Des Moines, Iowa.
- L. S. DuBois Son & Company, Paducah, Ky.
- W. J. Gilmore Drug Company, Pittsburg, Pa.
- Healy Brothers, 13th & Hoyt Sts., Portland, Ore.
- Hornick, More & Porterfield, Sioux City, Iowa.
- Kauffman-Lattimer Co., Columbus, Ohio.
- Reld-Lawson, Inc., Birmingham, Ala.
- Chas. Leich & Co., Evansville, Ind.
- The Murray Drug Company, Columbia, S. C.
- Oklahoma Book Company, Oklahoma City, Okla.
- Orehard & Wilhelm Company, Omaha, Nebr.
- Twin City Talking Machine Co., Uhrichsville, Ohio.
- F. M. Uniphred & Son, Oakland, California.
- Western Jobbing & Trading Co., 724 S. Broadway, Los Angeles, Calif.
- H. W. Williams & Co., Fort Worth, Texas.
- Don's Music Store, Hastings, New Zealand.

The PLAYERPHONE comes in nine different styles and sizes ranging from \$110 to \$500. Each PLAYERPHONE guaranteed to give entire satisfaction. It is now being advertised monthly in this and several other leading publications. A few splendid jobbing territories still open.

For Further Information Address

PLAYERPHONE TALKING  
MACHINE COMPANY

4223-41 W. Lake St., Chicago  
D. W. MCKENZIE, W. D. CALDWELL,  
President Treasurer



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 149)

## THE SUCCESSFUL MERCHANDISING OF STORY ROLLS

Talk on Unique Place Filled by Story Roll in Music, and Its Great Opportunities in the Development of Player-Roll Trade, By T. M. Pletcher, President Q R S Music Co.

It is only recently that the general public has demonstrated an interest in story rolls. The vast possibilities for the enjoyment of this latest development in the trade has remained unknown simply for the reason that no concern has ever made efforts to popularize it. With the first serious efforts of the Q R S Co. to make this type of roll better known, the response, showing the natural interest of player-piano owners, was astounding, and convinced us of the widespread desire, already existent, for such a product. We immediately set about the business of letting the public know that there is such a roll adaptable for use on the player-piano and at the present time are expending a considerable amount of advertising and energy along this line.

We find it only necessary to bring the message of the story roll before the player-piano owner. After he has grasped the idea and seen and heard one of the rolls his enthusiasm accomplishes the rest. There is a natural, inherent desire in everyone incapable of appreciating "highbrow" music to enjoy this type. The story roll offers the opportunity. Or to the person who has enjoyed the fine classical selections and has wondered at the romance and tragedy which might be woven into the delicate web of the melodies the story roll offers enlightenment. There is nothing that can take its place. Opera in foreign languages is not understood, although appreciated in precisely the same way as the music alone is appreciated; opera in English is almost as difficult of understanding, but as the printed words unroll with the music on the player-roll they can be read and understood under the most favorable possible environment—the home. The story roll lends exquisite enchantment to classical music.

All great music has a story to tell. Back of the harmony lies a tale—a tale told not in music, but in words. The person with a musical education can read the hidden meaning—the story of the music—really understand it. And with this understanding of music comes the added pleasure that is born of getting out of the composition all the enjoyment that it holds. The new Q R S story roll bridges the gap of musical understanding—the story the music unfolds is printed on the roll so that you may read as you play.

Many of the greatest masterpieces of music to-day may seem uninteresting simply because they are not understood. The moment they are understood their beauty is seen and the realization comes of why they are masterpieces and will never die. It ordinarily takes years of study to be able to fully interpret their meanings. But in the Q R S story roll the

meaning is given as you play—the story the composer tells in music is printed on the roll—you read—you understand and you feel all the sentiment that music really expresses.

It has been said that the Q R S story roll is the "Moving Picture" of music. It is a musical education, a music conservatory at home and last but not most important, an idea which enables everyone to realize the world's greatest masterpieces. A famous composer sums it all up when he says, "You can't possibly get the full musical value out of a player roll unless the story of the music is printed on the



T. M. Pletcher

roll—so that you may read and understand as you play."

The Q R S Co. is now spending \$35,000 to put the facts concerning the story roll before 50,000,000 people. The dealer in music rolls within the next few months will have an unequalled opportunity for developing a story roll business that will increase in future years—for the story roll is not a novelty or fad of the moment. It has taken a definite place in the musical world and will continue to be in demand from the day its possibilities are put before the public.

The Virtuoso Phonograph Co. has filed articles of incorporation. W. A. Scott, C. A. Moser and J. W. Oberender are the incorporators. Capital stock, \$10,000.

## Equip Your Phonographs With Perfect Automatic Brakes

Samples  
\$1.00 Each  
Cash with order

State make  
of tone arm used



Also made  
with long  
brake shoe  
for 1 inch  
offset

Patented Aug. 28, '17

Simple construction and easily attached.  
Made in four styles to fit any make of tone arm.

Write for attractive quantity price

**PERFECT AUTOMATIC BRAKE CO.**  
Room 400, 425 S. Wabash Ave., Chicago

## NEW PLANT SECURED BY THE NIGHTINGALE CO.

Acquire 15,000 Square Feet in the New Building at 20 N. Sangamon Street—This With Other Plant Gives Them 30,000 Square Feet of Working Space—Announce New Design

CHICAGO, ILL., May 10.—The Nightingale Mfg. Co., makers of the well-known Nightingale talking machine, have just acquired fifteen thousand square feet in the new building at 20 N. Sangamon street. This new space, together with that of their old plant at 426 N. Armour street, gives them a total of over thirty thousand square feet of working space.

This company was started over four years ago by Harry Wolper, who is president, and was one of the first companies in the West to manufacture its cabinets complete. To-day they are not only manufacturing their own cabinets, but are making their own panels as well, and the cabinets they are turning out at present are of exceptionally good quality.

The latest model they have added to their well-known line is a beautiful large cabinet in what is called a "modern French design." The construction of this cabinet is peculiar, in that the frame work is put together and finished and the whole machine practically completed before the panels are set in. The side paneling is extra thick solid stock. This instrument is equipped with a horn, the throat of which is of heavy band-sawed, tongue-grooved solid lumber, cut in such a manner as to conform to the proper sweep of the horn, the bell part of which is made of inch thick wood. This horn, by the way, which was gotten up especially for the new French design instrument, is now being installed in all Nightingale machines.

A newcomer in the Nightingale family is

## The Superior Lid Support

A Spring Balance that Does Not Warp the Lid—  
No Pull on the Lid when Down

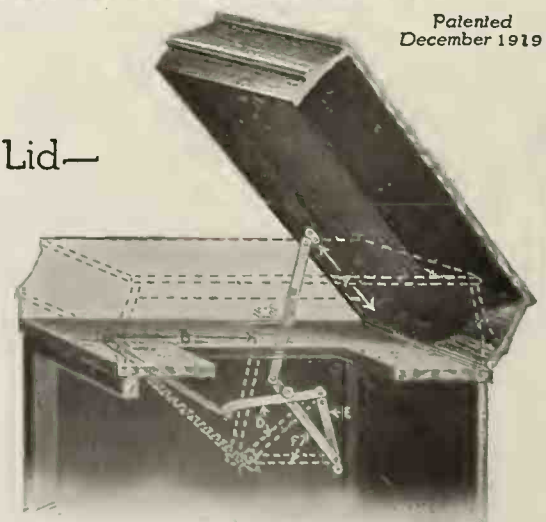
A mere touch of the finger lifts or closes the lid,  
which stops at any point desired

Sample—Nickel 75c—Gold \$1.00

Prepaid anywhere upon receipt of price. Submitted on approval, subject to return within a reasonable time, in which event the full price will be refunded.  
Quantity Prices Quoted on Application

## Barnhart Brothers & Spindler

Monroe and Throop Streets, Chicago, Illinois



Patented  
December 1919

C. A. FOCHT CO.'S EMPIRE PHONOGRAPH DEPARTMENT



The Accompanying Illustration Is of the Particularly Successful Talking Machine Department of the Charles A. Focht Co., of Wellsboro, Pa., Showing Empire Styles

R. H. Cupples, who is now holding the position of general manager. Mr. Cupples is a young man who has had quite a number of years of experience in wood working, and at present is doing much work in developing the new Nightingale plant.

NEW TURNTABLE NOVELTY

St. Louis House Brings Out Attractive Turntable Novelty—The Phonograph Comedies

St. Louis, Mo., May 10.—The Tri-Sales Co., Victoria Building, this city, has just brought out a novelty for which they are the sole patentees and manufacturers, which from all indications promises to prove a whirlwind sensation in the talking machine trade. It consists of an attractively finished and designed stand, which fits over the turntable spindle. This stand accommodates any one of a number of comic figures. The expert designers and modelers employed by the company have prepared for them a series of humorous images,

any one of which is bound to create an explosion of laughter on first sight and to prove a lasting joy in the homes in which it finds a haven. The Happy Coon is the figure that is now being pushed. The little chap has agrin as wide as the ocean and feet just about as broad. As he whirls around merrily to the tune of any old record that happens to be placed on the machine, he brings back memories of Dixie land to those who have been there or a desire to go there on the part of those who haven't. The purchaser can buy the happy coon outfit now, and then he has the pedestal which will accommodate any of the happy coons, white, yellow or nigger brethren as they appear.

The Stern Furniture Co., of Jackson, Mich., has recently been appointed representative for the Aeolian-Vocalion. The company has arranged to open an attractive department for the exploitation of those instruments. With the addition of the Aeolian-Vocalion the department is preparing for increased business.

5,000 Discontinued Models of High Grade Cabinets and Assembled Phonographs to Close for Immediate Delivery

Here's an opportunity for "live wire" manufacturers and dealers to "clean up" on. These cabinets and assembled machines **must** be moved quickly to make way for new models coming through. It's a chance seldom offered and worth while investigating. **Act quickly.**

Write, Wire, Phone or Call for Specifications and Prices  
See Our Regular Adv. Elsewhere in this Issue

Superior Phonograph Co.

CABINET DIVISION

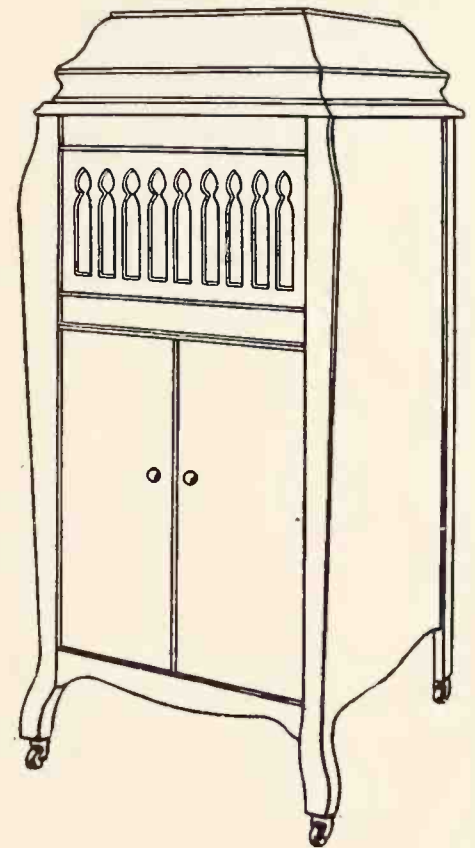
320 South Wabash Ave.

Chicago, Ill.

LAKESIDE  
PHONOGRAPH  
PRODUCTS

WE CARRY A FULL LINE OF MOTORS, TONE ARMS, ACCESSORIES, AND HARDWARE.

Send for Our New Catalog JUST OFF THE PRESS



CAN YOU BEAT IT!

LAKESIDE ELECTROPHONE

An Electric Driven Phonograph

|                             |                 |
|-----------------------------|-----------------|
| DEALERS WRITE FOR DISCOUNTS | RETAIL \$135.00 |
|-----------------------------|-----------------|

Furnished in All Standard Finishes  
45" High, 18 1/2" Wide, 21" Deep

Many Inquiries and Orders Already Received on "Electrophones"

For the convenience of our Pacific Coast Customers we have established a Western Division, with Headquarters at Williams Bldg., San Francisco, Cal.

Lakeside Supply Co.

Telephone Harrison 3840

416 S. Dearborn Street Chicago, Ill.

# SECURITY AND SOUND SENSE

Qualities such as these are today actual requisites to success in the talking-machine business. The dealer must DISPLAY Sound Sense, and in order to do this, he must POSSESS the sense of SECURITY.

That sense is possessed in an eminent degree by those wise merchants who have confided their retail future to that great business anchor,

*The Widdicomb*  
A FINISHED  
PRODUCT



WIDDICOMB No. 6

WIDDICOMBS are made by men who have behind them the record of more than fifty years' successful and conscientious work in artistic wood-fashioning. The architectural features are superb; the mechanical and acoustic equipment is not surpassed by any maker.

---

WE GLADLY FURNISH PERTINENT DETAILS

---

PHONOGRAPH DIVISION

**THE WIDDICOMB FURNITURE CO.**

GRAND RAPIDS, MICH.



**AN AGGRESSIVE TEXAS CONCERN**

**D. L. Whittle Music Co., Wholesale Vocalion Distributor, Has a Large and Progressive Organization—To Occupy Larger Quarters on January 1st—Handles Extensive Trade**

DALLAS, TEX., May 3.—The D. L. Whittle Music Co., of 1604 Elm street, this city, who, as already announced in *The World*, has been ap-



D. L. Whittle, President

pointed wholesale distributor for the Aeolian-Vocalion phonographs and records, is well qualified to give this line most satisfying representation in a large section of Texas included in their territory.

The company has established a large and well equipped department for the handling of the

Vocalion department in East Texas territory. The Whittle Music Co. is thoroughly acquainted with Aeolian Co. ideals in business practice, and with the various features of the Vo-



calion line, having handled it at retail for some time past. It is also representative for the Aeolian line of pianos and Pianola pianos, including the Weber, Steck and Stroud, Duo-Art pianos and Pianolas. It also features the Steinway piano as leader. The size of the business is indicated by the fact that the retail turnover for 1919 amounted to over \$400,000.

The equipment of the new wholesale Vocalion department is being carried on in a big way, and the department will have even greater prominence in the new quarters at 1213-15 Elm street, which the Whittle Co. will occupy on January 1, 1921. The Unit Construction Co. of Philadelphia has already received the contract for equipping the new quarters, and it is stated that twenty-four soundproof booths will be required in the talking machine and player roll department. The new building will contain over 25,000 square feet of floor space, and when fully equipped will be one of the most attractive music stores in the Southwest.

The Whittle Music Co. has been in business for the past nine years, but up to last November went under the name of the Western Automatic Music Co. At that time the company was given the name of D. L. Whittle, who has been head of the business for years. Mr. Whittle is president of the company, Phil. H. Pierce, vice-president,

and A. L. Teagarden, secretary and treasurer. The business is run on a co-operative basis, a definite profit-sharing plan being in operation for the benefit of the employes. Its growth has been substantial and steady. According to the figures offered by the Chamber of Commerce covering the sale of musical instruments in Dallas during the past year, the Whittle Co. en-



A. L. Teagarden, Secretary and Treasurer  
 enjoyed more than one-fifth of the trade, although there are sixteen concerns engaged in the retail music business in the city.

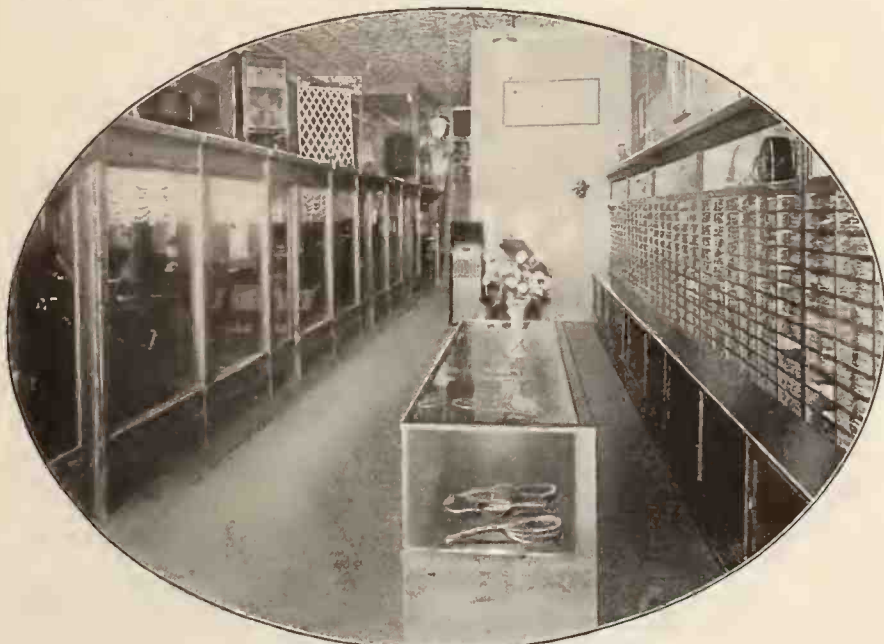
**INTERESTING COMMENTS ON TRIP**

J. I. Carroll, manager of sales of the Emerson Phonograph Co., recently visited Boston territory, accompanied by J. Morris, president of the Musical Supply & Equipment Co., New England distributor for Emerson records. Mr. Carroll was greatly impressed with the high degree of efficiency which characterizes every detail of this jobber's organization. The salesmen are enthusiastic regarding the product that the company is handling, and this enthusiasm is reflected in its sales totals.

One of the gratifying features of Mr. Carroll's trip was the fact that the Musical Supply & Equipment Co. reported the month of April as the largest month since it has been handling Emerson records. Each month's sales have increased steadily, but the April figures showed a substantial gain over any preceding month.

A fortnight ago Mr. Carroll visited the offices of the Emerson jobber in Pennsylvania, the Emerson Philadelphia Co., accepting an invitation extended by Harry Fox, general manager, to inspect the new offices. This jobber's business has grown so rapidly that it was found imperative to secure new quarters affording larger space, and in its new building on Arch street it has one of the best-equipped wholesale establishments in Philadelphia.

There's a lot of selling effort that precedes "Sign here, please."



D. L. Whittle Co.'s New Vocalion Department

Vocalion line and has appointed as manager of the department H. D. Gupton, formerly manager of the talking machine department of the Titcher-Goettinger Co. of this city. Robert J. Smith has been appointed to represent the wholesale

the name of the Western Automatic Music Co. At that time the company was given the name of D. L. Whittle, who has been head of the business for years. Mr. Whittle is president of the company, Phil. H. Pierce, vice-president,

Our Complete Stocks of

**Emerson Records**

assure prompt service and quick deliveries

*Western Iowa and Nebraska Dealers  
 Write TODAY for this Agency*

**CARPENTER PAPER COMPANY**  
 OMAHA *Distributors* NEBRASKA



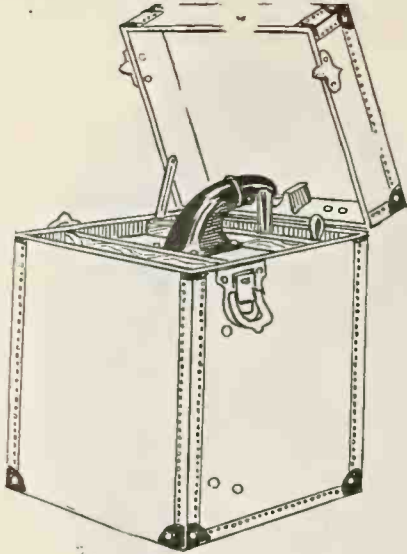
**THE VITANOLA IN NEW YORK**

The M. M. Roemer Sales Corp. Now Located in Its New Offices and Display Rooms at 1123 Broadway, New York City

M. M. Roemer Sales Corp., distributor of Vitanoia talking machines and Okeh records, took possession of attractive new quarters at 1123 Broadway, corner of Twenty-fifth street, New York City, on May 1. Two suites of offices are occupied, which provides increased facilities for the constantly growing business of this enterprising firm. Provisions are made for a general business office, an ample and well arranged stockroom for records, a studio for the display of phonographs, and the private office of M. M. Roemer, head of the organization. The entire space was planned with the utmost efficiency in view. The salon, wherein is displayed the entire Vitanoia line, is handsomely furnished and provides an excellent setting for the proper display of these talking machines. Rugs and art lamps play their part in lending the proper atmosphere. The central location of these offices is another important asset. In close proximity to the various railroad terminals, subway, elevated and surface lines, these new offices will prove to be of easy access to the large number of Vitanoia dealers supplied by the M. M. Roemer Sales Corp. Mr. Roemer reports excellent business, surpassing all previous records. He predicts a future full of promise and with the greatly increased facilities provided by the new offices insures the maximum of service in both talking machines and records.

**JOINS VICTOR TRAVELING STAFF**

Morris de C. Freeman, formerly with the Foley Advertising Co., has joined the traveling staff of the Victor Talking Machine Co. and has been assigned to represent that company in the State of Illinois.



**USE THE ESCO CARRIER**  
for your Victor 4's & 6's

**ATTENTION VICTOR DEALERS**

The Esco Carrier will sell all of your Victrola IV's and VI's.

Used extensively by well-known Victor dealers.

**Efficiency Service Co-Operation**

"OUR MOTTO"

**ESCO MUSIC & ACCESSORIES COMPANY**

137 Lawrence St., Brooklyn, N. Y.

OSCAR ZEPERNICK

JOSEPH A. KERR

**PORTOPHONES**

- Peerless Albums
- Brilliantone
- Needles
- Stock Envelopes
- Universal
- Fixtures
- Three-In-One Oil
- Oil Cans
- Eureka
- Lubricants
- Delivery Bags
- Reflexo Polish
- Needle Cutters
- Cleanrite Brushes
- Record Lites
- Repeaterstops
- Fibre Needles, etc.

**NEW POST FOR JOHN MOHL**

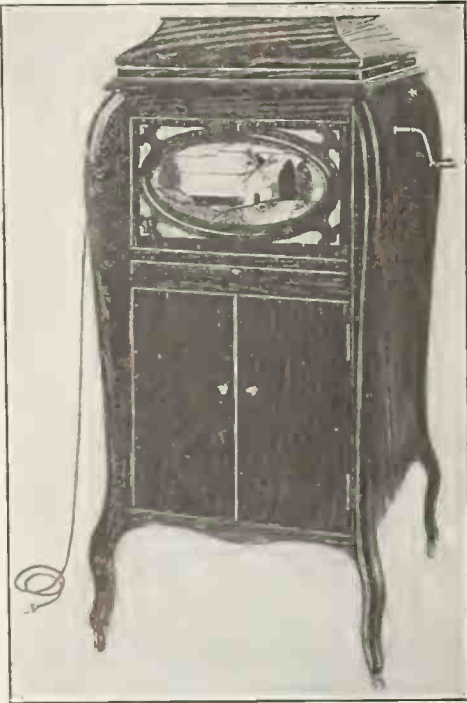
John Mohl has been appointed a member of the sales staff of the Atlanta branch of the Columbia Graphophone Co., which is under the management of Westervelt Terhune. Mr. Mohl has been spending a few days at the company's executive offices in New York, prior to assuming his new duties, which in all probability will comprise the Alabama territory.

Cope & Katzstein, one of the Alliance, O., furniture and rug stores, are featuring Pathé talking machines successfully in interesting new customers. The Pathé instruments and records are featured in the newspaper advertising.

**PROGRESSIVE ST. LOUIS JOBBERS**

St. Louis, Mo., May 8.—The Associated Furniture Manufacturers, of this city, are making a very vigorous and successful campaign on Vitanoia talking machines for which they are distributors here. In the past two or three weeks they have signed up contracts with over forty dealers in St. Louis and contiguous territory in Missouri and Illinois. The company has extensive and attractive warerooms at 1209 Washington avenue. Its destinies are in the hands of E. P. Maetten, president, and A. B. Clippard, secretary, both thoroughly experienced talking machine men. They are strong on the service proposition and co-operation.

**THE SUPREME**



MODEL S CLOSED

A SUPER-PHONOGRAPH possessing unusual excellencies of tone, design, cabinet work and finish, and special features that are more than talking points.

*For Instance:*—Simply pressing one button lights up the machine throughout. One dainty electric lamp illuminates the turntable. Another throws a flood of light through the tone chamber, bringing out the beauties of the art glass grill and falling on the record drawer. Another lights up the record compartment, showing the numbers on the compartment, the list on the door and the titles on the records. The special plush-lined drawer receives the records as they are taken off the turntable or shoves away ready for instant use two or three pet records.



MODEL S OPEN

This machine makes a wonderfully attractive sales-making window display produced in several original styles.

*It's a high grade machine but a quick seller.*

**THE PRICE?**

**Stone Manufacturing Company**

**St. Louis, Mo.**

FACTORY:  
2623 OLIVE STREET

SALES OFFICES:  
GAMBLE BLDG., 7th & Chestnut Sts.

**BRUNSWICK BUILDING COMPLETED**

Recording Laboratories Now Located in Permanent Home Atop New Building on Thirty-sixth Street, New York—Interior Arrangement and Decorations Well Conceived

Early in May the Brunswick recording laboratories moved into their permanent New York home at 16-18 East Thirty-sixth street where they occupy the two top floors of the newly constructed thirteen-story building. The new quarters are handsomely finished and arranged with a view to securing the maximum of comfort and convenience. On the twelfth floor are the main offices which are furnished in mahogany and white. Here William A. Brophy, general manager of the record division, has his offices. On the same floor there is also a committee room which is designed to meet the needs of meetings of all kinds as well as for the demonstration of new records now and then.

The top floor is occupied by two recording rooms completely equipped with modern devices for recording. Behind these is the machine shop where the matrices are given a few final touches in the hands of experienced workers under the guidance of Frank Hofbauer. A special room has been set aside for the use of artists and will be furnished with easy chairs and a plentiful supply of books and magazines. Next to the recording rooms are the offices of Walter Haenschen, in charge of the popular and dance record division, and Walter Rogers, general musical director. The final touch to the completeness of the laboratories is a balcony which adjoins the large recording room and affords a good view of the skyscrapers of the city and of the river. Mr. Haenschen already has plans for the summer months when he will bring out some irresistible dance numbers and possibly give a porch party or two. At any rate this balcony, which will probably have cool green awning and chairs (if plans work out), will be a popular spot with the members of the organization.

**BIG PLANT FOR CROSLEY CO.**

Manufacturers of the Crosley Phonograph Purchase Entire Plant of Dhonau Wagon Works to Meet Increasing Growth of Business

CINCINNATI, O., May 6.—The Crosley Phonograph Co., of this city, manufacturers of the Crosley phonograph, has purchased the entire plant of the Dhonau Wagon Works, including their machinery, which in addition to the company's own machinery and the new equipment that has been purchased, will give a production of 150 to 200 instruments per day. The new plant contains about 30,000 square feet of floor space besides a considerable space for the storage of lumber.

This company has steadily increased its manufacturing facilities in order to keep pace with the demand for its product. Last June it purchased a building containing 12,000 square feet of floor space fully equipped with motor-driven woodworking machinery and this plant was working at full capacity in October. However, it was found inadequate for the fast-growing business and the purchase of a new building was necessary.

**CURTICE CO. BUYS HOSPE STOCK**

Ross P. Curtice Co. to Move to Omaha and Conduct Its Wholesale Victor Business There—Hospe Co. to Remain a Victor Dealer

LINCOLN, NEB., May 8.—The Ross P. Curtice Co., of this city, well-known Victor wholesalers, has purchased the wholesale Victor stock of the A. Hospe Co., of Omaha. It is understood that the A. Hospe Co. will remain as a Victor dealer, and will also continue the various other departments of its business as heretofore.

According to its present plans the Ross P. Curtice Co. will move its entire wholesale organization to Omaha, and will in the future be Victor distributors from Omaha instead of Lincoln. This company is well-known in the Victor wholesale trade, and is recognized as one of the most progressive members of the middle-west distributing trade. It maintains an aggressive sales organization, and will be in a position to give Victor dealers in this territory enhanced service and co-operation.

**SCORES AS A WALTONIAN**

While visiting Florida this winter, J. Neustatt, one of the owners of the well-known firm of Schweiger Bros., Inc., Victor dealers, at 1525 Broadway, Brooklyn, N. Y., spent considerable time flirting with the members of the finny tribe. As a result of his efforts, Mr. Neustatt managed to capture a tremendous specimen, measuring seven feet six inches over all. The fish arrived from Miami, Fla., last week, and is now being displayed by Mr. Neustatt to his many friends in the trade.

The Monarch Phonograph Co., New York, has been incorporated by A. & G. Coco and A. Delazio, 1664 Park avenue. The new company begins business with a capital of \$25,000.

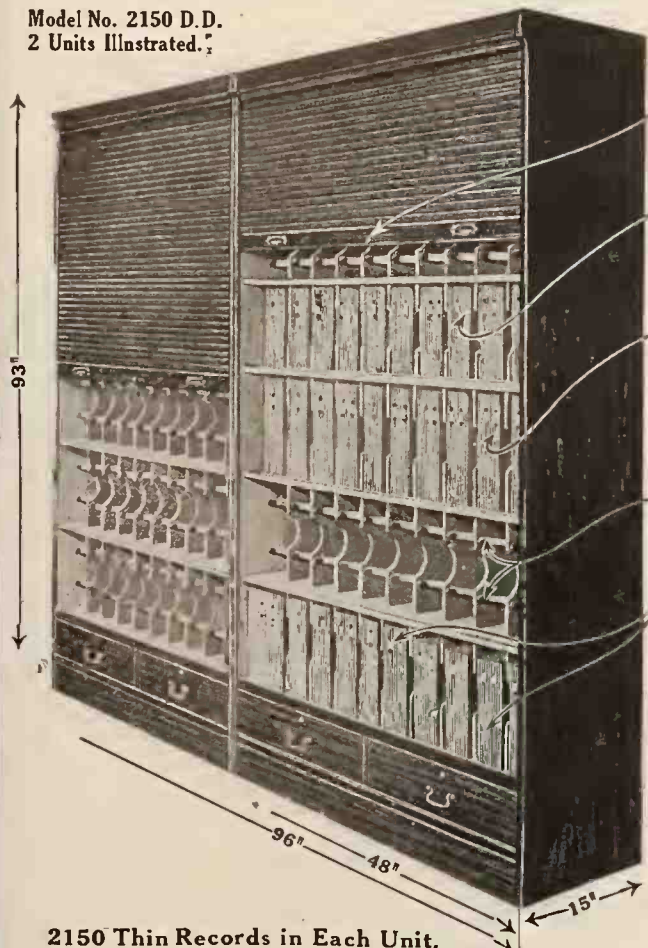
**HARRY SPENCER VISITS NEW YORK**

Edward Strauss, sales manager of the New York office of the Brunswick-Balke-Collender Co., phonograph division, spent several days in Philadelphia during the early part of the month, and found Brunswick conditions in Pennsylvania excellent. Chester I. Abelowitz visited the dealers in the Connecticut territory, laying plans for the coming summer months. Harry Spencer, of Kraft, Bates & Spencer, Boston, New England distributors for the Brunswick, was in New York for a few days and made his headquarters at the Brunswick offices. He spoke optimistically of business "down East."

A recent Brooklyn incorporation is the Victoria Talking Machine Co., which has an authorized capital of \$100,000. The incorporators are M. Stettner, A. Rosenkrantz and C. Magid, 776 Greene avenue.

**GUARANTEED**

Model No. 2150 D.D.  
2 Units Illustrated.



Locking Roll Top Prevents Dust and Theft, also supplied with Spanish Leather Curtain.

350 10" or 10 1/2" Records on each shelf. Filed in Sales System Covers and with Index Guides.

350 10" or 10 1/2" Records on this shelf, also 3 shelves above.

Soft Flat Supporting Springs Prevent Warping (Patented). Holds 350 10" or 12" records.

10 and 12" Records Filed on same shelf. Held Flush at the front by Patented Adjuster.

Sectional Models Fit Any Size Stock and Help You Grow.



**File Your Records so you can find them and it's easy to sell them.**

This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold Out" Records.

**Secure These From Your Jobber:**

**COLUMBIA DISTRIBUTORS**

Columbia Co., All Branches.  
Tampa Hardware Co.

**EDISON DISTRIBUTORS**

Harger & Blish.  
C. B. Haynes Co., Inc.  
Laurence H. Lucker.  
Montana Phonograph Co.  
Phonographs, Inc.  
The Phono Co. of Chicago.  
The Phono. Co. of Cincinnati.  
The Phono Co. of Detroit.  
The Phono. Co. of Kansas City.  
The Phono Co. of Milwaukee.

**VICTOR DISTRIBUTORS**

W. D. & C. N. Andrews  
Badger Talking Machine Co.  
Blackman Talking Machine Co.  
C. Bruno & Son, Inc.  
Louis Buehn Co., Inc.  
The Cleveland Talking Machine Co.  
The John Elliott Clark Co.  
Cohen & Hughes.  
W. J. Dyer & Bro.  
Elmira Arms Co.  
Eclipse Musical Co.  
Elyea Talking Machine Co.  
J. W. Jenkins' Sons Music Co.  
Mickel Bros. Co., Des Moines.  
Mickel Bros. Co., Omaha.  
Putnam-Page Co.  
Stewart Talking Machine Co.  
The Toledo Talking Machine Co.  
Talking Machine Co., Birmingham.  
The Perry B. Whitsit Co.

**OTHER DISTRIBUTORS**

Buffalo Wholesale Hardware Co.  
Interstate Phonograph Co.  
C. M. McClurg & Co.  
Cabinet & Accessories Co.  
Sonora Dist. Co. of Texas.  
Yahr & Lange Co.  
Crafts-Starr Phono. Co.  
W. H. Caldwell.  
M. Sellers & Co.

**SALESMEN**

H. A. Copeland.  
W. O. Harris.

**Ogden Sectional Cabinet Co., Inc.**  
LYNCHBURG, VA.

The Ogden Sales System Is Equivalent to an Extra Clerk and Increases Sales.

# The Puritan

## An Opportunity for Dealers

The PURITAN Phonograph literally "speaks for itself."

There is a richness and purity in the reproduction, quite different from other instruments, that invariably pleases the listener.

The most critical music-lovers declare that such smoothness, clearness and volume of tone have never been produced by ordinary phonographs.



### THE REPRODUCER

A new type of sound-box and tone arm give absolutely free horizontal and vertical movement, enabling the needle to receive ALL THE IMPULSES from the corrugations of the record. The faintest recorded sounds are faithfully transmitted to the ear. The mechanism is very sensitive to record vibrations, and is the result of long experiment.

The great clearness of tone in the PURITAN is produced by the

### LONG WOOD HORN

This is an exclusive, patented feature, and CANNOT BE USED BY ANY OTHER MANUFACTURER.

The PURITAN HORN is a rectangular channel representing an organ-pipe, extending from the tone arm to the bottom of cabinet. It has only one bend (see illustration).

### THIS IS THE MOST EFFECTIVE AMPLIFIER EVER PRODUCED

The PURITAN HORN magnifies and mellows the vibrations from the diaphragm. At the same time it absorbs all hissing and grinding sounds, delivering the MUSIC ONLY in a wonderfully realistic way.

The entire instrument, including motor, sound-box and cabinet, is made in our own factory, and we guarantee every part.

### PURITAN LATERAL-CUT RECORDS ARE BRILLIANT AND CONTAIN THE LATEST POPULAR NUMBERS

*The Puritan Phonograph plays all makes of Disc Records, with all the distinctness and volume of which the record is capable*

EIGHT BEAUTIFUL MODELS NOW READY FOR IMMEDIATE SHIPMENT  
WRITE FOR CATALOG AND DEALERSHIP PROPOSITION

# United Phonographs Corporation

Factory and General Offices: Sheboygan, Wisconsin

**DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY**

|                    |               |                   |             |                          |
|--------------------|---------------|-------------------|-------------|--------------------------|
| <b>MOTORS</b>      | CASTINGS {    | TURNTABLES        | Stylus Bars |                          |
| <b>TONE ARMS</b>   |               | MOTOR FRAMES      |             | Screw Machine Parts      |
| <b>REPRODUCERS</b> |               | TONE ARMS         |             | Talking Machine Hardware |
|                    | and Brass for | HORNS and THROATS |             |                          |

*Direct Quantity Importations On* { JEWEL and STEEL (Bulk or Packed)  
PHONOGRAPH NEEDLES  
GENUINE RUBY BENGAL MICA

*EASTERN REPRESENTATIVE*  
**CHERINGTON MFG. CO.** **D. R. DOCTOROW** *Vanderbilt Ave. Bldg.*  
*IRONCLAD MOTORS* *51 East 42nd St., New York*  
*Tel. Vanderbilt 5462*

**AEOLIAN EMPLOYEES' ASSOCIATION SHOW A BIG SUCCESS**

Original Musical Comedy by Herbert W. Weise and Alfred J. Rienzo Scores Decided Hit Before Immense Audience at Aeolian Hall on May 3—Many Tuneful Numbers Presented

One of the most interesting amateur shows seen in New York for many moons was the two-act musical comedy "All Wrong," presented at Aeolian Hall, Monday evening, May 3, by the members of the Aeolian Employees' Association. The book, the lyrics and music were all by members of the Aeolian Co. staff, Herbert W. Weise being the author, and Alfred J. Rienzo the composer.

"All Wrong" is all right. That was the consensus of opinion regarding the lively two-act



H. W. Weise



A. J. Rienzo

musical comedy written, composed, staged and acted by members of the Aeolian Employees' Association, which served to attract a capacity audience to Aeolian Hall upon the first presentation of the piece.

In writing the book Herbert W. Weise provided just enough plot to enable the piece to hang together and to provide connecting links for the abundance of original music composed by Alfred J. Rienzo, of the retail outside department of the Aeolian Co., with lyrics by Mr. Weise. The music was, of course, the dominant

feature, and there are several numbers from the score that, with any sort of luck, should be heard on Broadway before very long, particularly a tuneful chorus number, "We-All Belong in High Society," and a trio of ballads, "The Sunset of Love," sung by Miss Grace E. Quinn and Leo Stapleton; "The Home of My Heart," sung by Miss Quinn and Messrs. Stapleton and Banker, and a delightful love ballad, "June," sung by James E. Bryan, of the Brooklyn branch of the Aeolian Co. Mr. Bryan's singing of "June" proved one of the hits of the evening. "It's All According to Your Point of View," sung by the Misses Plant and Preusser; "I'm Content to Stay a Country Jay," "Be a Regular Guy," and a topical prohibition number, "If You Know Where to Get It," by Messrs. Bryan and Frey, were likewise among the features of the score, to say nothing of the snappy song, "When You Find Someone to Love," sung by Miss Preusser.

The show proved conclusively that there is to be found among the personnel of the Aeolian organization an abundance of genuine acting, singing and dancing talent, some of it close to professional quality, that aroused the enthusiasm of the audience.

The story, or plot, such as it was, concerned the efforts of two young fellows to float a new invention called the "Smellograph," a device that resembled a talking machine. When it was desired to fill a room with a certain perfume, such as lavender for instance, a lavender record was put on the machine and the air was soon filled with the delightful odor. The deal was almost killed, however, when a garlic record was put on by mistake during the first demonstra-

tion. Mr. Weise and B. C. Bloedon appeared in the roles of promoters.

Next to the music in importance came the dancing, and among the dancers who stood out prominently was Miss Evelyn Marks, a young lady with abilities that might even interest Ziegfeld. The dancing numbers were particularly well staged, there being a double sextet, just like in "Florodora," eccentric dances by the Misses Policemen, a quartet dance by the Misses Preusser and Marks and Messrs. Bryan and Frey, and other numbers for nimble feet.

The cast included L. DeG. Everdeen, as the butler; Evelyn Marks, as the maid; Messrs. Weise and Bloedon, as the promoters; Grace E. Quinn, as Mr. Weise's fiancee; John M. Frey and James F. Bryan, as Hicksville policemen; Gerald Johnson, a good singer by the way, as the rube millionaire; Josephine M. Plant, as June, his daughter, and Ruth Preusser, as her sophisticated city cousin. There was also a large and ambitious chorus.

Full credit is due to Mr. Weise and Mr. Rienzo for the efforts they put into the book and music of "All Wrong," and for the manner in which the piece was cast, staged and produced. The elaborate character of the production testified to the painstaking care that had gone into it.

Just before the curtain rose on the first act, W. V. Swords, general manager of the Aeolian Co., addressed the members of the association and announced that on June 1 a new Summer schedule of working hours would go into effect, so arranged that the Hall would be closed entirely each Saturday during June, July and August.

**VICTOR DEALER ORGANIZING BAND**

A. M. Sellemeyer, of Holthouse Drug Co., Decatur, Ill., Adopts New Plan for Arousing Greater Interest in Music in His Section

Believing firmly in the advertising benefit that results from associations in musical affairs of the community, A. M. Sellemeyer, manager of the Holthouse Drug Co., Decatur, Ill., is organizing a band. He hopes to perfect an organization that will include all band instruments and will be available for concerts at county fairs and other community celebrations. As leader of the band he will gain recognition as a musical authority, to the distinct advantage of his Victor record business.

Recently Mr. Sellemeyer gave a demonstration of orchestral instruments in the high school auditorium at Decatur, using the instruments of the orchestra, charts and Victor records to demonstrate each instrument.

Summer is nigh, and it behooves talking machine dealers to start the campaign to reach campers and others country bound. Small machines and special records should be featured.

Room No. 1501  
51 East 42nd Street  
New York City

**Clifford A. Wolf**

**MANUFACTURER OF**

Diamond and Sapphire  
Phonograph Points

Phone,  
Vanderbilt 5464

MAGNEDD

EACH NEEDLE  
PLAYS 10 RECORDS



THE ORIGINAL AND FASTEST  
SELLING MULTI-PLAYING NEEDLE

ASK YOUR JOBBER

Manufactured by  
**SUPERTONE NEEDLE WORKS**  
18 W. 20th St., New York

# Quality Instruments Assure Permanent Success

That's why the dealers' choice is

THE PERFECT TONE  
**OPEROLLO**  
FOR EVERY HOME

Reg. Trade Mark for Operollo Phonographs



MODEL 115

Prominent features which made "Operollo" famous and popular:

EXCLUSIVE DESIGNED CABINETS—SUPERB FINISH

CONSTRUCTION EQUIPMENT BASED  
ON LATEST SCIENTIFIC PRINCIPLES

QUALITY AND DISTINCTION THROUGHOUT

No "Paper Guarantee," but 100% Perfection and  
Service which Satisfies

These are no shallow words, we mean exactly what we say and are ready to back our statement. We invite dealers to make a test case of the merits of our instruments and compare our quotations. We shall continue to lead as before in the American Market with "*Quality Instruments for Less Money*," as we concentrate only on popular-priced Machines which *sell on the strength of incomparable Values*.

Demand for Operollos increasing tremendously

In order to give the trade better service, we are now turning the business in numerous states over to Operollo Distributors. In the next number of the World we shall announce the appointed State Distributors.

New Models added during 1920

EIGHT CABINET MODELS, RETAIL PRICES, \$110 to \$275

Attractive Discounts—Prompt Service assured

*Write for 1920 Catalogue and Dealers' Discounts*

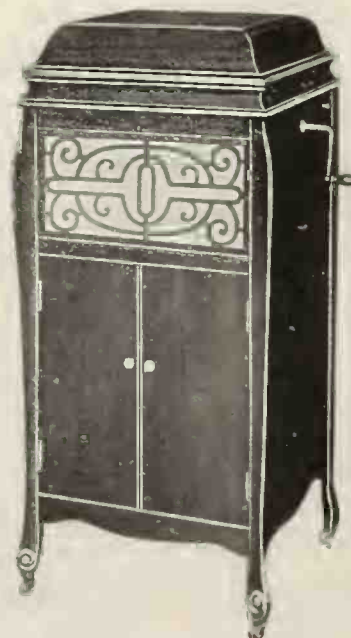
## Operollo Phonograph Company

54 West Lafayette Blvd.

Detroit, Mich.



MODEL C I



MODEL 175



MODEL 275

# THE VISION

Devoted to the Interest of the Educational Work Being Conducted by the Talking Machine Dealers and Jobbers

The Montana State Course of Study for Rural Schools contains the following of interest to those concerned with the educational uses of the talking machine. Under the heading "Music in the Curriculum" is the following quotation by P. P. Claxton, United States Commissioner of Education: . . . "Next to reading and writing, even ahead of writing, and next to the power to count the simplest things in arithmetic, music is the most practical thing in our schools."

The course of study then says: "Those who are responsible for the Montana course of study feel that Commissioner Claxton is right. The rural children need music even more than city children. Every school day should open with music and close with music. . . . The higher emotions will be aroused not through arithmetic, but through music; not through spelling, but through singing. . . . Music appreciation can best be taught through the use of the talking machine, a necessary part of every school equipment. Through the talking machine, the teacher may arouse an appreciation of tone quality (that singing does not mean shouting), stimulate an interest in the great musical classics whether they be folk songs or oratorios, train the ear to distinguish different musical instruments and voice parts, and give added charm to country life through hearing the best at home."

The Educational Department of the Victor Co. recently celebrated its ninth anniversary. On April 3, 1911, Mrs. Frances Elliott Clark, previous to that time supervisor of music of Milwaukee and an educator of national prominence, was chosen to inaugurate and direct the educational activities of the Victor Co. In the brief space of nine phenomenal years, Mrs. Clark incepted and promoted a pioneer work that has not only been an invaluable service to the children of America, but that has become as well a phase of education that is rapidly reaching paramount importance. "The Vision" extends congratulations to Mrs. Clark and the Victor Educational Department upon the completion of nine such successful years.

Princess Watawaso, the Penobscot mezzo-soprano, after a successful season in the New York City schools under the direction of Franklin G. Dunham (Landay Bros., Victor jobbers), made her professional debut at Aeolian Hall on April 7. The newspaper critics were unanimous in their praise of her voice, personality and uniqueness. She left immediately on a tour of Middle Western cities, where she is appearing under the direction of Victor jobbers and dealers in a series of school concerts before her Summer season.

The Foresman course for the teaching of elementary music by means of phonographic records has again reappeared—this time for tests in the New York City schools. Mr. Geo. Gartlan, city director of music, is experimenting with them in several of the grade schools. According to the testimony of Miss Mary Riley, teacher of music in Public School 89, Brooklyn, "they not only teach the children faultlessly, but also assure the music teacher who has many classes to supervise that the work will be successfully carried on in her absence."

The Eastern Music Supervisors' Convention will open May 17 at the Hotel Pennsylvania, New York City. Both the Victor and Columbia educational departments have reserved space for large exhibits.

Sanger Bros., Victor jobbers of Dallas, Tex., have just placed in charge of their educational department L. R. Inman, of that city, who reports conditions in Texas as being very favorable to the field of the Victrola in the schools.

A new booklet, "The Victrola in Americanization," prepared by the educational department of the Victor Co., gives a comprehensive study of music's share in our country's history and development.

The educational department of the International Garment Workers' Union, A. F. L., have adopted "What we hear in music" (Anne Shaw Faulkner), a book listing Victor records, as a text in home study of music for their workers. This creates a new epoch in the work ascribed to the talking machine for the development of "Musical America."

Landay Bros., Inc., educational department, New York City, sent broadcast on Shakespeare Day, April 24, a complete list of Victor records of the songs in Shakespeare's plays, most of them being made by Reinald Werrenrath, the American baritone. New York High School's English classes have these records in every-day use in the classroom.

Stewart Talking Machine Co., Indianapolis, Victor jobbers, get out an "Educational Bulletin" for their dealers each month. Miss Caro-

## DEALERS INCREASE EQUIPMENT

Abram Davega, of Knickerbocker Fame, Optimistic Over Business Outlook—Recent Dealer Changes in Metropolitan Territory

Abram Davega, vice-president of the Knickerbocker Talking Machine Co., Victor distributor, of New York City, is optimistic over the future as it affects the Victor dealer. He reports that many Victor dealers have adopted the policy of retailing Victor merchandise exclusively, with results that are proving very satisfactory to them. A number of Knickerbocker Victor retailers are preparing for the

Order Right From This Ad.



Display Carton Free

## Multi-Playing Mysto Needle

Here is the New Mysto—the new Multi-playing needle. It sets a new standard for quality and a new source for profits.

Mysto Needles embody special tempered carbon steel with a patented process of gold finishing that insures perfect reproduction with attractiveness. Each needle is guaranteed to play 10 records.

### 60 PKG. DISPLAY CARTON FREE

They sell themselves: give satisfaction and yield an unusual profit. Fifty needles to the package—sixty packages to the carton. Takes up very little room—means a very small investment and insures a very attractive profit.

### ORDER RIGHT FROM THIS AD

In stock for immediate delivery. ORDER RIGHT FROM THIS AD. Terms, 5% discount for cash in full with order; or net C.O.D. with 10% deposit with order.

### 48 HOUR DELIVERY

No. 530-DA Price, Single cartons, Each . . . . . \$3.90  
No. 531-DA Price, 1 doz. cartons, Each . . . . . 3.60  
No. 532-DA Price, 25 cartons, Each . . . . . 3.50  
No. 533-DA Price, 50 cartons or over, Each . . . . . 3.25

## COLE & DUNAS MUSIC CO.

Dept. 105

52 West Lake St., Chicago

Write For Free Bulletin

Our new bulletin shows everything in Phonographs, supplies and accessories—Sales ideas, selling plans and dealer helps. Hundreds of items from needles to phonographs. IT IS FREE. Write for a copy today—now.

Irene Hobson is the energetic director of this educational department.

Sherman, Clay & Co., San Francisco, have been busy trying to meet the demand of school records on that part of the Coast.

good business ahead by taking larger quarters and adding additional equipment. Theodore Harrison, Victor retailer, has moved to larger and very attractive quarters on 116th street between Fifth and Lenox avenue, and Fred Beillenkamp has moved to 725 Columbus avenue, where greatly increased facilities are available. Schnabel Bros., on 116th street near Eighth avenue, have installed new equipment to take care of increasing business.

The Columbia Stellar Quartet entertained the Association of Indiana Music Teachers at Richmond, Ind., on April 21, under the auspices of Ray Weisbrod, of the Weisbrod Music Co.

# WAGNER PHONOGRAPH CO.



## Offers to the Trade:

Motors—Double and Triple Spring, of any standard make  
Needles—Brilliantone, any tone :: Cabinets—Any size and price  
Tone Arms, Soundboxes, Springs, Lid Supports, Turntable Felts

Large Selections in Standard Make RECORDS

139 EAST FIFTY-FOURTH STREET.. NEW YORK CITY

# The Efficiency

## Electric Phonograph Drive

Fully protected by patents pending



### IS GUARANTEED

To maintain constant turn-table speed at 110 volts, Alternating Current, 60 cycles and under, at 110 volts Direct Current, and through every variation in current on commercial lighting circuits.

To run without heating up.

To operate in silence.

To produce perfect tone at the exact speed intended for the record.

To need no adjustment, oiling or attention for at least two years and to function satisfactorily under every condition of proper usage if the seals of the motor remain unbroken.

**Efficiency Electric  
Corporation**

New York      Lowell, Mass.

When you are offered a motor—any make, any type—ask the manufacturer to give you the same guarantees and have him—

*Put it in  
writing*





## TO MAKE SONORA PERIOD MODELS

Entire Capacity of Orinoco Mfg. Co. Plant in Columbus Devoted Exclusively to This Product—Deal Closed by Geo. E. Brightson

It was announced this week by Geo. E. Brightson, president of the Sonora Phonograph Co., New York, that arrangements have been consummated whereby the entire capacity of the Orinoco Furniture Mfg. Co., of Columbus, Ind., will be devoted exclusively to Sonora period models. This important deal was closed by Mr. Brightson with Wm. H. Lincoln, head of the Orinoco Furniture Mfg. Co., who visited New York for the express purpose of gaining an intimate knowledge of the prestige and standing of Sonora product in the industry.

While here Mr. Lincoln visited the handsome Sonora Fifth Avenue Salon, and was immediately impressed with the dignity and artistic refinement which characterizes every detail of this magnificent establishment. The more closely he investigated the policies and plans of the Sonora organization the more he realized that the time honored prestige of his concern could be placed very safely in the hands of Mr. Brightson and his associates. The various details incidental to the deal were finally closed, and product valued at millions of dollars will be added to the Sonora output for the coming year.

In furniture circles the Orinoco Furniture Mfg. Co. is recognized as one of the country's greatest furniture institutions. Its product has won international renown because of its artistic beauty and superior workmanship. Mr. Lincoln has spent practically his entire business career in maintaining ideals which have become realistic in the furniture field, and the Sonora Phonograph Co. is to be congratulated upon the acquisition of this plant for the production of its period models.

D. Krassil, Monessen, Pa., will soon add complete Unico booths to his Victor department.

## TO CUT MICA DIAPHRAGMS

Lucky 13 Phonograph Co. Enters the Mica Diaphragm Business and Has Equipped a First Class Plant for This Purpose—Other News

The Lucky 13 Phonograph Co., New York, has just increased the scope of its activities in the talking machine industry by entering the mica diaphragm business. The company is now equipping a first-class plant, employing the best skilled labor that is available, and expects to cut mica diaphragms on an extensive scale. During the past few weeks orders have been received from some of the leading talking machine manufacturers who have been particularly impressed with the fact that the company is in a position to handle large quantity orders on an immediate delivery basis.

D. B. Bartelstone, head of the Lucky 13 Phonograph Co. has for some time past taken a keen interest in the diaphragm industry, recognizing that a first-class diaphragm is an absolute essential for any talking machine of merit. He made a careful investigation of the entire field, and is utilizing his many years of experience in the industry to advantage in the production of his mica diaphragms.

Max Bartelstone, a cousin of Mr. Bartelstone, has been appointed sales manager of the Lucky 13 Phonograph Co. The new sales executive has had a valuable training in the industrial world, and will devote a considerable part of his time to the rendition of efficient service to the company's clientele. His wide experience well fits him for his new post.

For the past few months the demand for steel needles has steadily increased, according to the sales totals reported by the Lucky 13 organization. The company has arranged for the regular delivery of half a billion needles, and within the past two months one of the company's customers has purchased over 110,000,000 steel needles and has asked for estimates on the delivery of 250,000,000 needles for the current year.

## A Period 'Tone Arm'

From those manufacturers who several months hence will be in a position to use a high-grade tone arm and sound box of original design and of superior features, WE INVITE CORRESPONDENCE. Visitors to New York are also cordially invited to our New York offices. Samples of the new arm will be forwarded to the trade shortly after May 15th, and deliveries in quantities will follow in thirty days from that period.

**PERIOD TONE ARM CORP.**

55-61 W. 17th Street, New York Chelsea 4744

## LEASE NEW QUARTERS IN TOLEDO

Cable Piano Co. Plans Elaborate Talking Machine Department in New Location

TOLEDO, O., May 6.—After twenty-three years in their present location at 311 Superior avenue, the Cable Piano Co., through Manager H. G. Pulfrey, announces the signing of a long time lease on the seven-story building at 344-346 Summit street, now occupied by the Starr Hardware Co. The new location may be said to be the Broadway and Forty-second street of Toledo, and is situated at the very busiest point in the city.

The show windows, which extend entirely across the thirty-five foot front and are three stories high, will provide facilities for displaying the Victor and Columbia lines that are unsurpassed. The first floor of the new building will be given over entirely to the demonstration and sale of records.

Manager A. F. Maag, of the talking machine department, is very enthusiastic over the new home and expects that with the facilities thus afforded him he will be able to at least triple the business of the department. Mr. Maag is at present studying the different store arrangements in the neighboring cities, and is arranging plans for the laying out of the department space. A large recital hall on the second floor will be one of the features of this establishment which will make a strong appeal to prospective buyers.

*The Name*

# WESER

has been famous in the music industry for more than forty years. In that time over 97,000 Weser Pianos have been purchased by discriminating buyers who know the true worth of Weser value.

## Weser Phonographs

embody the same high standard of tone quality and workmanship found in Weser pianos. They are not only thoroughly dependable but contain many individual talking points, which, combined with Weser prestige, make them a valuable asset to your business.

**WESER**  
520-530



**BROS., Inc.**  
W. 43d St.

NEW YORK

# Crafts Superiority



MODEL "A"

Mahogany or Oak  
17" wide; 19" deep; 42" high

This is an exceedingly artistic model, built to meet a popular demand. Nickel-Plated Hardware is used throughout, and the shelf for Albums is made of five-ply veneer.



MODEL "B"—CLOSED

Mahogany, Walnut or Oak  
18" wide; 20" deep; 43 $\frac{3}{4}$ " high

Recognizing the sound truth of the old adage, "A chain is no stronger than its weakest link," most careful attention is given to every factor entering into the manufacture and sale of the CRAFTS Phonographs—first, the raw material, then the machinery, the training of employes in factory, office and field, the service to dealer and, last, the retail purchaser, who must be permanently satisfied.

Having been "through the mill" as dealers and jobbers before becoming manufacturers, we know what the retail purchaser wants and what the dealer must have to meet the demands of his trade. We study the interests of both.

CRAFTS Phonographs sell on their merits. The splendid tonal qualities are at once recognized by the prospective buyer, and the beauty of the design of the cabinets holds the admiration of the observer.

We are using what we believe to be the best Motor on the market and the finest Springs obtainable.

The CRAFTS Guarantee covers all parts of the CRAFTS Phonograph except the Springs, which no manufacturer can guarantee.

A sample order will convince you of the Superiority of the CRAFTS Phonograph.

The CRAFTS Service to Dealers suggests a unique plan of merchandising.

The CRAFTS Dealer's Proposition will interest you. Write for it!



MODEL "AA"—OPEN

Mahogany or Oak

14 $\frac{1}{2}$ " high; 16 $\frac{1}{2}$ " wide; 20 $\frac{1}{4}$ " deep

Like the more expensive Models, "AA" will play all makes of Disc Records.



MODEL "C"—CLOSED

Mahogany, Walnut or Oak  
22 $\frac{3}{8}$ " wide; 24 $\frac{1}{8}$ " deep; 46 $\frac{3}{4}$ " high

## A. J. CRAFTS PIANO CO.

Manufacturers

RICHMOND

VIRGINIA

# Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

Note.—This is the 46th of a series of articles on the general subject of the musical possibilities of the talking machine by William Braid White. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion neglected wholly or in part. —EDITOR.]

## THE WORLD-NEED

The world about us finds itself in turmoil and strife. Though the state of war has in effect ceased to exist, though hostilities have come to an end more than a year ago, the fact remains that the passions which were stirred into action by the war have not at all ceased to operate. Indeed it should seem that the unity and self-sacrifice which the war-time evoked have been altogether succeeded by a time of discord and internecine strife. The world is sick and crying aloud for relief.

The possibilities of music as a relief agent in the world's troubled times have not been studied very carefully as yet. But the result of such studies as have been made is sufficiently clear to show that the talking machine must bear a very conspicuous part in the movement. The propaganda in favor for a more extensive use of music in the home, the experiments now being made in the use of music in industry, are alike producing results which show that here is a powerful weapon which can be turned to very good account as soon as we have learned to wield it rightly. The talking machine dealer cannot, dare not, be ignorant of these things. He must, for his own sake, find out what is going on in this fruitful field, and then he must discover what part in the cultivation of it he ought to bear.

### The Two Aspects

There are two sides to the question. One relates to the machinery, as it were, of the

movement to promote the use of music. The other is related to the internal aspect of the world situation and is concerned with finding out how we can adjust the commercial side of music to a great world-need which exists independently of any and all specific movements or political actions.

The Music Industries Chamber of Commerce, which is the representative body of the associated music industries of the country, is devoting much time and energy to the propagation of a movement to bring music more definitely into the homes and hearts of the people. In so doing it is but organizing on a large and national scale what some individuals and corporations have been doing in their own way for years. It is only necessary to remind the reader of the wonderful work which has been done in the past by the three pioneer talking machine manufacturers to make him realize that the intensive cultivation of the home-field for the development of music appreciation has been associated from the very beginning with the talking machine.

In fact, the talking machine, above all other kinds or types of music-means, has brought to the American people the message of home music. Why the American people, to whom are added yearly so many natives of lands which have for their own a rich dower of musical art and accomplishment, should be so generally non-musical is a mystery, but the fact remains—we are not a music-making people.

The talking machine, however, has done something at least to make us a music-buying and a music-hearing people; that is something.

### The Means to an End

At the same time it ought to be remembered

that the merchant who realizes the true meaning of his business will always consider the talking machine as the means to an end; not as the end itself. The machines and the records he sells are intended to bring to their purchasers entertainment, but also to minister to an often distinctive though usually unformed love for good music. The talking machine cannot take the place of a single instrument of music, but it does teach its owner to love and respect the original instruments. The musical possibilities of the talking machine are not realized or rightly featured unless the merchant can feel that in his advertising and selling he is helping to create a class of music lovers who some day will want to make music for themselves.

### "Music in Industry"

Of course, a great deal of nonsense has been talked and is likely to be talked by well-meaning persons about music in industry. The writer heard a steel man remark the other day that he did not see how one is going to get music into a blast furnace. The question was only half meant, but it sums up some of the many practical difficulties in the way. One thing is certain. The influence of music as a composer of differences, as a power in the direction of harmony, is not to be denied. But no set of employes with any self-respect is going to be pushed into the use of music. Wherever music is being used successfully to lighten toil, ease nerves, smooth out discords and promote good feeling this use is being had through the efforts of the employes themselves. The company may pull strings from the background, but the manipulation must not be apparent. Community

(Continued on page 166)

*Just What You Have Been Waiting For*

## The GATELY Carrying Case

for VICTROLA VI's



This handsome carrying case will help increase your VICTROLA VI sales.

The Gately Carrying Case is constructed of wood, covered with black waterproof fibre and substantially made so that it can be carried by one man or as baggage.

Each case is arranged to hold thirty 10-in. or 12-in. records, and has a separate place for a sound box, winding key and needles.

**Price, \$8.50 Wholesale**

*Write for Descriptive Circulars*

**GATELY-HAIRE CO., Inc.**

**Albany, N. Y.**

# Pathé



## THE QUALITY PHONOGRAPH

That's just what the Pathé Phonograph is: absolutely and essentially the quality phonograph.

Quality of material, quality of workmanship, quality of design—and above all quality of music—supreme in tone.

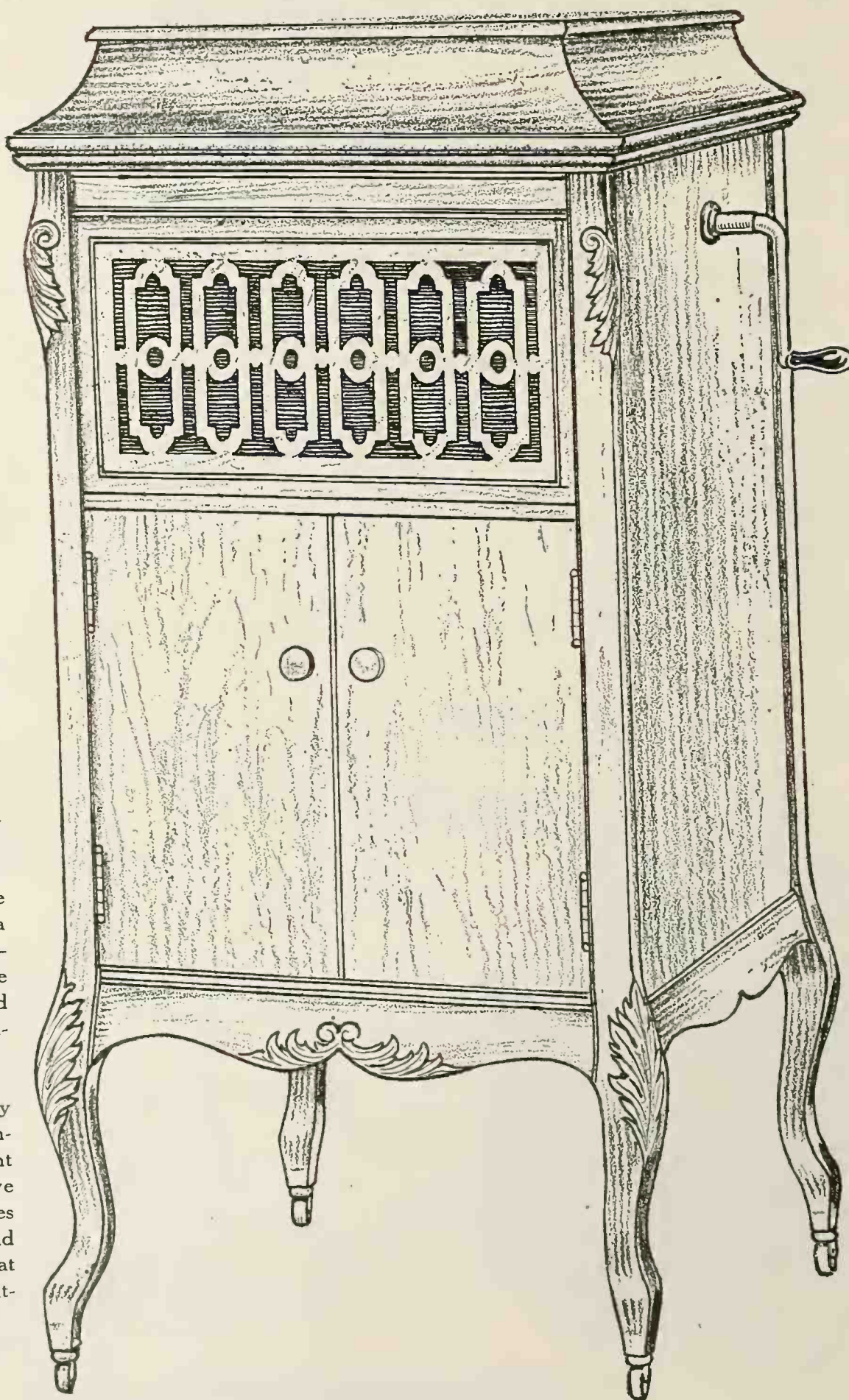
The voice of the Pathé is its best salesman

To the experienced or inexperienced prospective customer but little dealer demonstration is necessary to prove the superior qualities of the Pathé over other phonographs or "Talking Machines."

The Pathé is almost a self selling proposition for the dealer:

Pathé Records played on the Pathé Phonograph compose a combination unsurpassed—Pathé's Record library is complete—up-to-date popular hits—and the best standard and classic numbers.

Quality product, backed by high-powered conservative convincing publicity: heavyweight national advertising: intensive newspaper campaigning: makes the Pathé demand definite and substantial: and it is a line that carries high prestige and very satisfying profits.



**PATHÉ FRÈRES PHONOGRAPH CO.**

EUGENE A. WIDMANN, *President*

10-56 Grand Avenue

Brooklyn, N. Y., U. S. A.

and London, England.

The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto

The  
 World's Greatest Singing Comedian  
**JACK NORWORTH**

*In the World's Greatest  
 Repertoire of Songs on*



**PHONOGRAPH  
 RECORDS**

**EXCLUSIVELY**

Everybody knows Jack Norworth  
 —Everybody likes to hear his  
 songs.

Mr. Dealer—You can sell Jack  
 Norworth Records to every one  
 of your customers.

**PATHÉ FRÈRES  
 PHONOGRAPH CO.**

EUGENE A. WIDMANN, Pres.

10-56 Grand Avenue  
 Brooklyn, N. Y., U. S. A.

and London, England

The Pathé Frères Phonograph Co. of Canada, Ltd.,  
 Toronto



## POSSIBILITIES OF THE TALKER

(Continued from page 163)

singing, the formation of choral clubs, the introduction of talking machines in rest rooms, dining rooms and recreation buildings, the use of the talking machine or player-piano for encouraging dancing and "sings"; all these matters are best left to the employees. Here, then, is the talking machine man's big opportunity. He should realize that every industrial plant is in effect a prospect. He should realize that enlightened executives everywhere are only too willing to encourage whatever will make working conditions more tolerable and heal up industrial discords. He has to sell, not an ordinary piece of merchandise, but the powerful, beautiful and healing influence of music.

### The World's Need

And this brings us to the second part of these observations. At this moment the world certainly needs music, if it never needed it before. The world needs the healing and composing power of music. It needs that music as much as it needs education and almost as much as it needs food. The talking machine man has before him a great opportunity. He can constantly keep before his community the great idea that he has music to sell and that music is something which his community needs. That community is much more likely to listen to him if he talks music than if he talks price, terms, "talking points" and all that sort of thing. When men and women consider a talking machine these days they consider first its possibilities as an entertainer and then they think about it as something which will give them music, of a sort they cannot get in any other way. The time is here at last when we can safely advertise music and not machines.

Let us not forget that the greatest advertiser in the talking machine business has always worked that way, and with a success unmeasurable.

Let us also remember that one of the big jobs of to-day is the encouragement of community work in music. The wise merchant will not stint his endeavors in this direction. He will give of his own freely for every good cause of this kind. He will co-operate with all the resources of his store and of his equipment. He will give recitals, using talking machines. He will encourage the music teachers to bring their pupils. He will entertain the high school graduates. He will offer the community workers for music such a welcome that they will make his store their headquarters. He will re-

member each and every day that he is selling something which the world needs very much just now. He will advertise, talk, think and dream music. And in so doing he will make of himself a power for good in his community.

The musical possibilities of the talking machine? Their name is Legion. There is no end to the good work which can be done just now. The land is on the verge of a great awakening. Out of all this welter of discontent and misery may come a people singing and making music, happier and more at peace one with another. In the realization of this great possibility may the talking machine merchants not be found backward.

## THE REED CO. IN NEW QUARTERS

Prominent Pittsburgh Manufacturer of Talking Machine Accessories Now Located in Its New Home at 5748 Ellsworth Avenue

PITTSBURGH, PA., May 7.—The Reed Co., of this city, manufacturer of Reed record racks and demonstrating booths, and distributor of many well-known talking machine accessories, has sent an announcement to the trade, advising the dealers of the removal of its general offices to its new building at 5748 Ellsworth avenue. The offices and warehouse will be combined in this building in order to enhance the efficiency of the company's service to the dealers. The new building embodies all of the most modern and up-to-date improvements in office efficiency methods, and the space afforded the executive and sales organizations makes for the adequate handling of the company's fast growing trade.

James L. Olds, who was associated with the Reed Co. for some time, and who resigned last December to accept a position as manager for William B. Duck & Sons, Victor dealers at Toledo, O., has rejoined the Reed organization. Mr. Olds left the first of the month for a trip through his new territory, which comprises the State of West Virginia.

During the past few weeks, the Reed Co. was visited by John H. Riley and William B. Fay of the Aeolian Co., New York.

## LONGO TRIO RECORDS POPULAR

The Longo Trio have recorded a number of pronounced hits in the Pathé list and many requests for the records by this trio are being received by dealers in all sections of the country, as attested by letters and orders being received at Pathé headquarters from widely separated communities.



Height 45" Width 18½" Depth 19"

Sample \$52.50

Quantity Prices on Application.

## ARE YOU

catering only to the **high price** trade and neglecting the **popular price** customer?

For every high priced phonograph sold there is a demand for one hundred cheaper priced machines. The "RECALL" is an ideal proposition for this purpose.

It compares favorably in finish, workmanship and equipment with higher priced phonographs and sells at a price satisfactory to the majority of buyers.

Investigate our proposition; send for sample.

**The Huss Bros. Phonograph & Piano Co.**

6-8-10 W. Canal Blvd., Cincinnati, O.

## RENTING TALKING MACHINES

Washington Dealer Says Practice Has Many Direct Advantages—Opens Way for Future Sales of Both Machines and Records

The question of renting talking machines has been often discussed by members of the trade. In Washington there is some sentiment in favor of the plan and Carl Droop, of E. F. Droop & Sons Co., has the following to say regarding the subject:

"There is no substantial reason why talking machines should not be rented and many reasons in its favor. We are renting them right along, and in most cases on better rental terms than pianos. The advantages are many: You create a record customer at once, and this is cash; you have a talking machine sale prospect which in a great many cases buys; you make a friend for your house; you get terms which will pay for the machine in a year or a little more. These are the direct advantages, but there are others almost as important. Take the short-time rentals, sometimes a night or an afternoon for a dance, or a few days for a special purpose. This opens the way to sell \$5 to \$10 worth of records, as these are never rented or leased. Some of these short-time renters raise the objection that they will have no use for the records after the machine is returned. The answer to this is that it would be an interesting 'stunt' to sell them off at auction to the dancers or company—a fine chance for the amateur comedian auctioneer who is always found in every gathering. This 'hunch' goes nearly every time and frequently proves to be one of the big hits of the function. We are renting new talking machines and applying five or six months' rental on the purchase price if the customer desires—balance cash, don't forget that."

The Kiefer Music Co., Evansville, Ind., has occupied a large new store near its former location. The company handles Baldwin pianos and Starr phonographs.



Order Right From This Ad

Display Stand Free

## Wall-Kane Master Needles

Wall-Kane, the master needle, is the highest grade needle made. Three different coatings of a secret chemical solution guarantee the needle to play ten records. The chemicals also minimize the scraping sound and greatly improve the tone.

### 100 PKGS. AND DISPLAY STAND

This set consists of 25 packages medium tone Wall-Kane needles, 50 packages loud tone Wall-Kane needles, and 25 packages extra loud Wall-Kane needles, one display stand.

Each package contains 50 needles, with retail price 15c printed on the package.

### ORDER RIGHT FROM THIS AD

Wall-Kane needles are carried in stock for immediate delivery. ORDER RIGHT FROM THIS AD, while these prices hold good. Terms, 5% discount for cash in full with order, or net-C. O. D. with 10% deposit with order. 48-HOUR DELIVERY.

No. 513 D. A. Price for set with stand complete \$7.60

**COLE & DUNAS MUSIC CO.**

Dept. 103

52 West Lake St., Chicago

Write For Free Bulletin

Our new bulletin shows everything in Phonographs, supplies and accessories—Sales ideas, selling plans and dealer helps. Hundreds of items from needles to phonographs. IT IS FREE. Write for a copy today—now.

# 3 Big Factories Behind PRIMA DONNA PHONOGRAPH

*"The Instrument Inspired"*



BUNGALOW

MAJESTIC

BLACKSTONE

ASTORIA

STRATFORD

PARLOR GRAND

## ANNOUNCEMENT

I wish to inform my friends in the trade that I have concluded arrangements with the largest, livest and most popular priced talking machine proposition in the field to-day, whose equipment and product is 100% efficient and therefore second to none.

As a Prima Donna Distributor, backed by an organization and three well equipped factories, I am now in a position to offer those I formerly served (and live dealers generally) the most attractive GUARANTEED money-making phonograph proposition ever offered. Write me personally for my proposition.

Yours for More Profits,  
FREDERICK P. ALTSCHUL.

## Immediate Delivery—Altschul Pays the Freight

### Prima Donna Excels in Quality, Style and Finish

All that one could ask is exemplified in the Prima Donna. Its construction and tone are a delight to the eye and the ear.

Its tone value is increased by our scientifically constructed all wood amplifier.

Prima Donna cabinets set a new standard for beauty, style and durability and stand as a "living" example to the best produced by the cabinet makers' craft.

In tone and craftsmanship it is truly an inspiration realized.

*All panels are five-ply and inserted in a continuous frame, either genuine mahogany or quartered oak. The mahogany cabinets are hand-rubbed to a high class piano finish.*

### The Price Appeals to the Music Lover and Pocket Book

Prima Donna, as compared to present-day standards, is sold at a price that should interest every dealer.

Every Prima Donna is unreservedly guaranteed for one year against all imperfections of material and workmanship. Any parts, such as springs, etc., will be replaced free of charge provided they are sent back charges prepaid.

#### MADE IN SIX MODELS

|                    |       |
|--------------------|-------|
| Bungalow .....     | \$ 95 |
| Stratford .....    | 115   |
| Blackstone .....   | 135   |
| Astoria .....      | 160   |
| Majestic .....     | 200   |
| Parlor Grand ..... | 225   |

### Our Dealer Service is Second to None

We realize that present-day selling methods require close dealer co-operation and all Prima Donna dealers will have my personal assistance in increasing sales.

Aside from our beautifully designed catalog and hangers—we have attractive moving picture window slides and specially prepared advertising copy and cuts for all dealers using local newspapers.

For live dealers who want a phonograph built by one organization from lumber to finished product (not an assembled proposition) with both factory and distributor back of them doing all that modern merchandising can do to push and increase sales; to such dealers no second invitation will be required to address me for territory.

Only Phonograph  
Unreservedly Guaranteed  
For One Year

## Frederick P. Altschul

PRIMA DONNA DISTRIBUTOR

112 West 23rd Street

New York

Send  
for Handsome  
Catalog

Write for special EXPORT proposition

CABINET FACTORY



*Hartzell Walnut—  
Standard for 40 Years*

*Hartzell Mills—  
Known for Efficiency*



HARTZELL WALNUT LUMBER MILLS

## *Here Is a Real Opportunity to Secure*

A SOLID AMERICAN WALNUT PHONOGRAPH that can be sold at a price which will enable you to make a handsome profit and deliver to your customer a product that you can feel *proud of*.

These phonographs are equipped with Heineman motors and tone arms. The cabinets are genuine *Old-fashioned Walnut*. We will give you \$100 for every piece of imitation Walnut you can find in any of our cabinets. The side, back and door panels are 5-ply  $\frac{3}{4}$ " thick with chestnut cores and high quality Walnut face veneer.

### FINISH

We can furnish these cabinets in either a natural walnut or beautiful mahogany finish, using three coats of varnish rubbed down to a smooth egg-shell surface.



50x22x23



48x19½x22

### DELIVERY

We can make immediate delivery in either the 50" or 48" model. Please write to us immediately and let us send you our proposition either on completed phonographs or cabinets shipped in carload lots or drop shipments. You cannot afford to *pass up* this exceptional opportunity.

**GEO. W. HARTZELL**  
PIQUA OHIO



## PREPARE FOR A BIG WHOLESALE TRADE IN KANSAS CITY

Victor and Columbia Distributors Erecting New Warehouses to Meet the Demands of Retailers  
—Wunderlich Expansion—Tri-Sales Co. Remodels Store—Steinola Co. in New Location

KANSAS CITY, Mo., May 6.—The handicap of the freight and express embargo to this district during the past month has been a severe one to the talking machine business. The fact that the past month has brought such a heavy demand has completely overcome the lull in business experienced during the months of January and February and well into March.

That the jobbers and the dealers are expecting and have some definite knowledge that the production of plants during the next two months will make it possible to speed up deliveries is evidenced by the fact that arrangements on big scales are being made here to erect suitable warehouses for the goods. Not only is this true of the larger jobbers, but of the smaller ones and including some of the larger dealers as well. Following close onto the plans of the enlargement of the Schmelzer Arms Co., Victor distributors, which include an exceedingly large separate structure for housing the jobbing business, and the new warehouse of the J. W. Jenkins' Sons Music Co., also Victor jobbers, comes the formal announcement of the Columbia Co., that work on its new warehouse near Twentieth and Wyandotte will begin immediately. Elmer A. McMurtry, manager of the Columbia branch at Kansas City, declared that the warehouse which his company is preparing to construct here will be one of the largest exclusive talking machine warehouses in the country. The second floor of the structure is to house a special Columbia school and a model retail establishment for the benefit of the Columbia dealers in this trade territory.

Harry Wunderlich, of the Wunderlich Music Co., recently said that the past month has been one of the best months that he has ever experienced in the business here. Mr. Wunderlich recently completed the redecoration of his store, which is one of the largest retail institutions in the city. The Wunderlich Co. also announced that it had taken two additional floors in the building which it occupies, thus giving the company six floors in all.

The Tri-State Sales Co., distributors of the Emerson records in this territory, has been remodeling its store to care for the greatly increased business. Clifford Pierce, of the Tri-State Co., declares that the business, despite the fact that the lateness of deliveries and general shortage of stock have handicapped the development of trade, has shown a most remarkable increase.

The Paul Talking Machine Shop has been making a special service to its clientele which is that of remaining open until 10 o'clock in

the evening. Mrs. Myrtle M. Paul recently said: "We have found that remaining open during the evenings has brought a business that has been very pleasing. It is often that prospective purchasers would rather call after the dinner hour in the evening to have machines demonstrated and yet there is an exceedingly large volume of business in the record department, as many who decide upon an impromptu dance in the evening invariably discover the need of several new records or needles and many motor cars stop for this purpose every evening."

Jay Olney, of St. Joseph, Mo., reports that during the last few weeks business has been particularly good. Mr. Olney is making arrangements for the remodeling and rearrangement of his store.

Arthur A. Trostler, secretary of the Schmelzer

### McCLURE & COWLES CHANGE NAME

Albany Victor Dealers to Be Known as McClure & Dorwaldt—E. C. Dorwaldt Purchases Interest of Harry E. Cowles—No Change in Business Further Than Foregoing

Albany, N. Y., May 6.—The firm of McClure & Cowles, well-known piano dealers, has changed its name to McClure & Dorwaldt. In April, 1919, Edward C. Dorwaldt purchased the interests of Harry E. Cowles. When the senior member of the firm, Henry J. McClure, passed away Edward Dorwaldt became the president of the firm. Other officers chosen are: Vice-president, Mrs. Henry J. McClure; treasurer, Carl E. Dorwaldt, and secretary, Frank H. McClure.

Edward C. Dorwaldt has been connected with McClure & Cowles for ten years and is considered one of the best piano men in this sec-

tion. Carl E. Dorwaldt, before his connection with the firm, was for nine years with the American Express Co., division superintendent office. Frank McClure, son of the former president of the firm, is a Dartmouth College student and is very prominent among the younger set of the city.

McClure & Dorwaldt will continue to deal in Victrolas and records and pianos.

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### PLANNING TO ENLARGE PLANT

The Parlaphone Phonograph Co. of St. Joseph, Mo., is now making arrangements for the enlargement of its plant. The company, headed by R. E. Houston, has been manufacturing a standard line of phonographs for several months. E. E. Trower, who has been in the piano and phonograph business in this section of the country for a number of years, recently sold his interest in the Parlaphone Co.

**MAGNEDO**  
EACH NEEDLE  
PLAYS 10 RECORDS



THE ORIGINAL AND FASTEST  
SELLING MULTI-PLAYING NEEDLE  
**ASK YOUR JOBBER**

Manufactured by  
SUPERTONE NEEDLE WORKS  
18 W. 20th St., New York

## Adora The Clearer Phonograph

The Adora is a new phonograph with a remarkable sales record—more than 4,000 being sold in its introductory year in one city!

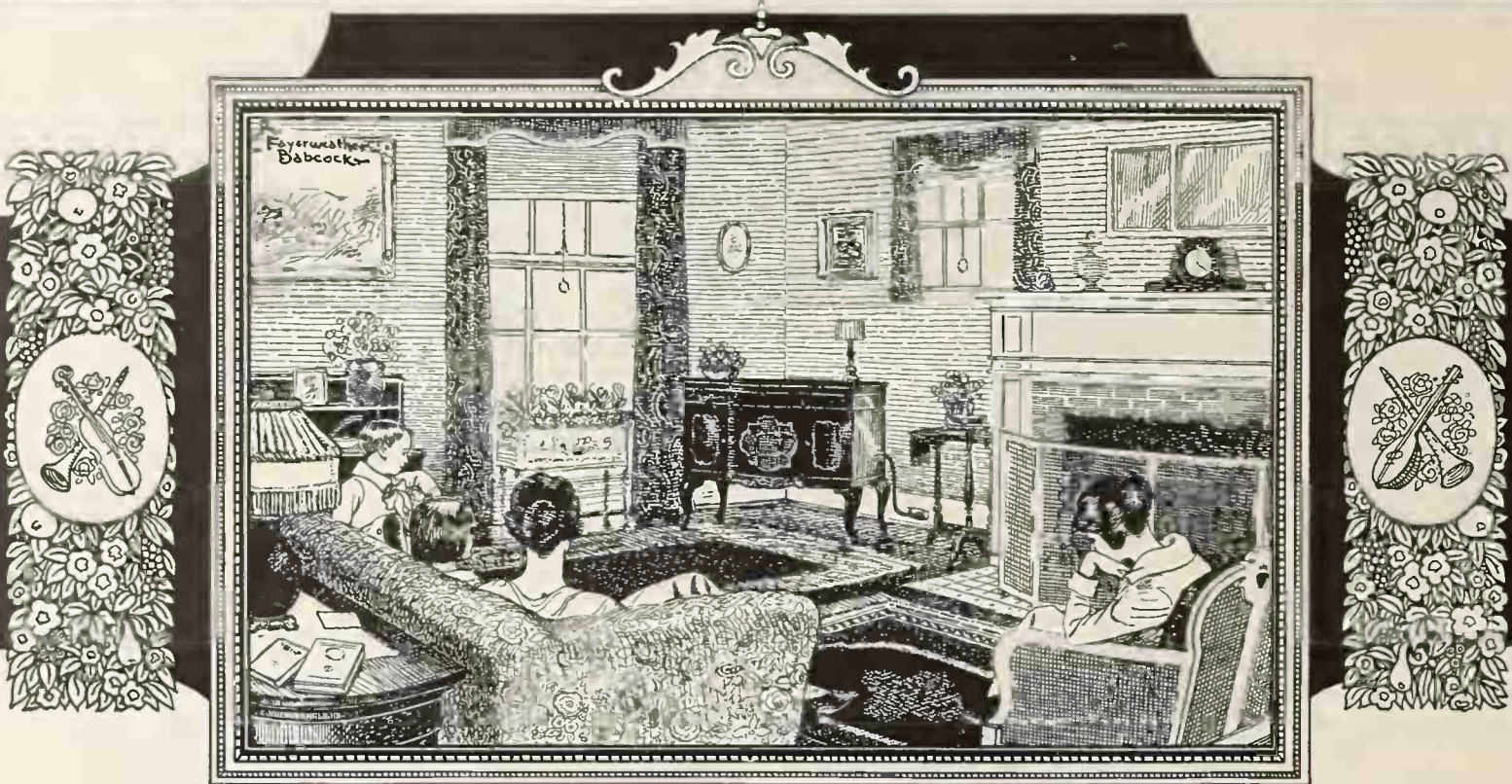
The Adora is strictly a quality phonograph, but it retails at a price much below that usually secured for high grade instruments.

This fact, coupled with its remarkable clarity and fullness of tone—a clarity that surprises everyone who hears it—has won for it instant success wherever it has been shown and demonstrated.

In the near future we shall be in a position to market the ADORA nationally. At this time we shall have a very attractive proposition to offer reputable retailers throughout the United States and Canada.

*Adora Phonograph Co.*

242 East Jefferson Avenue  
DETROIT, MICH.



## The Chicago Metal Products Co.

in constructing the

*Roberts*  
ELECTRIC  
PHONOGRAPH  
MOTOR

has spared no expense in manufacturing the *best*. They realize that an electric phonograph motor must *stay sold* and all their efforts have been directed to that end.

The many reorders are demonstrating its excellence and high grade workmanship. Once it is adopted it is never abandoned in favor of other designs.

## Moeller - Waters, Inc.

*Sole Selling Agents*  
Lyon & Healy Building, Chicago

**Increase your sales of Vacation Models by carrying Grafonola trunks. Make it easy for your customers to carry music wherever they go.**

**Columbia Graphophone Co.  
NEW YORK**



**TRADE VOLUME IN LOS ANGELES REACHES BIG FIGURES**

Trade Outlook Is Excellent—Emerson Records to Be Pressed in Los Angeles—Columbia General Manager Visitor—Stracciari Gives Concerts—Columbia Salesforce Changes

LOS ANGELES, CAL., May 2.—Talking machine sales during April again reached the standard set by the first quarter of 1920 and in some instances have even beaten the high-water mark of March. The announcement that Los Angeles has been chosen as the site for a record manufacturing plant for the Pacific Coast where Emerson records will be pressed, and when necessary recorded, has created a profound impression throughout the trade. Los Angeles has long prided herself on being the leading far Western city in the talking machine business and is confident of her ability to keep a record factory busy for home consumption, aside from the convenience of rapid supply to other cities of the Pacific States.

H. L. Willson, general manager of the Columbia Graphophone Co., accompanied by Mrs. Willson, spent a few days in Los Angeles. They traveled by automobile from San Francisco and left for the East via Denver and Salt Lake City. Mr. Willson met a number of Columbia dealers while here and expressed his admiration for the attractive character and up-to-date methods of the Los Angeles music stores.

Riccardo Stracciari, the famous Columbia baritone, gave two concerts in Los Angeles and one in San Diego, which met with great success and applause. Columbia dealers experienced and are experiencing a marked increase in the demand for Stracciari records.

Fred Sherman and Andrew McCarthy, of Sherman, Clay & Co., were visitors in Los Angeles for several days during the latter part of April. They expressed the greatest optimism regarding business for 1920 and stated their belief that orders for Victor products, of which they are the Pacific Coast distributors, would be well taken care of in the immediate future.

L. C. Ackley, Columbia city salesman for Los Angeles, has been appointed manager of the Columbia Co.'s Seattle branch to succeed Frank Dorian, who recently resigned. Charles Mack, who has been traveling in Southern California for some time from the Columbia Los Angeles branch, will take over the position of city salesman, where he already has many warm friends. Harry Allen has succeeded to the

Southern California territory, and Frank Newman will travel the State of Arizona.

L. O. Giles, of the Emerson Phonograph Co., was a recent visitor in Los Angeles and announced that arrangements had been formulated for the erection of a record pressing plant in Los Angeles for the supply of the Western States.

Schireson Bros., 349 North Main street, placed an initial order for 14,000 of Victor record No. 72563. The title is "Cielito Lindo," and it is exceedingly popular with Mexicans, who have long looked forward to a record of the selection.

A. H. Fuller, of Fuller & Sunderland, of the Broadway Department Store, has returned from a visit to the East, where it was necessary for him to finally close up some of his business connections. He will now devote his entire time to the music interests of his firm in Los Angeles.

E. R. Darvill has been appointed Southern California traveling representative for the Aeolian-Vocalion by Pacific Coast Manager Hull. Mr. Darvill was connected with the Aeolian Co. in former years in the East.

Announcement has been made of the appoint-

ment of two Aeolian-Vocalion dealers in Los Angeles, namely, the Geo. J. Birkel Co. and A. Hamburger & Sons.

The new phonograph store of Richardson's, Inc., at 727 West Seventh street, has now been completed. It is most attractive and in many ways unique. Spanish architecture has been adopted for the interior and the harmonious decorations are exceptionally beautiful and carried out with consummate taste and skill. A complete stock of talking machines and records will be carried by this company.

**WHY HE REFUSED THE SALE**

One talking machine dealer refused to sell an expensive instrument to a customer whom, he found, had not paid for the piano which he had bought on time payments. The dealer considered such a man a poor risk. How often do dealers find out if their prospective customers have paid for their pianos before they conclude the sale of a high-priced talking machine?

**F. E. SHULTS SELLS MUSIC HOUSE**

Frank E. Shults sold his music house in Baraboo, Wis., to Richard and R. F. Willey. The business will in the future be known as the Willey Music House. Mr. Willey has for twenty-eight years been engaged in the music business in Shelby, Ia.

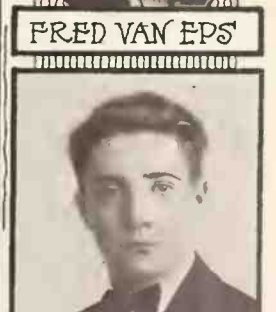


**CHAS. H. YATES**  
JOBBER  
**Phonograph Accessories**  
312 Laughlin Building  
Los Angeles, Cal.  
*Pacific Coast Distributor for the "Jones Motrola"*  
P. O. P. Music Rolls. Sterling attachments. Ogden Record Cabinets and a complete line of supplies needed by the Phonograph dealer.  
Write for New Catalog



**PEERLESS RECORD MAKERS**

In Concert and Entertainment  
Personal Appearance of  
**Eight Popular Favorites on One Program**  
A live attraction for live dealers and jobbers  
Bookings now for season 1920-1921  
Sample program and particulars upon request  
**P. W. SIMON, Manager**  
1604 Broadway New York City



Famous Ensembles including  
Campbell & Burr - Sterling Trio - Peerless Quartet

Edison Message No. 69

Our selling prices on The New Edison (including War Tax) have increased less than 15%, since 1914. We hope it will not be necessary to make further increases in our prices, but, should we be forced to do so, the prices which we establish will be such as, in our opinion, will be "right" for many years to come.

During the period of inflation, we have foregone large profits, which we might easily have made. We have absorbed more than 50% of the increased cost of manufacture. We believe that this policy is appreciated by the public and that it will be particularly appreciated by our dealers, when deflation sets in.

The Wall Street Journal might very well have had us in mind, when it recently said: "While these corporations are probably not making as much money as others, they are building up good-will, which will undoubtedly stand them in good stead later on."

**THOMAS A. EDISON, Inc.**

ORANGE, N. J.

## BUSINESS IN MILWAUKEE CONTINUES VERY BRISK

Slight Reaction in Retail Field Not Considered Serious—R. H. Zinke Music Co. Opens Up—New Quarters for Smith Co.—Congestion of Freight Traffic Delays Shipments

MILWAUKEE, Wis., May 12.—The deeply rooted appreciation of the value of music is becoming more and more apparent as talking machine business among local dealers is sustained at a high point, while other retail merchants are beginning to feel some of the effects of an anticipated reaction from the period of almost reckless extravagance through which American business men have been passing for two years or longer. Although deliveries of talking machines as well as records show gradual increase, compared with three and six months ago, dealers are not able to make any appreciable headway in the accumulation of stocks, as the demand continues active and the main difficulty still is to get merchandise.

It seems to be generally recognized that sales resistance is developing in all lines of retail business, and the talking machine trade has not lost any time in preparing for the time that probably will come when doing business will be a matter of real salesmanship, rather than a matter of taking orders. The trade is advertising heavily, but wisely, and keeping up public interest in music. While production is increasing and reaching the pre-war normal, it probably will be a difficult matter for most factories to go far beyond that point for some time to come, and even if demand should decline materially, there will be no surfeit of stocks, at least of the standard makes.

This market, like many others, has met its flood of cheap makes of doubtful origin, but the time seems past when almost anyone with a few dollars can open a store and offer a stock of "junk" under the guise of talking machines and phonographs. The public is buying more wisely now than at any time before the days when munition wages made practically everyone prosperous as never before. Talking machine trade has been kept pretty well in the legitimate channels in Milwaukee, thanks to the good work of the Milwaukee Association of Music Industries and the effective co-operation of the Milwaukee Better Business Bureau and the National B. B. B. of the Music Industries Chamber of Commerce.

Optimism prevails among all members of the local wholesale and distributing trade. The report of Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, is



## PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESALE

**BADGER TALKING-MACHINE CO.** 135 Second Street  
MILWAUKEE, WIS.  
VICTOR DISTRIBUTORS

that despite increased production and general improvement in deliveries, the wants of Victor dealers continue in excess of the supply.

Fred E. Yahr, president of the Yahr & Lange Drug Co., Sonora distributor, says that the recent terrible congestion of freight traffic, made utterly bad by the outlaw strike of union switchmen at the middle of April, had a serious effect on deliveries, but relief is now gradually coming.

Thomas I. Kidd, manager of the Milwaukee branch of the Brunswick-Balke-Collender Co., was less seriously affected by the railroad tie-up than others, for Milwaukee is advantageously situated on Lake Michigan and the car ferry and other boat lines running to and from Michigan ports provided fairly good service.

The Phonograph Co. of Wisconsin, Edison jobber, has been using all sorts of ingenious devices to effect prompt deliveries to its retailers. The motor truck was used to excellent advantage through the worst of the traffic tangle.

Robert H. Walley, who is now looking after the Columbia distribution in Milwaukee and eastern Wisconsin, expresses himself as greatly pleased with the condition of business, although the shortage of merchandise continues to be a thorn in the side. The big sales promotion campaign launched by Mr. Walley with a banquet to Columbia dealers at Milwaukee on April 1 is netting splendid results.

Charles J. Orth, Puritan distributor, who is located only thirty miles from the factory, has had little trouble in getting instruments to his warehouse, using the "Ship by Truck" method with excellent results. Because of his advantageous location with reference to the factory, Mr. Orth has never been concerned a great deal about railroad transportation troubles, but the difficulty has been to get instruments rather than to get them to his customers.

A new Victor shop was opened in Milwaukee in April, when the R. H. Zinke Music Co., a new \$50,000 corporation, began business in the former retail store conducted by the Jackson Piano Co., at 425 Milwaukee street. Mr. Zinke is one of the best known Victor retailers in the

Middle West, but for about eighteen months was out of this business, retiring when the Badger Victrola Shop, at 425 Grand avenue, which he established about eight years ago, was purchased by Leslie C. Parker. In re-entering the Victor trade, Mr. Zinke also invades the piano field, taking over the Kurtzmann and Miessner piano agencies, which the Jackson company handled through its retail store. Mr. Zinke is popular among Milwaukee music tradesmen and also has an exceptionally wide acquaintance generally. His new store has met with a most encouraging reception. He is president of the Wisconsin Association of Music Industries and is a past president of the Milwaukee Association, now serving as a director.

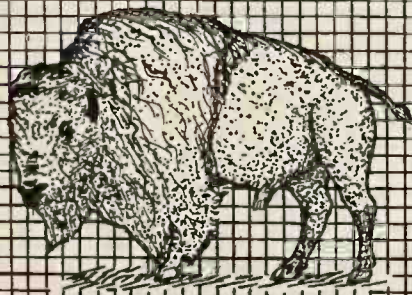
The Kesselman-O'Driscoll Co., one of the largest Victor and Edison dealers in Milwaukee, has finally succeeded in getting a permanent location, and on June 1 will move to the three-story building at 517-519 Grand avenue, which is being remodeled for its occupancy. Since September, the Kesselman-O'Driscoll Co. has been occupying temporary quarters on the ground floor of the Plankinton Arcade. It is now a general music house, although the Victor and Edison departments are among the most important parts of the business.

A. G. Kunde, one of the pioneer Columbia dealers of the Northwest, observed the eleventh anniversary of the establishment of his present store at 516 Grand avenue during the last week in April. As a little celebration, he installed six additional record booths and otherwise dressed up the interior of the store.

The Playonola Talking Machine Co., organized early in February to manufacture the Playonola, and having its factory at 1210 Third street, has opened a retail display room and store at 98 Wisconsin street. Jack Hyland, general manager of the company, will supervise the store but spend most of his time in directing the producing activities.

Stanley V. Waldheim, vice-president of Waldheim & Co., Columbia dealers, was married May

(Continued on page 174)



**Wholesale**

**Victor**

**Service**

**BUFFALO TALKING MACHINE CO., INC.**

BUFFALO, N. Y.





## YOU Know The Styles

of cabinets and trimmings you want. Your own satisfaction and that of your customers should be the first consideration.

Your own knowledge of the needs of your local trade can be utilized when you order the SINGER TALKING MACHINE. We can furnish the special designs you require, satisfying your special needs as to styles, trimmings and finish.

### We Can Make Prompt Deliveries

Each month in *The Talking Machine World* some big new feature of our sales policy will be explained.

Watch our Advertisement!

# SINGER

Talking Machine Co.

579 Market Street  
MILWAUKEE, - - WIS.

## BUSINESS IN MILWAUKEE IS BRISK

(Continued from page 173)

5 to Miss Eleanor Reel, daughter of a prominent Milwaukee business man.

Charles J. Orth, Puritan distributor, has composed a new song, "Evening Bells," which is regarded as one of the most meritorious of the numerous compositions from his pen in recent years. He is as well known as a composer as a dealer. His descriptive piece, "In a Clock Store," is in thousands of homes on the Columbia record of that name.

Miss Helen Gunnis, manager of the talking machine department of the C. W. Fischer Furniture Co., took the leading role in the performance of "Seven Days" by the Dramatic Club of St. John's Alumni at the Cathedral Auditorium on April 12. Miss Gunnis is a soprano of wide note and has done much recording for the Columbia and Aeolian records.

Milwaukee is seeking the 1921 convention of the Associated Advertising Clubs of the World, and is making an elaborate campaign to secure the prize. A large delegation will go to the 1920 convention at Indianapolis, June 6 to 10. to do battle against Atlanta for next year.

The Smith Piano Co., Columbia dealer, moved May 1 to its new home at 274 West Water street. The William A. Kaun Music Co., sheet music publisher and dealer, which has occupied part of the Smith store, has taken over the entire building and is branching out as a general music dealer. The Columbia will be featured in its talking machine department. The ground floor is being remodeled and a battery of demonstrating booths installed.

F. C. Krieger has succeeded James A. Fetterly as secretary of the retail division and manager of the retail credit bureau of the Milwaukee Association of Commerce. Almost all the talking machine dealers in Milwaukee are members of the division and take advantage of the credit bureau privileges.

The Furstnow Jewelry & Music Co., Fond du Lac, Wis., which lost its home in the big fire in February, is now located in its new and permanent quarters at 48 North Main street.

The Wedeward Jewelry Store, at Waterloo, Wis., is a new Puritan dealer.

### NEW QUARTERS FOR FULTON CO.

The Fulton Talking Machine Co., jobbers of talking machines, records, needles, parts and accessories, will move on June 1 to larger premises at 253-255 Third avenue, between Twentieth and Twenty-first streets, New York, where it will occupy its own building. For several years past this company has been located at 640 Broadway, but business growth has made new quarters absolutely necessary.

# MAGNED

EACH NEEDLE  
PLAYS 10 RECORDS



THE ORIGINAL AND FASTEST  
SELLING MULTI-PLAYING NEEDLE

ASK YOUR JOBBER

Manufactured by  
SUPERTONE NEEDLE WORKS  
18 W. 20th St., New York

# The Melodia



STYLE F

Size 20½ x 22 inches; height 48½ inches; automatic stop; tone modifier; floating horn; powerful silent double spring motor.

Record shelves are spacious—accommodating 150 records.

Retail Price

**\$160.00**

*Surprisingly  
Liberal  
Discounts*

We have been developing our line of machines for the past six years. Our output has not been large and has been absorbed by Dealers near home. This year we have made arrangements to double our capacity, and desire more Dealers.

The "MELODIA" line is one of quality throughout.

Agencies for the complete line are going fast.

Write

**THE MELODIA CO.**  
Troy - - Ohio

ENTERTAINS SALES ORGANIZATION

Lambert Friedl Dines Columbia Wholesale Sales Force to Mark Great Sales Total for April—Interesting Addresses Made at Dinner

Lambert Friedl, manager of the local wholesale branch of the Columbia Graphophone Co., was the host at a dinner given to his sales organization a few weeks ago to celebrate its sales totals for April, which were the largest in the history of the branch. The dinner was held at the Advertising Club, and every member of the organization was present.

C. F. Meyer, of the accounting department, was toastmaster, and his introductions of the various speakers combined wit with timely references to their activities in the branch. The addresses were informal, and all present were called upon for brief talks on any subject they desired to discuss.

Enthusiasm regarding Columbia product was the predominating feature of the dinner, and many valuable suggestions from the standpoint of service and co-operation were offered during the course of the evening. Mr Friedl's address,



Lambert Friedl

which was characteristic of his usual forcefulness, was received by his organization with hearty applause, his topic being "Columbiaism

and Service." Among those present at the dinner were the following: H. L. Moorey, assistant manager; J. Armstrong, R. R. Wilson, S. A. Porjuz, W. I. Brunner, R. Basserman, Walter Shannon, G. Stevens, Kenneth Crombie, A. Weilert, A. McL. Bennett, P. Armitage, D. V. B. Allen, Geo. Wilson, A. Neubauer, R. L. Bache, R. T. Devlin, P. Nardrillo, C. F. Meyer, J. V. Lusk.

NEW BOOTHS FOR KIESELHORST CO.

J. S. Kieselhorst, of the Kieselhorst Piano Co., Victor dealers of St. Louis, Mo, will soon add eight new demonstration booths to his talking machine department. Some time ago he disposed of his piano business to devote his entire time to the selling of machines and records.

TELLS OF PACIFIC COAST ACTIVITY

D. G. Sunderland, of the Broadway Department Store, Los Angeles, Cal., reports an increasing demand for Pathé phonographs, while Pathé records are selling heavy, with a big sale for Longo Trio records.

THE MYSTO NEEDLE— CHANGED ONLY ONCE FOR PLAYING TEN RECORDS — AND GUARANTEED



WE ARE GOING TO PUBLISH A BIG LIST OF MYSTO JOBBERS AND DISTRIBUTORS NEXT MONTH. EVERY REAL JOBBER SHOULD BE LISTED.

WRITE TO-DAY FOR MONEY-MAKING JOBBERS' ARRANGEMENT.

NEEDLES FURNISHED IN COUNTER DISPLAY STAND JUST LIKE CUT SHOWN—50 NEEDLES IN EACH PACKAGE RETAILING FOR 10c.

AMALGAMATED PHONOGRAPH ACCESSORIES CORPORATION  
Dept. 2—12 East 42nd Street

"If it pertains to a phonograph we have it"

NEW YORK



Style 87, shown with top moulding which covers open base of Victrola IX. Note the fine "floor type" effect produced.



Style 87, shown with doors open. Note the attractive shelf arrangement.



Style 87, shown with "flat top" and without top moulding, with "old style" Columbia machine. Note the "floor type" effect produced.

**LONG**  
QUALITY  
HANOVER, PA., U.S.A.

## LONG CABINETS

*Quality Leaders in the*

## CABINET FIELD

Every cabinet manufactured by The Geo. A. Long Cabinet Co. reflects our many years of experience in the manufacturing of high-class furniture. We have made an exhaustive study of the Cabinet field, and *know* that our Cabinets represent a superior, distinctive product.

The Long Cabinet line is complete and for every standard make of "table type" machine we can furnish a record cabinet that harmonizes in every detail. Progressive dealers are featuring these cabinets to stimulate the demand for "table type" machines.

*Write for a copy of our cabinet catalog. It will emphasize our leadership in the cabinet industry*

**The Geo. A. Long  
Cabinet Company**  
HANOVER, PA.



## BIG SHORTAGE OF MACHINES AND RECORDS IN DETROIT

Condition Largely Due to Railroad Embargo—Columbia District Meeting Great Success—Addresses Made by Columbia Executives—Many New Vocalion Dealers—Other News Items

DETROIT, MICH., May 6.—The demand for talking machines priced over \$100 is holding up splendidly, but the average dealer for the past thirty days has been unable to fill orders and has had to turn down more orders than could be taken. Local jobbers are not to blame for being unable to fill orders; they have plenty of machines ordered from the manufacturers and most of them are on the way, but the freight strike, the embargoes and the congestion are proving the serious stumbling blocks. The goods have left the factories, but where they are is a question. The same applies to records—there is a big shortage. In fact, in both talking machines and records, the shortage is worse than at any time during the world war, due to the freight situation. When the goods do finally come along, jobbers will have enough to take care of their immediate orders, and it remains to be seen what will happen after that; whether dealers will load up or buy from hand to mouth as they need goods.

The leading talking machine manufacturers have awakened to the need of accessories to help the dealers with their window displays, and as a result the dealers are taking advantage of these timely helps and windows are now more attractive than ever before. It behooves every dealer to take full advantage of the many co-operative helps offered to him by the manufacturer.

Detroit had the great honor of a personal visit this week from George W. Hopkins, general sales manager of the Columbia Graphophone Co., and three of his department heads—O. F. Benz, of records; H. L. Tuers, of service, and W. A. Willson, of the educational department. They came here for a district meeting, including the branches of Detroit, Chicago, Cleveland, Buffalo and Toronto. Their whole day was a busy one. Arriving in the morning

they immediately quartered at the Hotel Statler and started a meeting for the salesmen of the various branches. In the afternoon there was a meeting of the branch managers with the home office officials, while in the evening there was the big open meeting for all—including dealers and their clerks. About 100 attended this night meeting at the Hotel Statler. Sam Lind, Detroit branch manager, acted as chairman, and introduced the various speakers. Each Columbia department manager explained what his respective duties were and what he was trying to do to help the dealers. Mr. Benz spoke of the stimulating record sales; he declared, for instance, that statistics had proven that 60 per cent. of record sales were individual sales, showing that people were already sold before they went into the store. Now then, he went on to prove the wonderful opportunity that lies ahead for the dealer to increase his business with these 60 per centers. If they came in already sold on one record, why wasn't the dealer able to sell the customer at least one more record. He told of various methods and ways to increase record sales, what some dealers around the country were doing in that respect, and closed by urging dealers to tie-up with the Columbia national campaign of advertising in the newspapers. Mr. Tuers explained comprehensively what the service department was doing for the dealer in the way of supplying him with helps, such as cards for window displays and advertising accessories for his interior, and he urged dealers to take advantage of them because after all they meant increased sales. Mr. Willson, of the educational department, spoke of what he was doing to interest children and schools in the Columbia and his talk was a revelation of how expansive are the possibilities in the talking machine business.

Of course, the address of Mr. Hopkins was the

event of the evening, and it was one of those talks that is interesting in every sentence. Mr. Hopkins did not talk long, but what he had to say was stated in a very forceful and dynamic way. Mr. Hopkins declared that to prove the faith of the Columbia in the possibilities for 1920 and 1921 his company was spending this year ten million dollars; four millions for national advertising and six millions for additional factory facilities. He said he was looking for 100 per cent. increase in sales from dealers, and that from the business already done the first four months this year he felt that every dealer would overreach his quota. Mr. Hopkins stated that the Columbia was a "we" organization and that he did not want any dealer who was satisfied to be an "I" dealer. He concluded by asking every dealer to grasp the opportunity within his power to increase his sales during the balance of this year. He especially urged them to get trucks and to go after the farmers' trade in co-operation with the Columbia advertising in the leading farm journals.

Although Wallace Brown now has three Brunswick stores in Detroit, he personally is devoting most of his time to the W. D. Block Motor Co., where he is in charge of advertising and sales. The three retail stores are all doing a splendid business.

A. A. Fair, of the Aeolian Co., has been in Detroit for three weeks and has appointed a number of new dealers in the city and State for the Vocalion. Among the important ones was the Robinson-Cohen Furniture Co. at Hasting and High streets. This is one of the largest and most progressive furniture establishments in the motor city, and Mr. Fair has been assured that the department they will establish for the Aeolian-Vocalion will be a credit to them and the manufacturers. They intend to concentrate for the first few months on the period models and they have placed a very large order for both machines and records.

Mr. Fair will be remembered by many Michigan dealers, as he was for several years with

(Continued on page 178)

# STODART

PHONOGRAPH

*The sign of a quality phonograph*

Made by the makers of one of America's oldest pianos  
Unexcelled for Beauty of Case Design, Tone and Equipment

Style AA



Five handsome models in mahogany veneer, covers and cover mouldings solid mahogany.

Stephenson Precision-made motor with velour turntable. Universal Tone Arm.

A wonderful reproducing device, furnishing beautiful tone in great volume—Tone modifying rod.

The Stodart Phonograph is famous for quality  
which cannot be surpassed

Get details of our proposition and *make money*  
with this leader

**STODART PHONOGRAPH CO., Inc.**

GEORGE H. BEVERLY, General Manager

119 West 42nd Street

NEW YORK

Style C



**SHORTAGE OF GOODS IN DETROIT**

*(Continued from page 177)*

the Detroit branch of the Columbia as salesman, and later went to New York as salesman out of the Eastern wholesale branch. He stated that since January 1 he had been with the Aeolian Co.

The J. L. Hudson Co. music store announces having taken over the Detroit representation for the Widdicomb line of phonographs, and it is now featuring them. This gives the Hudson talking machine department four lines—Victrola, Cheney, Sonora and Widdicomb.

The Crowley, Milner Co., one of our largest department stores, recently added the Columbia line, which gives it both the Victor and Columbia, it having discontinued all its other lines. The talking machine department is on the sixth floor and some months ago was remodeled and fitted up very attractively.

J. Henry Ling, Columbia dealer at 78 Library avenue, is back from an extended trip to California.

The Columbia wholesale branch in Detroit is

now comfortably located in its new quarters at 115 State street, where it occupies a five-story building. On the first floor is the record department; on the second, the general offices; on the third, service and storage, and fourth and

fifth floors are for storage. Although it is three times as large as the former Columbia quarters on Woodward avenue, Mr. Lind says that it is too small to handle the amount of goods necessary to keep in stock for filling orders. A feature on the second floor is the installation of the Columbia Model Shop, which will occupy a space 25 by 45 feet in size, and which will show dealers exactly how a model Columbia shop should be. It is merely for the purpose of helping dealers and will offer nothing for sale, but will be complete in every detail. We might say in this connection that these model shops are being installed in all of the Columbia branches in the United States.

Sam Lind, Detroit Columbia manager, returned April 10 from a five weeks' sojourn in California. Mrs. Lind accompanied him. While on the subject of "Lind" we might mention that his charming daughter, Miss Dorothy, is to be a June bride.

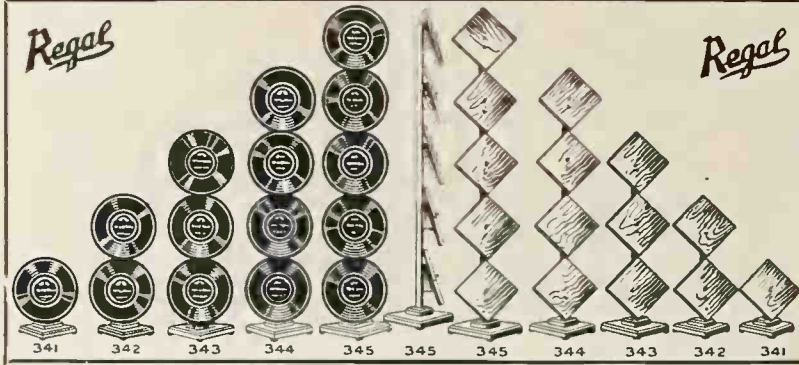
The Newcomb, Endicott Co., also one of Detroit's largest department stores, has added a talking machine department, putting it on the fourth floor. The store has taken the agency for the Perfek'tone.

Soul & Canfield have opened a store at 63 State street for handling the Brooks phonograph.

All Victor dealers are yelping for machines and records and Grinnell Brothers are doing their very best. They have carloads of both on the way, but they are unable to secure them owing to the railroad tie-up.

The L. H. Lloyd Piano Co., Memphis, Tenn., has installed booths for the handling of Columbia machines and records exclusively.

**Phonographs and Show Window Record Stands**



*These Show Window Record Stands will increase your Sales on records and help you make attractive window displays. Send for Dealers' Price.*

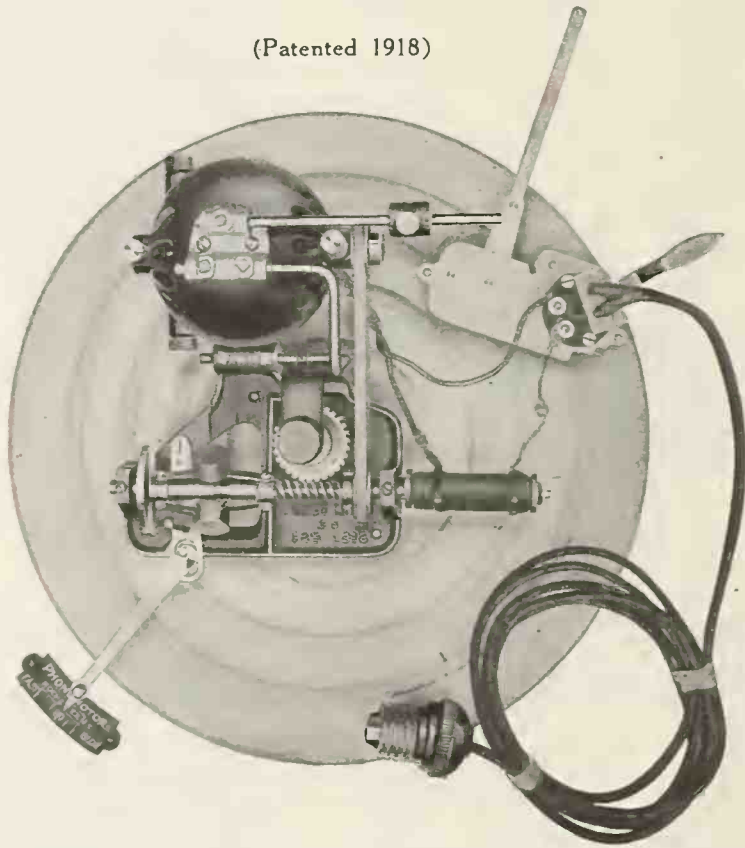
**THE OSCAR ONKEN CO., 6651 4th Street, Cincinnati, O.**

*The*  
**PHONOMOTOR**

Trade Mark Registered U. S. Pat. Office

**The first and most perfect electrical equipment for the Phonograph**

(Patented 1918)



**INTERCHANGEABLE — STANDARD — SIMPLE — UNIVERSAL**

110-20 A. C. or D. C.: also adapted for 220 V.

**Silent Absolutely — Regulation Perfect — Everlasting — Guaranteed**

Patented in United States and Canada

Discard your old Spring Motor. Have our representative install a Phonomotor in your Phonograph

**AUTOMATIC STOPS** supplied on all Phonomotors and Spring Motors, an approved, reliable stop, **THE PHONOSTOP** Supplied to the Trade.

Write for Quantity Prices NOW

**G. CLAY COX - - 73 State Street, Rochester, N. Y.**

**REGINA**  
Phonograph



Plays all disc records with an unusual clearness, richness and beauty in tone.

*Attractive Proposition for active Dealers*

The REGINA Co.  
47 W. 34th St.,  
New York

209 S. State St.,  
Chicago

**OCCUPYING NEW BROOKLYN FACTORY**

Supertone Talking Machine Co.'s Plant at 718-722 Atlantic Avenue Now Working Full Force in Addition to Other Brooklyn Factory

The Supertone Talking Machine Co., manufacturers of the Supertone line of machines, recently moved into their new factory at 718-722 Atlantic avenue, Brooklyn, N. Y., which will be operated in conjunction with the Atlantic avenue plant of the same concern, located at Union and Nevins streets, that city. The new plant is a modern six-story building, described as a daylight plant, and is equipped with the latest and most efficient woodworking machinery.

The growth of the Supertone Talking Machine Co. is, according to the officers of the company, due to the co-operation they offer and give their dealers. All of their products are turned out under the most favorable working conditions,



One of the Supertone Factories and each machine passes a series of inspections prior to shipment. Both of their factories have excellent shipping facilities, thus assuring promptness in the delivery of goods.

One of the features of the rapid growth of the Supertone Talking Machine Co. has been the constant increase of their export trade, which has developed to such a stage that an export department is maintained solely for this purpose. Their product has particularly met with favor in several South American countries, and indications seem to point that there are possibilities that the demands from those sources will one day rival the domestic business.

The 1920 models of the machines produced by the above organization include both upright and period styles. All of their cabinets have individuality, denoting both attractiveness and quality.

The machines are all equipped with the new Supertone tone arm and reproducer which have special features that add to the tone value of the record reproductions. The motor equipment

*INDIVIDUAL SERVICE*

By

**H. G. NEU & CO.**

108 Worth Street      New York City

is the best offer on the market

**PAPER**

**ENVELOPES — TWINE**

and

**PHONOGRAPH SPECIALTIES**

and other parts are of the same high standard.

It is pointed out by those who are associated with the company that in addition to the fine tone their product renders it can also be noted that the machine has exceptional volume, stating that this combination has assisted in giving their product the prominence which it holds in the talking machine field.

**MORE SPACE FOR SONORA CO.**

Leases Additional Floor Above Present Salons on Fifth Avenue—New Quarters to Be Handsomely Decorated—Mrs. Edmund J. Brewster Is Manager of This Establishment

Geo. E. Brightson, president of the Sonora Phonograph Co., announced this week that the company had leased additional space in the building occupied by its Fifth avenue salons at 662 Fifth avenue, New York. A lease has been closed for the first floor above the store and with this extra space the company will now be occupying the store floor, the basement and the upper floor.

According to Mr. Brightson's plans, the upper floor will be handsomely decorated and furnished in a manner commensurate with the dignity and refinement of the present Sonora salons at this address.

The Fifth avenue home of the Sonora Phonograph Co. is recognized throughout the trade

as one of the finest retail establishments in the country. Its artistic and costly decorations and furnishings have won the esteem and admiration of visitors from all parts of the country, and its superb fittings form a splendid background for Sonora products.

Mrs. Edmund J. Brewster, manager of the Fifth avenue salons, has attained signal success in this important post and under her able direction the sales have increased steadily and the prestige of these warerooms has become international.

**J. E. WILLIAMS HAS NEW MACHINE**

SUPERIOR, Wis., May 5.—J. E. Williams, a well-known local dealer in musical instruments and also prominent as a singer, has just perfected a talking machine embodying distinctive features. Mr. Williams plans to form a company to manufacture his machines, and in the meantime he has made application for patents to protect his invention.

**GEO. E. BRIGHTSON RETURNS**

Geo. E. Brightson, president of the Sonora Phonograph Co., returned to his desk recently after spending two weeks at Grove Park Inn, Asheville, N. C., where he took advantage of a sunny clime to recuperate from his extraordinary activities of the past Winter.

**FOUR SPECIALS ON** *OKeh* **Records**

*Order Now—Immediate Delivery—The Most Popular Hits of the Day*

|                                   |   |                                   |  |
|-----------------------------------|---|-----------------------------------|--|
| <p>4089<br/>10 in.<br/>\$1.00</p> | <p>ALEXANDRIA—Fox-trot,<br/>Harry Raderman's Jazz Orchestra</p> <p>MAKE THAT TROMBONE LAUGH—Fox-trot,<br/>Harry Raderman's Jazz Orchestra</p> | <p>4091<br/>10 in.<br/>\$1.00</p> | <p>YOU'RE A MILLION MILES FROM NOWHERE<br/>—Tenor .....Carroll Shannon</p> <p>WHEN THE HARVEST MOON IS SHINING—<br/>Vocal .....Sterling Trio</p> |
| <p>4090<br/>10 in.<br/>\$1.00</p> | <p>VENETIAN MOON—Fox-trot...Rega Dance Orchestra</p> <p>OH! BY JINGO—One-step.....Rega Dance Orchestra</p>                                    | <p>4092<br/>10 in.<br/>\$1.00</p> | <p>ROSE OF WASHINGTON SQUARE—Fox-trot,<br/>Rega Dance Orchestra</p> <p>SONG OF OMAR—Fox-trot,<br/>Harry Raderman's Jazz Orchestra</p>            |

**ZIEGLER, BAKER & JOHNSON**      Service In or Out of Town

100 Chambers Street, New York City

Phone Barclay 2493

## RAILROAD TROUBLES DEMORALIZE TRADE IN BUFFALO

Shipments of Talking Machines and Records Greatly Interfered With But Arrivals Are Now More Frequent—Talker Men Meet—"Buffalo Week" Boosted—Schuler-Recordaphone Co. Formed

BUFFALO, N. Y., May 6.—Railroad shipments of talking machines in and out of Buffalo are practically at a standstill at this writing. Just when shipping conditions were beginning to right themselves on account of the settlement of the switchmen's strike a few days ago, a second walkout of local switchmen occurred. A railroad embargo, now in force, has caused a marked scarcity of goods at a time when the demand for talking machines is unusually heavy.

Express shipments are subject to delay. Fortunately many May records arrived just before the latest railroad embargo went into effect. However, there is still a shortage of popular records.

Thirty members attended the last meeting of the Buffalo Talking Machine Dealers' Association. President Heinike presided. Trade questions were discussed, and, according to Secretary Seigesmund, "they were handled to the advantage of all concerned." That there is an extraordinary demand for machines and records was emphasized at the meeting.

The Koenig Piano Co. has moved from 626 Main street to an up-to-date store at 668 Main street. Charles Kurtzmann, piano and talking machine dealer, formerly at 630 Main street, has moved to a first-class store at 732 Main street.

Mr. and Mrs. Charles Bellanca have returned from their honeymoon trip to Atlantic City. Mr. Bellanca is a Victor dealer at 157 Court street. The wedding took place at St. Anthony's Church and an elaborate wedding breakfast was served at the Lafayette Hotel. Several members of the local trade were among the guests.

"Musico-therapy" has struck the fancy of some of Buffalo's talking machine dealers and they say that if the new theory becomes popular their business will be stimulated. In a monthly maga-

zine published recently by a Buffalo hospital it is said, "the whole nation can be refreshed and made well, even as King Saul was by the harp-playing of David." The playing of a "saxophone-jazz record" will strengthen a patient if he is in need of a tonic, it is said, and a violin selection will drive away his headache or insomnia. The new theory suggests a long list of similar remedies.

Shipping by trolley or truck to points in the Buffalo territory is being done by local talking machine jobbers and retailers during the latest strike of switchmen.

The following firms, which handle talking machines, had special window displays in a celebration of "Boost Buffalo Week": J. N. Adam & Co., the William Hengerer Co., Victor & Co., Bricka & Enos, and the Adam, Meldrum & Anderson Co.

A fine variety of Polish records from the Columbia factory is handled by the Winegar Piano Corp., which recently opened a new store at 935 Broadway.

New talking machine booths will be built at the store of Kaepfel Bros., Victor and Sonora agents.

The proposed organization of a music dealers' association in connection with the Buffalo Chamber of Commerce has failed to materialize.

The Schuler-Recordaphone Co., of Buffalo, has been incorporated with a capital of \$50,000. Albert W. J. Schuler is president and Edward R. Conley is vice-president and secretary. The new concern will manufacture the Schuler Recordaphone. Mr. Schuler, the inventor, has moved to his new Summer home on his farm at East Concord, N. Y. His store is in charge of B. Frank Harrington.

Albert Koenig of the Koenig Piano Co. has expressed the opinion that the sale of a player roll selection doesn't really begin until the same

number is reproduced and popularized in the form of a phonographic record. He further adds that in Buffalo there are ninety talking machines to one player-piano.

The Victrola recitals at J. N. Adam & Co.'s store have been discontinued and will be started again in the Fall. These recitals "have gone over with a bang," so far as attendance and sales of records are concerned.

The opening of a number of new industries brought many new residents to Buffalo on May 1. The talking machine dealers are lining up the arrivals with a view to landing a considerable amount of extra business.

J. N. Adam & Co. are planning to sell many talking machines and records to the country trade this Summer. A campaign in this territory will be conducted by the firm in May, June, July and August. The ruralites are remarkably prosperous this season and seem inclined to spend freely for all kinds of musical instruments and supplies.

### HOPKINS TO SPEAK FROM PULPIT

General Sales Manager of Columbia Graphophone Co. to "Preach" in Indianapolis Church During Convention of Advertising Clubs

One of the features of the annual convention of the Associated Advertising Clubs of the World, to be held in Indianapolis, Ind., June 6-10, will be a series of talks delivered by prominent advertising men from the pulpits of several churches on Sunday evening, June 6. George W. Hopkins, general sales manager of the Columbia Graphophone Co., is scheduled to speak from the pulpit of the Roberts Park Methodist Church, and it is safe to assume that the congregation will hear something worth listening to.

Mr. Hopkins will also make an address at the Wednesday evening session of the convention on the important subject of "Linking Advertising With Sales Effort." The program for the convention is very interesting.

# REAL MERIT WINS

HIGHEST QUALITY  
MOTORS  
Universal Tone Arms



RECORDIONS make friends easily by their wonderful tone and stay sold on account of the unchallenged quality.

THE *Recordion* HAS IT  
TRADE MARK  
REG. U.S. PAT. OFF.

PLAYS ALL  
RECORDS  
PERFECTLY



RECORDIONS are selling fast. We have but recently enlarged our factory floor space and shall do so again. There's a Good Reason.

## OUR MOTOR TRUCK DELIVERY

is QUICK and SAFE and has many other advantages. We therefore especially invite Dealers from GREATER NEW YORK and adjacent territories to write for the Latest Booklet and Prices or to call and see the

### 1920 MODELS now on Exhibition

at the newly-renovated  
office of the

## Columbia Mantel Co., Inc.

Leonard and Devoe Sts., Brooklyn, N. Y.

Within walking Distance from Williamsburg Bridge Plaza

**BE A LIVE WIRE—BE THE FIRST RECORDION DEALER IN YOUR VICINITY**

# ANNOUNCEMENT



*On or about June First*

THE  
OHIO TALKING MACHINE COMPANY

*will establish headquarters at*

*427-429 West 4th St.*

CINCINNATI, OHIO

*as a*

*distributor of the products of*

THE  
VICTOR  
TALKING MACHINE  
COMPANY



¶ It is our desire and intention to offer service of the highest order to VICTOR DEALERS in this territory.

¶ The personnel of our new organization is unusually well equipped through its experience and long association with the VICTOR COMPANY, not only to give service, but to assist in promoting your VICTOR interests in a manner worthy of VICTOR *Quality Products*.

¶ Your patronage is invited.

THE OHIO TALKING MACHINE COMPANY

# Mar



## AVOID IT!

**A**N UNGUARDED furniture or Talking Machine leg has a store of unpleasant possibilities.

It can dig into floors or carpets, leave a trail on them as it passes in being moved, or it may even cut and tear the floorcovering.

But furniture and Talking Machine legs are harmless when capped with

# DOMES *of* SILENCE

In your furniture or Talking Machine departments where so many pieces are handled the saving to floors and furniture when Domes of Silence are used even exceeds their practicability in homes.

**HENRY W. PEABODY & CO.**

Domes of Silence Division

17 STATE ST.

NEW YORK



*The above is an example of the vigorous national advertising appearing in a long list of the best consumer magazines. This, in addition to the many million sets already in use, has taught the public to expect these slides on their furniture.*

IN YOUR TALKING MACHINE ORDERS

# SPECIFY DOMES OF SILENCE

THE TALKING MACHINE WORLD SERVICE


*Robert Gordon's Page*


A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

## Selling Those "Hard-to-Sell" Items

Bonus plans and other schemes for bringing dead stock to life

"**B**ONUS" is a word that is causing the taxpayers some anxious moments at present. But a bonus for salesmen, if properly applied, is not a liability but a distinct asset. Several readers of this page have asked me to outline a bonus system that will work satisfactorily in practice. The plans explained below have all been tried and modified by experience, and may be put into operation with certainty of success.

Most dealers think of a bonus only as a means of pushing slow-selling stock. They do not realize that this method can be applied to all phases of their business. In all cases the actual gain to the salespeople in money is less an incentive than the spirit of competition, working toward a definite goal.

Remember that the money tied up in stock is dead. It shows no return until the stock is sold. Therefore a bonus plan that will move dead stock is an asset, as stated, and in no sense a burden added to your overhead.

Giving salesmen a definite bonus on specified goods, say 25c or 50c for every item sold, is a plan much used, and will always move the goods. Give each salesman a list of hard selling items, such as used machines, cabinets, accessories, specifying the bonus payable on each item. Keep these sales on separate slips, and figure your totals each week. On your bulletin board post your weekly results, featuring the winner's name, with the heading "The Live Wire This Week—(Name). How About You Next Week?"

Those who are not "up to scratch" should be called into your office for a private interview, to spur them on to greater efforts, overcome their difficulties and find out why they have not been more successful. There is always a reason, and if your salesman is worth paying a salary, he is worth the effort to determine why he is not giving you 100 per cent results each week. If you take it up with him in a friendly manner he will appreciate it and make every effort to hustle into line.

**S**ELLING the "hard-to-sell" records is a big problem with every talking machine dealer. Here is a plan that has accomplished real results: Take the names and numbers of records that are not moving—say 100 or so—and on Friday morning give ten names to each of your salesmen. Let them look up these records in the "Book of the Opera," in catalogs, in manufacturer's literature, or perhaps at your public library. Let them gather all the interesting information they can, and classify this under headings such as "Significance of Record's Name—Composer—Interesting Facts of His Life—Date Written—Inspiration Under Which Theme Was Written—Features to be Emphasized While Playing it to a Customer."

Have this written out (this is important) and submitted for discussion on the following Monday in a conference of all your employes. Let the investigator explain the record to the class, and sell it, while the others make notes. Carbon copies of the written information are distributed. After the sales talk, ask for discussion of it, and the talk will be improved by points which will benefit all. The time this takes is not great and the results obtained are more than worth the effort. It will move records. As an incentive for the best report on records, offer a box of cigars, candy, or a half holiday. The incentive need not be much to create a lot of interest, and in a short time you will find your sales force is talking intelligently about the records, and selling them.

**A**NOTHER plan is to make a list of certain records each week and post it conspicuously in your record room, with the heading: "5c bonus for each of these you sell this week." The records should

be taken from the files and kept in a special place where they are quickly accessible, and your file clerk should see that salesmen take one or more of the bonus records every time they come in for a requested record. The salesmen keep special records of these sales and submit their bonus accounts once each week.

**O**FFERING a 1 per cent bonus on all sales, and a 2 per cent bonus on sales of slow-moving stock, is another effective way to move goods. And many music merchants have been successful

in keeping the old records on the move by personally handing to each salesman on Monday morning a group of records, with a typewritten list, stating that these records are charged against the salesman's name and that he is expected to be rid of them all by Saturday night. Putting a definite responsibility for certain records up to the salesman, and keeping tabs on his results, does the trick.

**A** SALES plan successfully used by large stores is for every salesman to keep a card index of his record customers, with a follow-up file to keep in touch with each customer at all times. A "red flag" tab is used for live customers who buy records each month, a blue one for those who have not bought during the current month, and a white tab for those who have not bought for a long time. It is evident that these "white" names should be followed up. A good way is to telephone,

asking if Mrs. Jones has been receiving the monthly bulletin, then trying to interest her in some record. The salesman will choose a likely record by referring to records she has formerly bought, listed on her card. He may finish his conversation by asking her to come in and hear the record, or perhaps he may send it to her and charge it, etc. Sometimes the salesman will uncover a grievance against the store which can be rectified. This plan keeps you in close touch with all customers, and also keeps the salesmen active.

**W**ITH all these plans, bear in mind that your sales force appreciates any effort on your part to improve their sales ability and earning capacity, and will work harder for you than if you made no effort to help them. The reason stock becomes dead is either because your salesmen forget you have it, or because it is so easy to sell the popular numbers and let the older numbers go. Bring these older numbers and hard-to-sell items to their minds in an interesting light, and you'll find business improving.

**P**ORTABLE models! Make up your mind to sell one to every summer camper, bungalow dweller and seaside sojourner in your territory. Customers who have already bought expensive cabinet models from you can be sold a second machine if you go after them. In your form letter talk about the pleasure a table machine would give during the summer; how easy it is to transport; its low cost; that it plays all records; that next winter it will do splendid service in the nursery for the children. Then list your models, with prices.

Lay out an ad two columns wide by eight inches deep. At the top set a line cut of a table model, then this caption and wording:

Your best friend this summer—  
(Name of Machine)

Take him along to the seashore, mountains, camp, summer bungalow, or on cruise or auto tour! He makes your summer a success! Pack him into a corner of your trunk—or we'll ship him direct to any address. You need only \$25 for this Portable (Name of Machine). Splendid tone; plays all records and plays them well. Great for dancing. Other models at \$35, \$50 and \$65. Some with shipping cases to fit.

Invite these records to go along—

(List some new records, and sign at the bottom with your store name.)

**EDITOR'S NOTE**—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

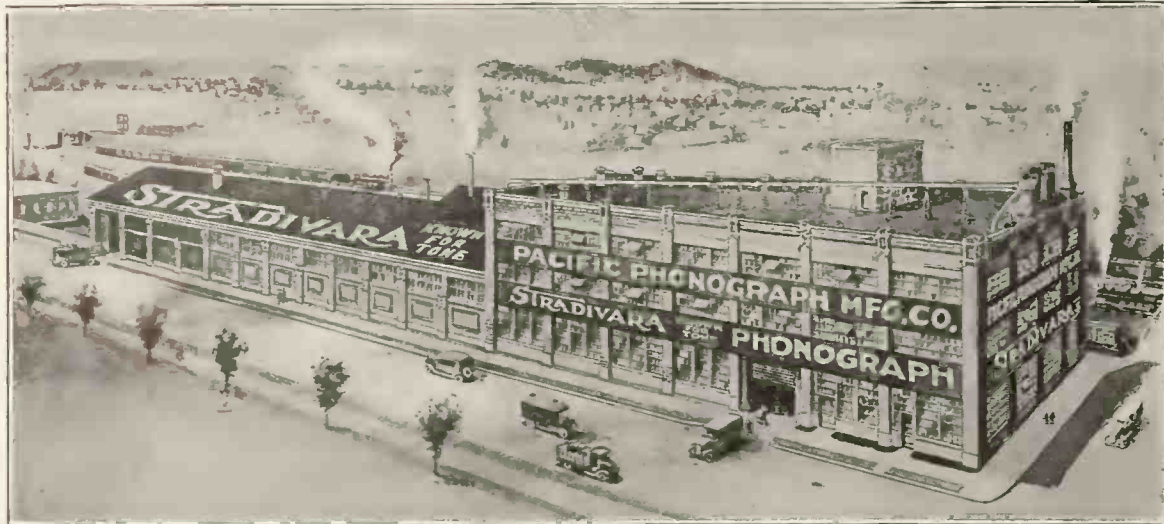
## BLUMAUER-FRANK CO. CLOSES BIG STRADIVARA DEAL

Portland Druggist Contracts for Distribution of \$5,000,000 Output of Western Stradivara Factory Over a Period of Five Years—To Cover Entire Northwest Territory

PORTLAND, ORE., May 8.—Announcement has been made of the consummation of what is believed to be the biggest merchandise contract ever executed in the Northwest, through F. N. Clark, representing the Pacific Phonograph Co., and the Blumauer-Frank Co., wholesale druggists, by which the well-established selling or-

the purpose of selecting a machine to be handled by his company. Instead of choosing a machine manufactured in the East, he returned to Portland and immediately started negotiations to purchase the output of the local factory. In addition to the high quality of the local phonograph, it has the advantage in the

called in all its salesmen for a three days' convention, which was held April 26-28, at which they were given instructions in the fine points



Factory of the Pacific Phonograph Mfg. Co., Western Stradivara Plant organization of the latter firm undertakes to sell the output of the Stradivara factory. This deal covers an output and anticipated distribution of over \$5,000,000 worth of manufactured products within the next five years and involves not fewer than 10,000 Stradivara phonographs a year.

H. J. Frank, president of the Blumauer-Frank Co., recently made an extended trip East, investigating various makes of machines, for

local territory of being manufactured here, largely of Oregon material, thus relieving purchasers of paying high freight charges on imported material.

The Blumauer-Frank Co. covers the entire Northwest with its representatives and as the modern druggist is carrying phonographs in his store the possibilities of developing a mammoth trade are very good. Already the company has



Home of Blumauer-Frank Co.

of the Stradivara. They were shown through the factory and every detail in the construction of the Stradivara was carefully explained.

Mr. Frank is enthusiastic over the deal and said to The World representative: "I have been looking over the possibilities of this line of business in connection with our firm for about two years. We have been in no hurry to take on a line because we desired to be absolutely certain that the one we should finally choose would be absolutely right. It is especially gratifying that we have selected a machine that is manufactured here, for the most part of materials from our own State. The location of the Pacific Phonograph Co. in this city has made Portland a big manufacturing and distributing point for musical instruments of its nature."

Other members of the Blumauer-Frank Co.

## THE DEMAND OF A NATION

### The Player-Tone Phonographs

*"It's Simply Great"*

The superior quality embraced in our line insures unequalled and permanent satisfaction. The beautiful designs, together with the wonderful tone volume, afford you complete selections. The immense output and specializing in the manufacturing of the PLAYER-TONE exclusively mean the Greatest Phonograph Value for all progressive dealers who are desirous of offering their customers the best that skilled labor and money can produce.

*"When Sold They Stay Sold."*

We have the lowest price, considering beauty, cabinet work and tone quality, after all.

Dealers, write us for our booklet and special discount, on our six models in all finishes.

Desirable territory open for live representatives. Write us today.

## The Player Tone Talking Machine Co.

Executive Office, 967 Liberty Avenue

PITTSBURGH, PA.



Model 316  
Height, 51½"  
Width, 24"  
Depth, 25"



Model 314  
Height, 49½"  
Width, 23"  
Depth, 24"



Model 311  
Height, 46"  
Width, 21"  
Depth, 23½"



Model 310  
Height, 44"  
Width, 19½"  
Depth, 21"



were highly elated over the closing of the deal. "With our excellent sales force of over thirty men, covering every nook and corner of the Northwest, I think we will keep the factory humping to fill orders," said O. J. Freeman, sales manager. "We expect to establish dealers all over the territory immediately to the extent that the Stradivara should be the most widely distributed instrument in the Northwest."

F. N. Clark, whose particular business is financing Northwestern industries with North-



George Mugge, Manager

west capital, became identified with the Pacific Phonograph Mfg. Co. about a year ago for the purpose of putting it on a sound financial basis. The organization was broadened and the contracting of the output was placed in the hands of Mr. Clark. "After canvassing the field thoroughly, I saw that the most logical means for obtaining a wide and permanent distribution in the quickest way would be through an established distributor," said Mr. Clark. "I realized that in order to give the public of the West the benefit of the instrument which we make I must find the channel that would give the widest distribution, and I found that channel in the Blu-mauer-Frank Co."

The factory of the Pacific Phonograph Mfg. Co., at East Thirty-third and Broadway, is substantially built, with a floor space of 30,000 feet. A flood of clean daylight reaches to every corner of every floor. The factory is electrically run and every one of the several dozen modern wood-working machines runs on an individual motor under constant and complete control of the operator. A modern ventilating system produces clean air throughout the factory and keeps the atmosphere free from dust. The unique feature of the instrument is the

sound board of edge-grained spruce that gives it the same principle of tone production that is found in high-grade pianos and violins. About 100 operatives are employed at the factory. The present output is forty machines daily and the annual payroll aggregates \$200,000, according to Manager Barlow. The output will be increased to fifty machines a day by July 1, and it is expected to reach sixty machines daily by the first of August. The company has reserved a large portion of the Western territory and will continue to supply Stradivaras to dealers in California, Nevada, Arizona, Utah and western Montana.

The company is well financed, and associated with Mr. Clark are business men of high standing. The directors and officers are: President, W. B. Wiggins, of Broughton & Wiggins; vice-president and general manager, E. W. Barlow; treasurer, S. L. Eddy, vice-president of Ladd & Tilton bank; directors, Ira F. Powers, president of Powers Furniture Co.; F. A. Doughty, president of the Multnomah Box & Lumber Co.; George Boughton, of Boughton & Wiggins; and F. N. Clark, president of F. N. Clark & Co.

**H. B. FOX BECOMES SOLE OWNER**

Purchases Interest of Brother in Bicknell Store and Will Operate in His Own Name

H. B. Fox, formerly with Fox Brothers, Bicknell, Ind., has purchased the interest of his brother and is now operating the store under his own name. Mr. Fox plans to devote the entire mezzanine to an exclusive Victrola department, which will be accessible by a large central stairway.

Ralph Fox, son of H. B. Fox, has gained quite a reputation as a violinist in that section and is very active in local musical circles.

**GIVING FALSE NEWS MISDEMEANOR**

ALBANY, N. Y., May 6.—The Betts bill, making it a misdemeanor to furnish false news to a newspaper, was signed by Governor Smith to-day. Assemblyman Charles H. Betts, Republican, of Wayne, the introducer, is the publisher of a paper at Lyons. The new law will become effective September 1 next.

# Efficient Service

*Is Our Motto*

Why not let us assist you in obtaining and reselling Okeh records; our service is always at your call.

We specialize in the kind of *service* that will increase your business in

# Okeh Records

The most popular selections and at a time when they are in greatest demand. You realize what this means to you in being able to turn your stock quickly and profitably.

**We have them—the latest Okeh Hits**

WHOLESALE DISTRIBUTORS

**Philadelphia Show Case Company**

127 North 13th Street

**PHILADELPHIA, PENNA.**

PITTSBURGH BRANCH—2002 Jenkins Arcade Building

**MAGNED**

EACH NEEDLE  
PLAYS 10 RECORDS



THE ORIGINAL AND FASTEST  
SELLING MULTI-PLAYING NEEDLE.

**ASK YOUR JOBBER**

Manufactured by  
SUPERTONE NEEDLE WORKS  
18 W. 20th St., New York

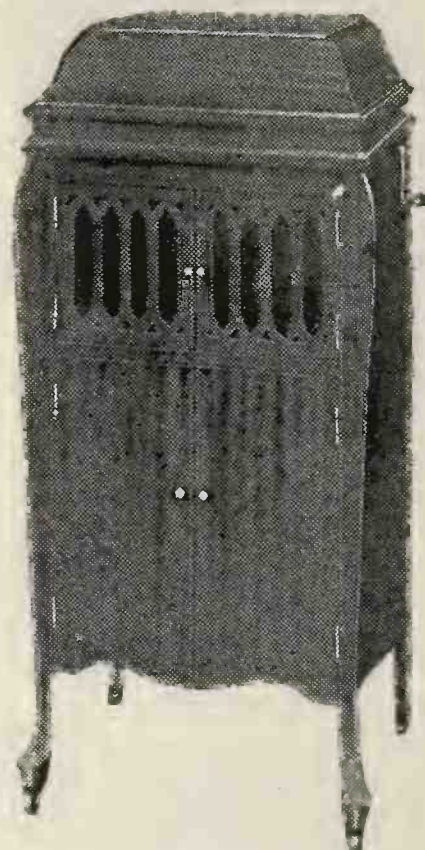
THE  
**INDEPENDENT**  
 "SOUL OF HARMONY"



MODEL 20  
 To Retail at \$200.00



MODEL 15  
 To Retail at \$150.00



MODEL 12  
 To Retail at \$110.00

## A LINE OF REAL SELLERS

Each model is manufactured complete (except motor) in one of our big modern factories

Deal direct with the Manufacturer

Prices based on materials contracted for months ago

Write for discounts

**INDEPENDENT TALKING MACHINE CO., Inc.**

12 East 42nd St., NEW YORK CITY

SOUTHEASTERN DISTRIBUTORS  
 Independent Talking Machine Co. of Virginia  
 5 Governor St., Richmond, Va.

NEW ENGLAND BRANCH  
 105 Washington Street  
 Boston, Mass.

**MANY CLEVELAND STORES CELEBRATE ANNIVERSARIES**

Special Sales Attracted Large Number of Visitors to Talking Machine Departments—New Columbia Dealers—What Machines are Being Featured—"The Musical Eclipse" Interests

CLEVELAND, O., May 2.—Anniversary sales of several of Cleveland's stores have afforded opportunities during the past month for featuring talking machines and records. Among the stores thus featuring machines have been the William Taylor & Son Co., the Bailey Co., the Ames Co., John Meckes Sons, all department stores, and some furniture concerns which offered talking machines at special prices.

Outfits appear to be popular with dealers who featured these anniversary sales of all lines of merchandise. Dealers have been handicapped in obtaining stocks of machines and records from factories owing to the railway tie-up. Trucking has been resorted to by some of the Cleveland distributors in supplying outlying retailers who draw on this city for supplies. April business, from the sales viewpoint, was the best of the year. Several big musical concerts by visiting artists and orchestras and Cleveland organizations stimulated the demand for favorite records. The San Carlos Opera Co.'s appearance at the Colonial-Shubert Theatre the last week of April gave impetus to sales of records reproducing music of the stars.

The Eclipse Musical Co., Victor distributor, reports unprecedented demands for machines and records. The Fischer Co., Pathé distributor, has a similar report.

The Columbia Co. is distributing machines to more dealers than ever. Window display exhibits of Columbia machines and records, in addition to Vocalions, are featured by the B. Dreher's Sons Co. and dozens of music and furniture stores, including Sevehla's Music House, West Twenty-fifth street, one of the best on the West Side. The Brunswick-Balke-Collender store on Huron road reports a bigger demand than heretofore for Brunswick models. The Barstow-Vincent furniture store, Euclid avenue's fashionable downtown furniture emporium, is making a drive on Brunswick machines. The Robert L. White Music Co. is now featuring the Brooks phonograph along with other instruments. The store's show window has four of these machines in different models on display. The Vanophone Sales Co.'s report on business is good. The Standard Drug Co., which operates a big chain of stores in Cleveland, East Cleveland and Lakewood, is featuring these little machines and records. The Cleveland Talking Machine Co., the Cheney Phonograph Sales Co., and Koehler's Music House, in upper St. Clair avenue, also report big April sales. Ptaks' Music Store, 4914 Broadway, and the Randolph House of Good Music, 1010 St. Clair avenue, as well as C. C. Lipstreu & Son, 4025 Payne avenue, report an unusual volume of business. Buescher's Victrola Store, in lower Euclid avenue, and the Collister & Sayle Co., lower Superior avenue, reflect merchandising efforts being put forward for business. The dealers mentioned are widely scat-

tered and reflect conditions of trade throughout the city.

During the golden jubilee celebration of the William Taylor & Son Co., from April 21 to May 1, Manager T. A. Davies, of the talking machine department featured Victrolas, offering a combination of Victor instruments with sixteen records. Columbia machines and a set of records were sold on a similar plan. The talking machine section of the big store made many sales through this jubilee offer. The section, like the remainder of the store, was beautifully decorated and every effort made to make the booths and other parts of the section inviting to the tens of thousands of people who visited the Taylor store. This store, one of the largest in Ohio, has had a woman, Mrs. Sophia Strong Taylor, at its head since the death of her husband twenty-eight years ago. At the outset of the jubilee she gave a banquet in the new Masonic Temple to 1,800 employes, and presided during the festivities.

Victor talking machine distributors are planning to attend the gathering in Atlantic City the last week in June. The attendance from northern Ohio this year will probably be the largest ever recorded.

George S. Dale, Akron, O., is featuring the Brunswick phonograph in display newspaper advertising. Mr. Dale's store employes make a specialty of demonstrations in offering phonographs for sale, pointing out that this gives the prospective customers an opportunity to select what they want in the way of records and a machine.

Workmen last week began remodeling the store site vacated by the Caldwell Piano Co. on March 1, when the entire stock and good will of this company was taken over by the Wur-litzer firm.

The third issue of "The Musical Eclipse" is the best number yet printed by the Eclipse Musical Co. The firm's house organ bristles with half-tone illustrations of store interiors and reflects some of the service bureau work under the direction of George W. Savage, in charge of the work. An unique attraction was a pipe organ built by him for the Eclipse people. The miniature is a replica of a real organ, beaver board, card board, Victor records and a Victrola being used in the combination. The rich coloring of this masterpiece of artistic work lent tone to the whole. As a window display, the whole setting reflected not only Eastertide but the very spirit of music. The frontispiece of the magazine has a picture of Ralph L. Freeman, director of distribution of the Victor Talking Machine Co. There is a picture of Otto May, eastern Ohio traveling hustler for the Victor concern. The back page contains a grouping of the 1920 officers of the Talking Machine Dealers' Association of Northern Ohio, headed by President T. A. Davies, manager of the

**"Sammos" Ukelele**



Order Right From this Ad

Shrewd Talking Machine dealers are preparing to take advantage of the big summer demand for Ukeleles. Merely carry a sample or two. Then reorder often. We ship promptly. It opens a big new field for sure-fire profits on a small investment.

**Backed by a Written Guarantee**

A signed contract certificate with each instrument assures you of correct fretting, accuracy of finger board, adjustment of bridge and neck. It enables you to offer them to your customers with a competent professional endorsement.

**NOTED FOR TONE BEAUTY**

Made of birch, with koa wood finish; bass wood neck; brass fret wire; rosewood neck and mahogany tuning pins, with extension finger board. In neat bag and carton.

**ORDER RIGHT FROM THIS AD**

In stock for immediate delivery, order right from this ad. Terms, 5% discount for cash in full with order; or net C. O. D. with 10% deposit with order.

**48 HOUR DELIVERY**

No. 543 D. A. Price **\$3.20** each

**COLE & DUNAS MUSIC CO.**

Dept. 104  
52 West Lake St., Chicago

Write For Free Bulletin

Our new bulletin shows everything in Phonographs, supplies and accessories—Sales ideas, selling plans and dealer helps. Hundreds of items from needles to phonographs. **IT IS FREE.** Write for a copy today—now.

phonograph department of the William Taylor & Son Co., and a group flashlight picture of guests at the annual banquet of the Association members, Winton Hotel, March 4. Two other illustrations show the interior of the music store of A. C. Burgess, Oberlin, O., and the Victrola corner of the Euclid Music Co., 10602 Euclid avenue, Cleveland. There is also an illustration showing a relay of employes of the National Lamp Works of the General Electric Co., Nela Park, Cleveland, listening to a Victrola. This firm has installed several talking machines in the big factory. They are used in the dining hall, the recreation department and in the bowling alleys. Miss Crowley, who is in charge of the welfare work among women employes, says that no feature has contributed so much to the efficiency and happiness of the girls as the noon playing of records. She says the employes go back to their duties refreshed, soothed and rested and "their minds in perfect tune with their work."



**SOUTHERN DISTRIBUTORS**

**Pathé PHONOGRAPHS and RECORDS**

**GRAY & DUDLEY CO.**

*Write Today for Agency Proposition*

**NASHVILLE - - - TENNESSEE**





## DEALERS!

THE Aeolian-Vocalion Phonograph leaves nothing to be desired. It has supreme tone achievement, depth, quality, naturalness! Its beauty of case design is unsurpassed. It is made by the largest manufacturers of musical instruments in the world—



### THE AEOLIAN COMPANY

whose finances are as the *Rock of Gibraltar*. It is distributed by a house whose word is as good as a bond and it practically sells itself.

Prices  
from \$60 to \$2000

*What more can you wish for?*

*Write today for contracts and discounts. There is still some unoccupied territory left in Minnesota, North and South Dakota, Montana, Western Wisconsin, and Northern Michigan.*



# STONE PIANO COMPANY

Distributors

STONE BUILDING, MINNEAPOLIS, MINNESOTA

STONE BUILDING, FARGO, NORTH DAKOTA

**RECORD ARTISTS CAPTURE TOLEDO**

Draw Capacity Audience to Coliseum for Concert Under Auspices of Victor Dealers

TOLEDO, O., May 4.—The Toledo Talking Machine Co. and the Victor dealers of Toledo have just put on one of the most popular and best patronized concerts of the year by the Eight Famous Victor Artists—Henry Burr, Billy Murray, Monroe Silver, John Meyers, Albert Campbell, Frank Croxton, Fred Van Eps and Frank Banta.

The Toledo people turned out in large numbers, and filled the Coliseum to overflowing with over 3,000 people. The artists themselves were pleased with the turnout and extended their program nearly a half hour beyond its usual length, so insistent was the audience for more.

The artists, their manager, P. W. Simon, and the Toledo dealers were entertained at a luncheon at the Secor by The Toledo Talking Machine Co. Jacob Frame, a Victor dealer, at the luncheon presented each of the artists with a gold charm of the Victor trade-mark. A neat speech of acknowledgment was made by Henry Burr.

This concert was made possible by the combined get-together and financial support of the Victor interests in Toledo. All the people of the various Victor stores were tireless in their efforts in handling the many matters that went to make this concert a success.

**SHEPARD WITH SUPERTONE CO.**

Well-known Talking Machine Man Heads Dealer Service Department of Supertone Talking Machine Co.—Has Had Wide Experience

John Y. Shepard, well known in the Eastern talking machine trade, and formerly connected with the G. T. Williams Co., Brooklyn, N. Y., Victor distributors, has been appointed head of the dealer service department of the Supertone Talking Machine Co., New York. This com-

pany, which manufactures the Supertone talking machine, has attained signal success with this line of instruments, and Mr. Shepard will find many opportunities to utilize his previous experience to excellent advantage.

For the past seven years Mr. Shepard has been identified with well-known local talking machine organizations, and he is thoroughly familiar with the requirements of the dealers. Mr. Shepard is enthusiastic regarding the musical qualities and sales possibilities of the Supertone line, and will co-operate with the dealers along practical and efficient lines.

**ORGANIZED WITH \$50,000 CAPITAL**

Vitanola Distributing Agency of Texas to Distribute Vitanola Phonograph Through Southwest—Prominent Business Men Interested

DALLAS, TEX., May 5.—The Vitanola Distributing Agency of Texas has been formed in this city with a capital of \$50,000 to distribute the Vitanola phonograph throughout the State of Texas and the Southwest. The company has already started an energetic campaign in behalf of this well-known line of instruments, and, according to present plans, Vitanola dealers will be afforded maximum co-operation in developing the demand for this phonograph in their respective territories.

V. A. McCullough, formerly superintendent of the Texas & Pacific and Cotton Belt railroads, has been elected president of the Vitanola Distributing Agency of Texas, and associated with him in this company are some of the leading business men of this section of the State. H. T. Clark, of the H. T. Clark Cotton Co., Dallas, Tex., is vice-president of the company, and W. J. Fant is secretary and treasurer. The directors, in addition to the president and vice-president of the company, are Nathan Adams, vice-president American Exchange National Bank, Dallas; W. B. Hamilton, attorney, Dallas, and J. R. Mockbee, division freight agent, St. L. Sw. Ry., Dallas.

**LIVE MEETING FOR IOWA DEALERS**

Elaborate Program Announced for Convention of Iowa Victor Dealers' Association to Be Held in Des Moines on August 3

DES MOINES, IA., May 6.—There has just been announced the full program for the fourth annual convention of the Iowa Victor Dealers' Association, to be held in this city on August 3. The convention as planned will be a most elaborate and helpful one, the program including an address of welcome by Mayor Barton, of Des Moines, a talk on "Next Year," by Edward Lyman Bill, of the Talking Machine World; an address on "Advertising," by J. J. Rockwell, of the Reincke-Ellis Co.; some hints on "How to Double Your Victor Business," by Mayme A. Jardine, of the Mickel Bros. Co., a demonstration in repair work by E. H. Haglund, of the same company, and an address on "Merchandising Victor Products From a Jobber's Standpoint," by George E. Mickel.

The feature of the afternoon session will be a series of open discussions on various pertinent subjects, among them, "My Best Investment," led by F. H. Walter, of Cedar Rapids; "Does an Exclusive Store Pay?" by L. A. Murray, of Davenport; "Victrola Installation," by R. S. Baas, of Rock Island; "Competition," by R. B. Townsend, of Des Moines; "Foreign Records," by M. J. Soukup; "More Records," by C. B. McGregor, of Creston, and "Increased Shipments," by L. R. Spencer, of Iowa City. There will also be addresses by representatives of the Victor Talking Machine Co.

In the evening the visiting dealers will be the guests of the Mickel Bros. Co. at a banquet at the Hotel Ft. Des Moines, followed by dancing and a cabaret performance.

J. Neustatt, of Schweiger Bros., Inc., Victor dealers at 1525 Broadway, N. Y., recently received a huge fish which he caught at Miami, Fla., during his vacation there. The prize measured seven feet six inches.

**GARFORD "BABY" PHONOGRAPHS**

*A Popular Line of Toy Phonographs  
"Nothing More—Nothing Less"*

**THE "BABY" MODEL  
RETAILS AT \$6**



Description of "Baby" Model  
Plays Little Wonder or 7-inch records  
Metal Cabinet finished in high grade Ebony  
Enamel with nickel trimmings.  
Length 8 3/4 inches Height 7 1/2 inches  
Width 5 1/2 inches Weight 3 1/2 lbs.  
Provided with one spring worm gear motor.  
5 1/4-inch turntable. High grade sound box,  
with wonderfully clear reproduction. Speed  
regulator.

**MODEL X  
RETAILS AT \$10**



**CLOSED**

Description of Model "X"  
Plays Little Wonder records and also 7-inch records. Cabinet finished in Mahogany  
Height ..... 17 1/4 inches Width ..... 8 3/4 inches  
Depth ..... 9 3/4 inches  
Provided with one spring worm gear motor. 5 1/4-inch turntable. High grade sound box, with wonder-  
fully clear reproduction. Speed regulator.



**OPEN**

**A LIBERAL PROPOSITION FOR PROGRESSIVE DEALERS**

**GENERAL PHONOGRAPH MFG. CO. Elyria, Ohio**

FORMERLY NAMED THE GARFORD MFG. CO.



# One of the Greatest Selling Propositions in the World

"The Stewart Phonograph is wonderful—  
You should sell millions of them"  
writes Fiske O'Hara, world-famous Irish tenor.

Jobbers and merchants all over the continent agree with him. The return of the Stewart has found a ready welcome. The whole world was waiting for this sensational phonograph! Demand is pouring in on us like a flood!

Improved and refined at many points, the Stewart today is one of the few great selling propositions in the world.

Its price and quality defy competition!

Now finished in rich, durable mahogany enamel with nickel trimmings. The motor is the finest of its type yet achieved—tested to play two 10-inch records with one winding.

Its tone is clear, mellow, pleasing—wonderful in volume and quality. The louvers and circu-

lar construction of the sound-chamber give the Stewart the same volume and capacity as most large cabinet machines. And the tone carries in every direction.

Write today for full particulars about one of the quickest selling propositions in the world.

# Stewart

## PHONOGRAPH

Stewart Phonograph  
Corporation, Inc.  
LINCOLN BLDG.  
BUFFALO, N. Y.

## PORTLAND BECOMES NOTABLE TALKING MACHINE CENTER

Pacific Northwest Headquarters of Edison Opened in Portland—Three Lines of Phonographs Made in City—Perry Co. Succeeds Wakefield—Receipts of Victor Machines Improve

PORTLAND, ORE., May 4.—Portland is to be the Pacific Northwest headquarters of the Thomas A. Edison, Inc. Through negotiations by J. Fred Staver the company has made arrangements for the construction of a three-story warehouse on the southwest corner of Thirteenth and Everett streets, the building to be leased for a long term of years by the Edison company. The building will cost approximately \$60,000, and the sum agreed upon for the lease is \$48,000.

Portland is forging ahead as the chief phonograph center of the Pacific coast. In addition to being selected as the headquarters of the Edison Co. for the Northwest, there are three lines of phonographs manufactured here—the Cremona, the Emerson and the Stradivara, the latter by the Pacific Phonograph Mfg. Co.

A specially good month in talking machines and records is reported by the Wiley B. Allen Co., the Hyatt Talking Machine Co., Victor, Brunswick and Columbia, Edison and Stradivara dealers; and the Bush & Lane Piano Co., which handles both the Victor and Columbia lines.

Foley & VanDyke have installed the Mandel line of phonographs, which they will carry along with the Victor and Pathé.

Wireless telephone messages which were sent out from Portland as experimental tests were distinctly heard in Vancouver, Wash., about fifteen miles from the city. Phonograph music coming in through the wireless instruments was heard as plainly as though it was coming through an ordinary telephone receiver. The machine at the sending station in Portland played "Smiles" and the tune was easily recognized in Vancouver. A selection imitating a bagpipe was plainly heard.

Miss Josephine Colwell is a new assistant in the Wiley B. Allen record department.

The Perry Music Co. is establishing business at 427 Washington street in the store formerly occupied by the Wakefield Music Co., which has gone out of business. This company is State distributor for the New Comfort talking machine. A. G. Perry is manager of the local house. Daniel T. Watts, a Portland man, will be in charge of the retail sales and O. C. Shindler is in charge of the wholesale department. C. Guy Wakefield is with the Cremona Mfg. Co. and the Perry Co. will carry the Cremona as well as the New Comfort machine.

Elmer B. Hunt, manager of the Victor wholesale department in Portland, says that while there is a slight improvement in receiving talking machines, records are not coming in as fast as he would like to see them. The monthly records are coming in better, but the old numbers, for which there is such a constant demand, are slow in arriving. Better service will probably be had in about two months. Mr. Hunt has just returned from a trip to the South.

Charles Soule has resigned his position with the Stradivara Co., and has accepted a position as Northwestern representative for the Burnham Phonograph Mfg. Co., of Los Angeles.

The Gilbert Co. is now carrying the Paramount talking machine, which is made in Port Washington, Wis.

An affable, courteous young gentleman now in the talking machine department of the Bush & Lane Co., is H. Ben Street, formerly connected with the Baldwin Co., of San Francisco, but whose home originally was in Washington, D. C.

Paul B. Norris, manager of the talking machine department of the Wiley B. Allen Co., has an energetic force of young men working under him who are making good. They are Donald Brown, Charles Steinert, Ervin Kraul, Milton Marshall and Edward Austin.

The Brunswick machines and records are coming all right at Power's Furniture Store, and W. B. Maxwell, in charge of the department, is making some fine sales, especially with the \$250 and \$285 models.

C. R. Ross, manager of the Portland Phonograph Co., which handles the Mandel phonograph, is busy getting established in a store at 522½ Washington street.

The Puritan talking machine is becoming well known in the Northwest and as its good qualities become known its popularity grows.

Judging from the crowd which is always to be found in the talking machine department of Meier & Frank Co., the alterations which are contemplated are really a necessity. Lester Schroeder is showing superior ability as a manager of the department. His sales force in the record department was increased again this week, Miss Juanita Leslie and Miss Lucile Taylor being the new assistants.

Miss Alice Walker, who has been connected with the talking machine department of the Bush & Lane Co. and with the Hyatt Talking Machine Co., was recently married to Robert Hanson, of Tacoma.

Jacques Thibaud, the French violinist, made a big hit at the concert given at the Heilig Theatre, and the records he makes for the Pathé have been in big demand since.

The Pacific Accessory & Supply Co. has been obliged to go out of business, owing to a disagreement with Eastern concerns, which caused cancellation of contracts. C. D. Wood, who has been in charge of the business, has taken the management of the Cremona Phonograph Co.

A. Dugas, formerly with Kohler & Chase, is now sales manager of the Bush & Lane Piano Co. He is a well known and highly respected member of the music trade.

Herbert B. Marple, whose song, "Roses at Twilight," was one of the March issues of the Victor Co., is a Portland visitor this week. He is traveling representative of Sherman, Clay & Co., of San Francisco.

# WHY WALL-KANE NEEDLES ARE SUPERIOR

The highest grade steel needle of American manufacture, and playing only one record, is put through a complicated, scientific, chemical process, by which the point of needle is greatly improved. The popular explanation of the method is as follows:

An ordinary steel needle is made of wire, which consists of long, parallel running grains on the inside. This wire is inserted in automatic machines, which automatically cut off the steel needles.

The friction of the revolving record grooves will gradually flatten out the point of the needle, so that more and more grain of the steel will reach the record grooves. The WALL-KANE needle will eliminate the grain of the steel coming into contact with the grooves by a process which is accomplished as follows:

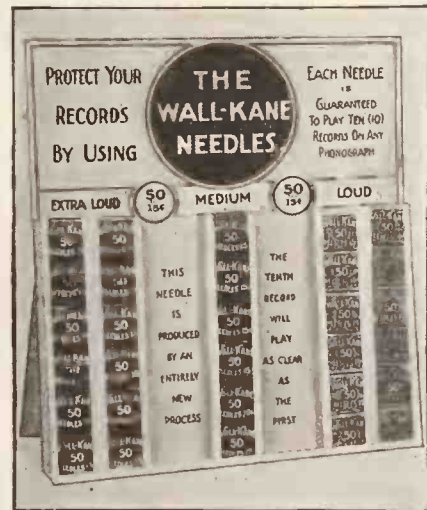
The steel needle is first dipped into a chemical solution which will take out most of the charcoal, making a closer unit of the needle. While in this process the needle looks all black like illustration.



Then the needles are dipped in several solutions, which place three different coatings on the top of the point, so that an entirely separate unit is created on the point, which unit is 25 to 30 per cent softer than an ordinary steel needle's point. While in this process the needle point looks like illustration.



More than three thousand revolutions are required to take off these three coatings by the friction of the point with the record. The playing surface of more than ten records does not amount to 3000 revolutions—that is why WALL-KANE needles will play at least ten records perfectly, and will make less surface noise, and by the distribution of the solution into the grooves of the record, the record itself will be greatly benefited, and its life prolonged.



### BEWARE OF IMITATIONS

This handsome colored metal enameled display stand holds 60 packages, 24 extra loud, 24 loud and 12 medium packages and costs the dealer \$4.60, (\$4.90 in the Far West) and retails for \$9.

Each package of 50 WALL-KANE Needles costs the dealer 7½c (8c in the Far West) and retails for 15c.

JOBGING TERRITORIES OPEN

Progressive Phonographic Supply Co., Inc.  
145 West 45th Street, New York



Order Right From This Ad

## Main Springs

FOR ANY PHONOGRAPH MOTOR

Dependability is tempered right into C. & D. crucible steel main springs. Our guarantee of quality is based upon large contracts from standard reliable mills. This same assurance is protection to your customers. Always carry a full selection, then order as needles—48-hour service is our aim. But don't delay. Prices go up when this stock is gone.

### CRUCIBLE STEEL—ALL SIZES

- No. AMS1—Victor, 1-in. wide, 13 ft. long..... 65c
- No. AMS2—Victor, 1¼-in. wide, 18 feet long..... 95c
- No. AMS3—Columbia, 1-in. wide, 11 ft. long..... 55c
- No. AMS4—Columbia, 1-in. wide, 13 ft. long..... 65c
- No. AMS5—Columbia, 1-in. wide, 16 ft. long..... 75c
- No. AMS15 Other Standard Makes, 1-in. wide, 13 ft. long..... 60c
- No. AMS16—Other Standard Makes, 1-in. wide, 16 ft. long..... 75c
- No. AMS17 Other Standard Makes, ¾-in. wide, 10 ft. long..... 50c
- No. AMS18—Other Standard Makes, ¾-in wide, 10 ft. long..... 55c

### ORDER RIGHT FROM THIS AD

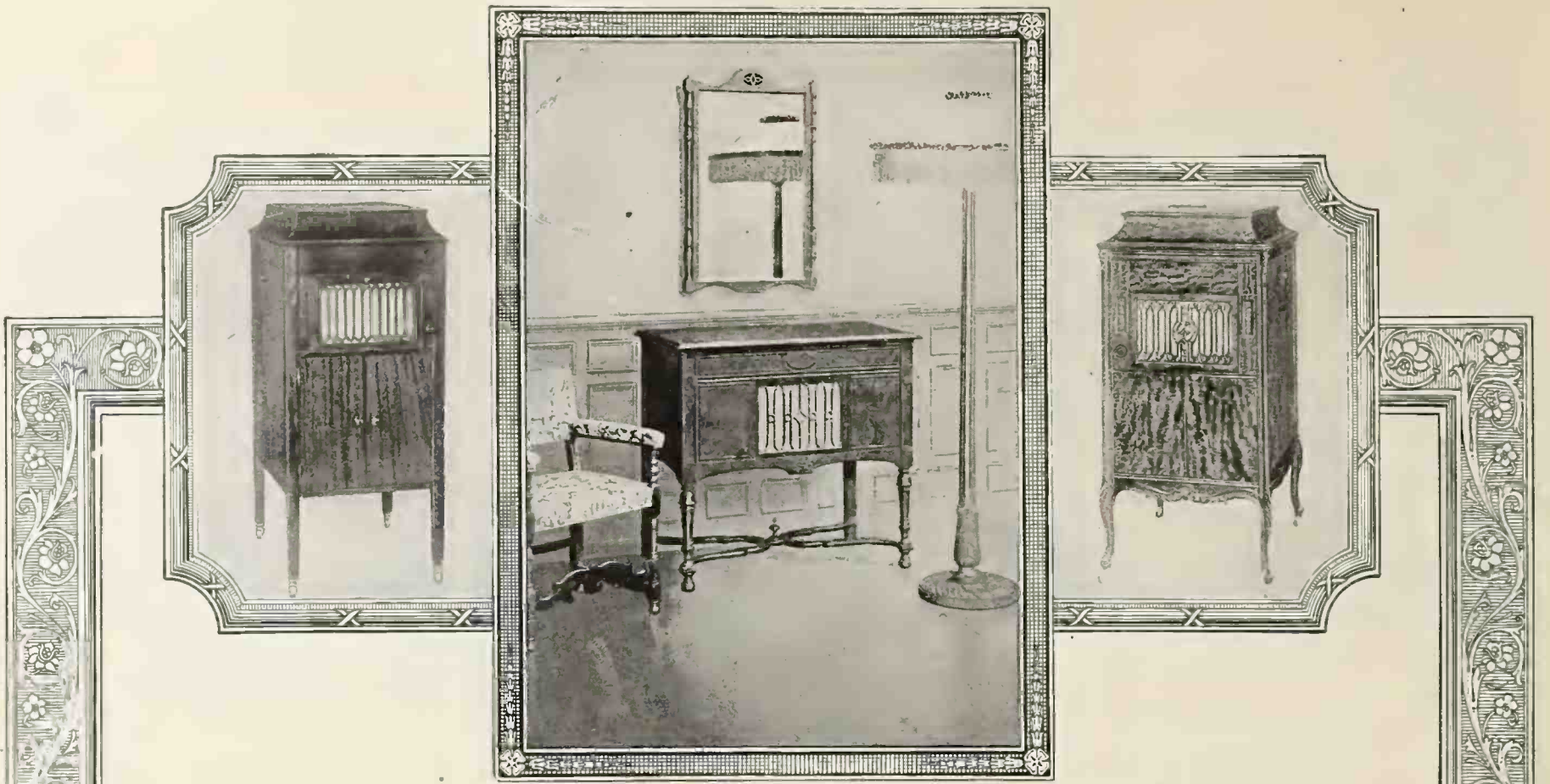
Main Springs are carried in stock for immediate delivery. Order right from this ad. Terms 5% discount for cash in full with order or net C.O.D., with 10% deposit with order. 48-HOUR DELIVERY.

## COLE & DUNAS MUSIC CO.

Dept. 106  
52 West Lake St., Chicago

Write For Free Bulletin

Our new bulletin shows everything in Phonographs, supplies and accessories—Sales ideas, selling plans and dealer helps. Hundreds of items from needles to phonographs. IT IS FREE. Write for a copy today—now.



The VOCALION COMPANY of BOSTON

*New England Distributors*

*In*

*Maine, New Hampshire, Vermont and Massachusetts*

*For*

The AEOLIAN-VOCALION

*and the*

NEW VOCALION RECORD

▼

THE Aeolian-Vocalion has made a success—a phenomenal success. The public—that great jury of award—has passed upon the Aeolian-Vocalion and accorded it the premiership of the phonograph world.

The same jury is now passing upon the new lateral cut VOCALION RECORD—that wonderful companion of the Vocalion. Even now the verdict is rendered—for the Vocalion Record is already taking the position to which it is rightfully entitled, as the most musical, most perfect, most satisfactory phonograph record ever produced.

▼

The VOCALION COMPANY of BOSTON

*Distributors*

*190 Boylston Street*

--

*107-109 West Brookline Street*



# HAPPENINGS IN THE DOMINION OF CANADA

## TORONTO IS ONE OF CANADA'S LIVEST TRADE CENTERS

Timely Talk on Repair Work Charges—Starr Progress in Canada—Van Gelder Tells of Progress in Western Provinces—Life Insurance for Pathé Frères Force—Compliments for Brunswick

TORONTO, ONT., May 5.—“You come across dealers every week who charge too little for their repair work,” said a traveler to The World representative. “True,” he added, “certain repairs must be made as a service to talking machine owners, and anything that should happen to the equipment through faulty material or workmanship must be made right without charge. But when, after three years' use, the motor needs going over, a spring breaks or some adjustment is necessary, there is no reasonable customer who is going to kick at a legitimate repair charge. There should be a clearly defined line drawn between service repairs and ordinary repairs, and on the latter a charge should be made to cover the workman's time, any parts supplied and a fair profit on the transaction. The cost of doing business is too great to neglect this.”

W. D. Stevenson, one of the proprietors of the Starr Co., of Canada, London, Ont., is back at his desk after a trip to Winnipeg, Man., the object of which was to develop the Starr Co.'s service plans for dealers handling its phonographs and records.

Interviewed by The World correspondent upon his return, Mr. Stevenson said: “We now have five factories working on phonographs for us, so that we are in a position to take care of all business offered and will make up a very heavy reserve stock during the Summer months, as it is our intention to give our dealers at least a 99 per cent perfect service throughout the year.

“I found Western dealers very enthusiastic as regards prospects for 1920. They tell me that prospects never looked brighter, the past Winter being the very best kind for Western country with plenty of snow protecting the wheat and assuring sufficient moisture. Reports from Western dealers indicate that they have never regretted tying up with the Starr phonograph and Gennett record, and they say they are going at it harder than ever this year and expect to make a record of sales.”

E. Van Gelder, of I. Montagnes & Co., Sonora distributors for Canada, is back at headquarters after a trip through the Western provinces, going as far as the coast. Mr. Van Gelder worked fast, covering the ground in three and a half weeks. He reported excellent business orders from the dealers called upon and was greatly pleased with the most courteous reception given him everywhere by Sonora dealers. As a result of the orders booked, his firm is under the necessity of greatly enlarging the output of Sonora models made in Canada.

G. A. Griffith, phonograph and supply dealer, has removed from the Kent Building to 41 Richmond street E. This move to larger quarters was necessitated by his expanding business.

The Pathé Frères Phonograph Co. has completed arrangements whereby its employes have been provided with life insurance as an evidence of the company's appreciation of the value of loyalty, co-operation and continued service.

The many friends of T. Nash, manager of His Master's Voice, Ltd., will be very pleased to hear that he was recently appointed a director of the Berliner Gramophone Co., Ltd., of Montreal.

A. E. Goodman has assumed the management of the phonograph department of Chas. E. Austin & Co., Chatham, Ont., which firm features in that department the Pathé exclusively.

At the recent annual meeting of the Toronto

retail piano dealers the matter of a Toronto retail talking machine dealers' organization was thoroughly discussed. The need of one was considered urgent. After various expressions of opinions a committee of three was appointed to institute proceedings looking to the formation of a local association.

C. R. Leake, of the Music Supply Co., distributors of the Columbia line, is again at his desk after an absence of several months, during which he enjoyed an extended holiday visit to his old home in England, accompanied by Mrs. Leake. On his return John A. Sabine, who has been in poor health for some time, left on a short holiday.

J. H. Scobell, who has been connected with C. W. Lindsay, Ltd., Ottawa branch, has been officially appointed manager of the Cornwall branch.

The Starr Co., of Canada, London, Ont., has incorporated for \$500,000.

J. A. Croden, of the Starr Co., of Canada, London, Ont., who is at present in Europe in the interests of Gennett lateral records, arrived safely in Paris. Mr. Croden took advantage of the opportunity to visit Calais, Boulogne and Amiens. He proposes also visiting scenes and places in Belgium made historical and sacred in the war.

A. E. Landon, general manager in Canada of the Columbia Co., with headquarters in Toronto, visited Winnipeg, Man., recently in connection with the Western interests of his firm's business. Mr. Landon was well pleased with last

year's showing of their Western distributors, Cassidy's, Ltd., and their plans for co-operating in the company's aggressive campaign for a tremendously increased output for this year.

H. S. Berliner, vice-president of the Berliner Gramophone Co., Ltd., Montreal, spent a day in Toronto recently in attendance at the annual meeting of His Master's Voice, Ltd. The capitalization of this firm was recently increased to \$1,500,000. The company has taken over the Western Gramophone Co., at Winnipeg, Man., and Calgary, Alta., and has in active operation a branch at Halifax, N. S. From all these points the products of the Berliner Gramophone Co.'s Montreal factories are sent dealers direct.

Quite a tribute to the Brunswick phonograph and the Musical Merchandise Sales Co., of this city, appeared recently in the Retail Merchants Globe. It told of the great achievements in placing the Brunswick on the map of Canada from Halifax to Vancouver in less than thirty months, and in this connection the prestige of the Brunswick-Balke-Collender Co. and the wholesale distributors, the Musical Merchandise Sales Co., are referred to in very eulogistic terms, particularly the latter company, which, according to this article, has “gone about the marketing of the Brunswick phonograph upon entirely modern lines. In the first place, a universal interest was created in the instrument by means of unique advertising in the leading publications throughout Canada. The company also reached the merchants who were, or ought to be, interested in distributing high-grade musical instruments with advertisements. This publicity, combined with the field work of a force of skilled salesmen, soon built up a list of prominent dealers in every section, who are stocking the Brunswick phonograph.”

## MILLION DOLLAR CONCERN INCORPORATED IN MONTREAL

Windsor Phonograph & Record Co., Ltd., Organized With Dominion Charter—Developing Foreign Record Business—General Trade Conditions Are Most Satisfactory Throughout Province

MONTREAL, CAN., May 6.—The Windsor Phonograph & Record Co., Ltd., with head offices here, and capitalized at \$1,000,000, has been incorporated with a Dominion charter. The new corporation has taken over the plant and business of Paramount Phonograph & Record Co., the factory being located at 200 Papineau avenue. W. C. Willson, for the past fifteen years actively connected with furniture and cabinet manufacture in Canada, is general manager of the Windsor firm, having gone to Montreal early in the present year.

Lawrence C. LeVoi, who has been calling on the music trade in Canada for the past seven years, has joined the Windsor Phonograph & Record Co., Ltd., in the capacity of sales manager, and has already instituted an active selling plan, which includes a strong advertising campaign in a list of the best publications circulating among the public. The Windsor phonograph is being produced in a series of entirely new designs.

In addition to a well equipped plant for the manufacture of phonographs, the Windsor Co. has equipped a pressing plant and expects at an early date to have Windsor records, the product of their new laboratories, on the market.

Jas. A. Ogilvy, Ltd., one of Montreal's largest departmental stores, announces the opening of a Pathéphone department. It will act as sole west-end distributor and will carry a large stock of machines and records.

An interesting announcement was the recent one of the wireless telephone conversation that took place between parties at Montreal and Quebec City. The wireless telephone looks very much like a cottage piano, with an ordinary telephone apparatus attached. The absence of wires gives unusual clarity and resonance to the voice. The voice comes out of a background of perfect silence; noise and humming due to line noises in the ordinary telephone is entirely eliminated; the quality of the

(Continued on page 194)

## Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

## THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

## TRADE HAPPENINGS IN CANADA

(Continued from page 193)

speech is so good that persons may be identified by the tones of the voice as easily as if speaking with them. Records played in the Marconi works in Montreal were heard in Quebec so clearly that even the slight noise of the needle on the record was heard.

Goodwin's, Ltd., is pushing the Bubble Books very aggressively, and in the record department daily demonstrations on the Brunswick are being given for the benefit of the children.

The Kentucky Serenaders, from Rector's, New York, now playing at the Venetian Gardens, recently played in C. W. Lindsay's piano salons. Considerable stimulus was given to Columbia records of their recording, particularly Venetian Moon fox-trot.

In order to meet a growing demand for foreign records and at the same time give the best service possible, the Canadian Gramophone & Piano Co., has installed Joe Feldman, a former Columbia artist, as manager of the foreign record department. This firm will operate this department on a large scale, advertising in the principal newspapers from coast to coast, securing a clientele reaching from one end of Canada to the other.

Albert Deprato, one of the departmental managers of Almy's, Ltd., is now in charge of this store, which is carrying a most complete stock of Grafonolas and Columbia records.

J. T. Lemieux, recently in charge of H. P. Labelle & Co., Ltd., talking machine department, has gone back to his old love as assistant to Manager Geo. S. Pequegnat, of the Phonograph Shop of Montreal, Regd.

C. W. Nixon, managing director of the Rosemount Phonograph Shop, Regd., 385 Fourth avenue, Rosemount, Que., is handling a large volume of Grafonolas and Columbia records and is catering particularly to the children, conducting musical evenings every Monday, followed by dancing. The attendance is most gratifying, about sixty children being in attendance. These

musicales are eagerly looked forward to, as is attested to by the fact that when on a Monday night recently the store was closed a disappointed crowd of children were outside awaiting admittance.

## SOME TRADE DOINGS IN WINNIPEG

McLean Co. Installing 24 Sound-proof Rooms—Other Companies Furnishing Quarters—Recent Visitors Include Victor Artists

WINNIPEG, MAN., May 6.—The J. J. H. McLean Co., Ltd., is installing twenty-four sound-proof demonstration rooms. Twelve of these are on the ground floor and twelve on a mezzanine gallery. These rooms are being tastily decorated and fitted up in every way to make pleasant surroundings for the choosing of phonographs and records by customers.

The Tucker Piano Co., of Fort William, Edison and Columbia dealer, has installed new sound-proof demonstration rooms in its stores. The rooms are finished in white enamel and are typical of the progressive policies of the company.

The distribution of "His Master's Voice" products in British Columbia is in the hands of W. F. Evans, Ltd., of Vancouver, B. C. Walter F. Evans, this firm's managing director, was a very welcome visitor recently to the Berliner Gramophone Co.'s factory in this city. Mr. Evans predicts a great future for "His Master's Voice" products in British Columbia.

Baird's drug store, Grosvenor and Stafford streets, Winnipeg, has lately had several sound-proof demonstrating rooms installed for the talking machine department.

A. E. Landon, general manager of the Columbia Graphophone Co., here, left the middle of the month on a visit to the Canadian West.

Paul Althouse and Alfred Cortot, exclusive Victor artists, appeared recently to crowded houses in connection with the City of Winnipeg's annual festival of music. Their success increased Victor sales materially.

## WINNIPEG CO. BUYS BUILDING

Prominent Piano and Talking Machine House Purchases Entire Building in Which Store Is Located—Handles American Instruments

WINNIPEG, MAN., May 1.—A business transaction of considerable size and importance was consummated this week in the purchase of the Builders' Exchange, at the northwest corner of Portage and Hargrave, by the Winnipeg Piano Co., Ltd. It is understood the purchase price was about \$500,000.

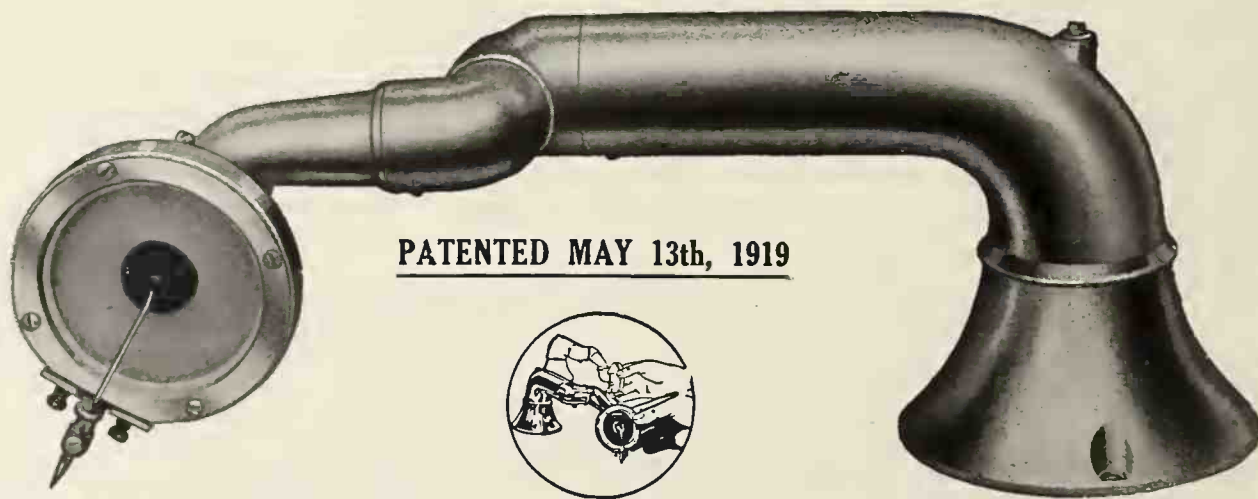
In discussing the matter with A. E. Grassby, president of the Winnipeg Piano Co., he stated that the business of the Winnipeg Piano Co. had become so extensive that he considered the present the logical time for carrying into effect their intention of acquiring their own building, with the additional advantage of staying on the site they had established as the recognized piano and phonograph center of the city. The real estate or speculation feature did not enter into it at all. It was simply a matter of permanently establishing their location and protecting the large asset built up in the seventeen years.

It is quite a coincidence that when Mr. Grassby arrived in Winnipeg from London, England, in 1900, he entered the employ as director and secretary of the Grundy Music Co., Ltd., of W. Grundy, the former owner of the building, and, further than that, when he first rented the corner store of this building in 1914, he then secured the Gerhard Heintzman piano agency, controlled in the old days by the Grundy Music Co.

Established in 1903 by Mr. Grassby, the president and managing director, with only one line of pianos, the Winnipeg Piano Co. has increased its business till it now carries twelve leading makes of pianos.

The company handles the Steinway, Auto-piano, Nordheimer, Heintzman, Cecilian, Haines, Brambach and other makes of pianos, as well as Edison, Columbia, Pathé, and some Canadian makes of talking machines.

## EMPIRE UNIVERSAL TONE ARM and REPRODUCER



In designing the phonograph that you manufacture do you realize that the use of high grade sound reproducing-mechanism is a very important item?

Have you ever given the importance of the throw back feature your consideration?

The Empire Tone Arm and Reproducer excels in every important feature—

1st, on appearance alone it will appeal to your dealer customer and will enable him to interest the best kind of trade.

2nd, on performance it will reproduce all makes of disc records at their best and will bring out all the over-tones that are usually lost.

3rd, mechanically the Empire Tone Arm is more nearly perfect than any other tone arm.

WRITE FOR OUR PRICES AND GIVE US AN OUTLINE OF YOUR REQUIREMENTS FOR 1920

## THE EMPIRE PHONO PARTS COMPANY

ADDRESS ALL INQUIRIES TO CHICAGO OFFICE  
Sales Office: 423 S. Wabash Avenue, CHICAGO, ILL.  
Factory: 1100 W. 9th Street, Cleveland, Ohio

### INTRODUCE NEW NEEDLE

Southern California Music Co., of Los Angeles, Controls the Manufacture of "The Don"—Talking Machine Needle Popular on Coast

A new talking machine needle, which the inventor claims is "something different," has been recently placed on the market. It has been named "The Don," which was probably suggested from the fact that it comes from Los Angeles, a city built by the dons of old Spain and Mexico. If this is true and the example



Corner of the "Don" Factory

set by its birthplace is followed, it should grow rapidly in popularity and have many boosters.

It is claimed "The Don" will play a thousand records and can then be refilled for a quarter in order to play another thousand and so on. Its volume can be adjusted at will from loud to soft and when set at pianissimo the tones are the softest imaginable. Our illustration shows a corner of the factory where production is being speeded up to the utmost capacity in order that the orders which are already pouring in may be filled as rapidly as possible. The Southern California Music Co., of Los Angeles, controls the manufacture of "The Don" and jobbers and dealers throughout the United States are supplied by this prominent Pacific Coast organization.

### MANY EDISON TONE TESTS BOOKED

Entire Country Will Be Covered by Booking Agency Conducted by Edison Laboratories—New Plans Lighten Work of the Dealers

More than two thousand tone test recitals have already been booked by the Edison laboratories for the coming Fall and more than a million people are expected to witness these performances. Every available Edison artist has been engaged for this work, including many who have previously appeared in tone test recitals. Notwithstanding this fact, the Edison laboratories are constantly searching for such new artists as give promise of future success. In volume of business done, the recital department is probably the largest booking agency in the world to-day.

Practically every city and town of importance in the United States and Canada will witness a tone test recital this Fall, some for the third and fourth time. It is estimated that the people who have already witnessed these performances now number several millions. What is considered a distinctive feature in this connection is the fact that tone tests can be given in the same cities time and again and each time they will gain rather than lose their value both as an entertaining factor and sales adjunct.

Emphasis is placed on the fact that the 1920 sales promotion plans, which were announced to the trade on March 1, provide for removing from the dealers' shoulders a great share of the work and responsibility which attend the numerous details incidental to these recitals, a feature which has been generously applauded by dealers on every hand.

The list of artists who are expected to appear is an imposing one, and includes many whose appearances with the Metropolitan Opera, or with other leading organizations, have won for them remarkable tributes. Among these artists are:

Marie Rappold, Marie Tiffany, Cecil Arden, Alice Verlet, Odette Le Fontenay, Marie Mor-

risey, Betsy Lane Shepherd, Claire Lillian Peteler, Amy Ellerman, Marion Evelyn Cox, Elvira Leveroni, Helen Newitt, Sibyl Sanderson Fagan, Leeta Corder, Mario Laurenti, Hardy Williamson, Glen Ellison and George Wilton Ballard.

### WORKING ON CONVENTION PROGRAM

Arrangements Committee of National Association of Talking Machine Jobbers Making Elaborate Plans for Annual Meeting

The arrangements committee of the National Association of Talking Machine Jobbers has not yet completed all the details connected with the convention program, but nevertheless declares that the meeting at the Hotel Traymore, Atlantic City, on June 28th, 29th and 30th, will measure up in interest with any previous convention of the association.

According to the officers of the association, the business program will be a distinctly constructive one, and an earnest effort will be made by the jobbers to formulate plans that will enable them to meet successfully general industrial situations as they may develop or promise to develop. Advertising, dealers' service and stock questions will all come in for their share of attention.

The fact that Atlantic City is to all intents and purposes arid will not interfere with the pleasure of the jobbers and their ladies in the least, according to the arrangements committee, which hints at some big surprises in the way of entertainment, but is not letting go the facts until everything is settled.

Present indications are that the attendance at the forthcoming convention will break all records, especially in view of the fact that the meetings of the Board of Control of the National Association of Music Merchants, to be held at the Traymore on the Friday and Saturday preceding the jobbers' meeting, will draw a number of jobbers who are interested in that association, and will stay for both conventions.

# ACME

*Stands for Highest Quality and Prompt Service*

WE MANUFACTURE

## ACME MICA DIAPHRAGMS

WE SUPPLY AFRICAN AND INDIA RUBY EXCLUSIVELY

*Any Size and Any Thickness and Quantity*

LET US HAVE YOUR INQUIRY

ACME MICA COMPANY, Incorporated  
*Importers and Manufacturers*

56 BLEECKER ST.,

Phone, Spring 7197 and 7198

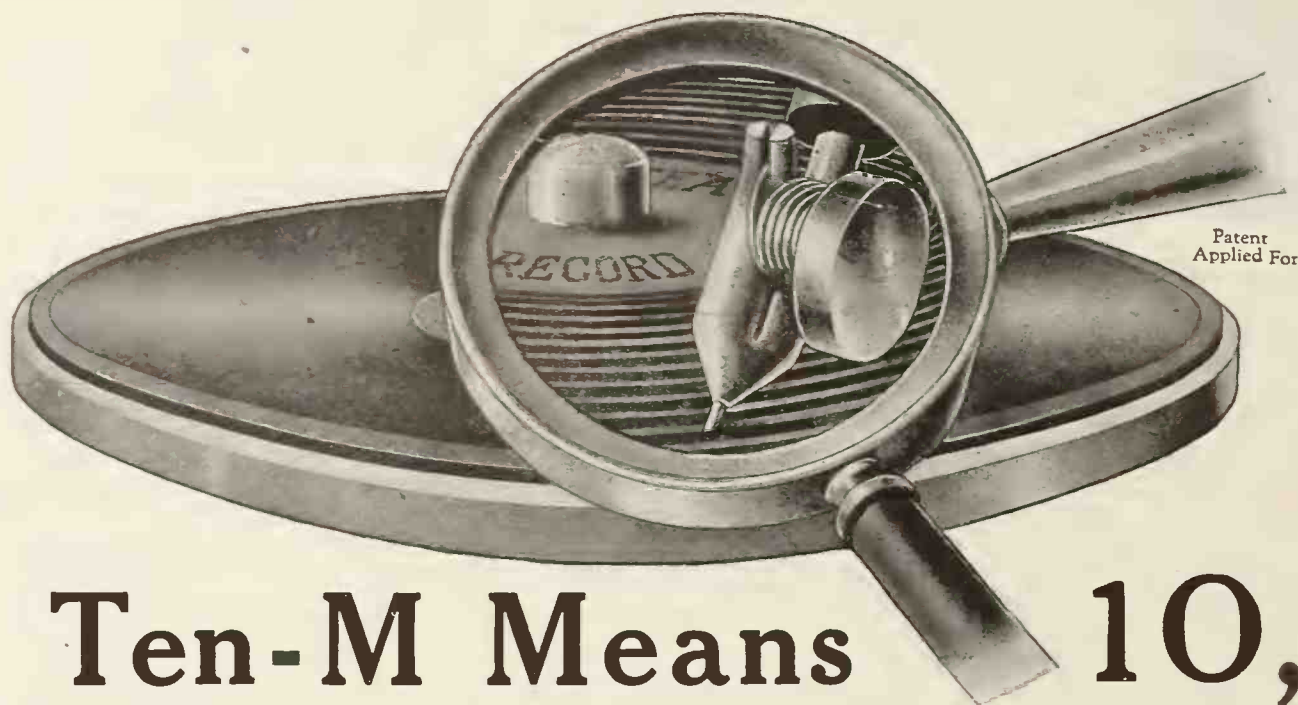
NEW YORK

# Ten-M-Needle

PLAYS 10,000 RECORDS

Now Retails at \$2.50

MAKING DEALER'S NET PROFIT \$1.00

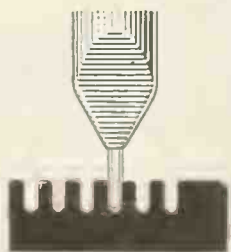


The Permanent  
Needle is Here  
and is a  
**HUGE  
SUCCESS**

**Ten-M Means 10,000**

The TEN-M-NEEDLE is guaranteed to play 10,000 Records. It actually plays many thousand more. We will replace any TEN-M-NEEDLE not perfect in workmanship or material, or which blasts when playing.

**LET YOUR RECORD SALES - PEOPLE DEMONSTRATE ALL RECORDS WITH TEN-M-NEEDLES, AND TEN-M-NEEDLE PROFITS WILL PAY THEIR SALARIES**



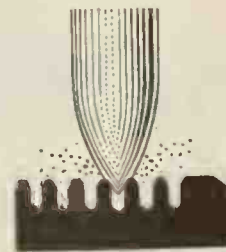
This picture is distorted and exaggerated to show how the narrow wire point of the Ten-M-Needle fits INTO, and does not cut, the record groove. The Ten - M - Needle DOES NOT wear down and reduce the DEPTH of the record groove.

*Read all of the Announcement on the Opposite Page*

In the NEXT ISSUE OF THIS PUBLICATION we will show

**Micro-Photographs of NEEDLE POINTS**

THEY WILL SHOW INTERESTING FACTS  
WATCH FOR THEM



This picture is a distorted and exaggerated view of an ordinary steel needle, showing how shoulders wear and cut down DEPTH of groove. This soon ruins records when needles are played more than once.

**BAKER - SMITH COMPANY**

Rialto Building, San Francisco

Eastern Representative, GEORGE MITTLEMAN, 487 Broadway, New York

TELEPHONE KEARNEY 1791

CABLE ADDRESS  
BANCO SAN FRANCISCO**BAKER-SMITH COMPANY**MANUFACTURERS' REPRESENTATIVES  
SALES MANAGERSRIALTO BUILDING  
SAN FRANCISCO**Announcement of Advance in Price of Ten-M-Needles and  
Why--- Now Retails at \$2.50**

Our work with the Ten-M-Needle for the past six months, both in manufacturing and selling, has been experimental and development work. We stuck to it and went ahead at a cost of thousands of dollars per month. For our time and money we have perfected the Ten-M-Needle to where it has all the advantages and merit we claim for it and have also learned the necessary requirements for getting the Ten-M-Needle in the hands of the consumer.

We have had demonstrators in good music and department stores and they have invariably sold a good number of needles. We have had salesmen go from house to house and they have sold many needles.

These needles have been sold on an absolute money-back guarantee and just one needle has been returned, so we know the buyers are satisfied with and like the needle.

Our experience has proven to us that there is a REAL DEMAND for our needle and that SALE depends only on showing the phonograph owner that we have such a needle.

To bring the Ten-M-Needle to the attention of the public requires advertising or personal presentation. The personal presentation method gets instant results.

We propose to use both methods. A national advertising campaign takes time and costs money. Part of the advanced price of Ten-M-Needle is to go to advertising. Another part is to go to the dealer, to make it PROFITABLE to him to have his record clerks DEMONSTRATE the Ten-M-Needle when they are selling records. We have proven by demonstrators that this method SELLS Ten-M-Needles. At the new price of \$2.50 the dealer's profit is \$1.00, or equal to the profit on the sale of three average records. Dealers will be surprised to see how many record customers buy Ten-M-Needles when the needle is properly demonstrated.

The demand for a PERMANENT needle is universal.

The Ten-M-Needle MEETS this demand. We are preparing literature that will convince both dealers and the public that Ten-M-Needle not only plays 10,000 records but plays them with a MORE PERFECT TONE QUALITY and LESS DAMAGE to records than any other needle on the market. Its TONE quality is just as perfect when adjusted to play very SOFT music as when playing very LOUD.

**Improvements in Manufacture**

The manufacture of the Ten-M-Needle requires precision work, equal in closeness to that on the finest watch. It requires a microscope to adjust tools and inspect product to insure ALL needles being perfect. The greatest difficulty we had to overcome was to hold the wire point in the needle post ABSOLUTELY TIGHT. For months it looked IMPOSSIBLE but at last we have developed a method which holds the wire as though it were an integral part of the post. This is accomplished by a compression method which KEEPS a HEAVY SPRING TENSION on the WIRE, which holds it ABSOLUTELY RIGID and at the same time allows it to be pushed forward by the knurled shaft when more point is required.

We have adopted and will adhere to the following prices and terms to the trade:—

|  |        |
|--|--------|
| Retail price                                   | \$2.50 |
| Sample needle, when ordered on your stationery | \$1.50 |
| Less than five gross                           | 40%    |
| Five to ten gross                              | 50%    |
| All samples, cash with order.                  |        |

We prepay carriage charges on all orders in the United States.

All Ten-M-Needles now in hands of jobbers and dealers will be replaced with the NEW Ten-M-Needle for the difference between the price paid for needles now in stock and the new price announced. Send needles prepaid, inclosing invoice, and new needles will be forwarded.

We will replace any Ten-M-Needle, sold from this date, that is not perfect in workmanship or which blasts when playing.

BAKER-SMITH COMPANY.

# Van Veen

"BED SET"

Booths  
Sectional  
Record Racks  
Record  
Sales Counters

Why hesitate about installing the best—  
the first cost is actually a loan to your  
business, the final cost is nothing—  
Van Veen "Bed-Set" Equipment *pays for itself.*  
"An unsalaried Selling force."

Write us, we will advise you as to store planning efficiency.

## ARTHUR L. VAN VEEN & CO.

Philadelphia Office  
1711 Chestnut Street

Marbridge Building  
47-49 W. 34th Street  
New York City

### PHILIP WERLEIN, LTD., ENLARGING

New Orleans Victor Wholesalers Double Floor  
Space in Wholesale Building and Install  
Model Victor Shop and Unico Equipment

NEW ORLEANS, LA., May 8.—Contracts have just  
been let for extensive improvements to the  
wholesale building of Philip Werlein, Ltd., Vic-  
tor wholesalers of this city. The alterations  
will cost between \$5,000 and \$6,000 and will in-  
clude a model Victor Shop, additional offices, a  
system of Unico booths and redecorations. When  
completed the store will have 7,500 feet more  
floor space, just double the present capacity.

William P. Berry, formerly with the Victor  
Talking Machine Co., joined the forces of Philip  
Werlein, Ltd., on May 3, in the capacity of  
Victor traveler. He will look after the interests  
of the Werlein dealers in the Southern terri-  
tory. Negotiations are also under way for the  
acquisition of a service and educational man to  
take charge of these departments of the Wer-  
lein organization. J. D. Moore, manager of  
the New Orleans store, recently returned from  
a week's trip through northern Louisiana and  
Mississippi.

Rice & Co., one of the Werlein dealers in  
Vicksburg, Miss., have installed five new dem-  
onstration booths in their new Victor depart-  
ment and have built record racks with a capac-  
ity of 7,500 records. This is now one of the  
best equipped Victor stores in Mississippi.  
Davis Rice, son of the head of the firm, re-  
cently married a Pittsburgh girl and is at pres-  
ent honeymooning in California.

### MACHINE WITH MANY NEW FEATURES

Stone Mfg. Co., St. Louis, Brings Out New  
Talking Machine With Several Exclusive Fea-  
tures Which Should Interest the Trade

ST. LOUIS, Mo., May 10.—An exceptionally origi-  
nal talking machine made by the Stone Mfg.  
Co., 2623 Olive street, this city, will be ready  
for the market about thirty days hence. M. J.  
Stone, the president, is an experienced cabinet  
manufacturer of years standing, and has pro-  
duced some strikingly original designs. The  
models now on exhibition at the company's fac-  
tory at the above number, and also at the down-  
town salesroom in the Gamble Building, south-  
east corner of Sixth and Chestnut streets, also  
show exceptional care in regard to finish. The  
Supreme machines, as they are called, are  
illuminated throughout. If it's night, or the  
machine is located in a dark corner, one has  
only to push a button on the motor board and  
it lights three dainty electric lights, one located  
on the motor board, the other on the horn, and  
the other in the record compartment, thus en-  
abling the operator to see exactly what he is  
doing every minute of the time. The light in  
the horn not only illuminates the art glass  
grill, but also lights the record door located  
immediately under the horn, which when pulled  
out, furnishes a convenient resting place for  
records as they are taken off the turn table.  
It is plush lined, and thus very attractive as  
well as avoiding scratching the records. A spe-  
cial use is to keep therein two or three of your  
pet records, as when they are not in use, they

can be put away out of sight by the pushing in  
of the drawer. M. J. Stone, the president, has  
as his business associate his son, who is the  
secretary and treasurer of the company.

### CHANGE IN S. W. SHARMAT & SON

H. L. Sharmat Withdraws From Boston Con-  
cern—New Additions Made to Sales Staff

BOSTON, MASS., May 1.—S. W. Sharmat &  
Son, Vitanola distributors in this city, sent out  
the following announcement to-day to the local  
trade:

"H. Leon Sharmat has this day withdrawn  
from this firm. He goes to accept the position  
of president with the Musical Sales Corp. He  
will still continue to serve us in an advisory  
capacity, lending his personal assistance when-  
ever necessary.

"The business will be continued under the  
same trade name. We also announce the addi-  
tion of B. L. Bromberg, T. F. McMorrow, Jo-  
seph Rosenthal and David Lasker to our sales  
staff."

### C. A. WOLF IN NEW QUARTERS

Clifford A. Wolf, manufacturer of diamond  
and sapphire points, has moved his offices to  
51 East Forty-second street, New York City.  
This excellent location in the Grand Central  
district will prove convenient, not only in the  
shipment of orders, but also to the many cus-  
tomers of Mr. Wolf when they visit New York  
from time to time.



## BEAUTY and TONE Combined

The VICSONIA is the recognized reproducer for playing  
Edison disc records on Victor and Columbia Machines.

NO LOOSE PARTS JUST SLIPS ON A CHILD CAN DO IT

## "VICSONIA" REPRODUCER (Model "A")

### ANOTHER SUCCESS!

MODEL "B" VICSONIA—Plays both Pathe and Edison disc  
records.—Order sample NOW. Retail Price \$7.50

A sample reproducer Model "A" or "B" will be sent on receipt  
of \$4.50

VICSONIA MFG. CO., Inc., 313 E. 134th St., New York, N. Y.

**IMPORTANT NEW RECORD CORP.**

United States Record Mfg. Corp. Chartered With Capital Stock of \$1,000,000 to Enter the Talking Machine Record Field in Big Way—Victor H. Emerson the President

The United States Record Mfg. Corp. was incorporated a fortnight ago under the laws of the State of New York, with a capital stock of \$1,000,000. Among the officers and directors of the new company are president, Victor H. Emerson, who is president of the Emerson Phonograph Co.; secretary and treasurer, Bernard D. Colen, who is secretary of the Emerson Phonograph Co. and secretary and treasurer of the Emerson Sales Co., and George



Plant of U. S. Recording Mfg. Corp. W. Beadle, who until recently was a consulting engineer for the Columbia Graphophone Co.

A recent prospectus announcing an issue of \$500,000 of 7 per cent. cumulative preferred stock gave the purposes and plans of the new company as follows:

"This company has been incorporated under the laws of the State of New York and is now equipping and organizing for the manufacture of phonograph records. Its plant is located in Long Island City, fronting on the entire block of Pierce avenue between Eighth and Ninth avenues, with every facility for the manufacture of records and other thermoplastic materials, under the most advantageous conditions. The location of the plant is in an ideal labor market.

"Orders for machinery have been placed to be delivered about June 1, and it is expected that the plant will be under operation by August and under substantial production by this Fall. In the selection and installation of machinery for this plant and in the actual manufacture of the records, the company is to have the assistance and guidance of the Emerson Phonograph Co.'s staff of experts.

"A long term contract has been entered into

between the company and the Emerson Phonograph Co., whereby the Emerson Phonograph Co. guarantees to take the entire output of the plant on a manufacturing schedule basis to the extent of a minimum of 50,000 records per day.

"The Emerson Phonograph Co. is the third largest manufacturer of phonograph records in this country. At present its daily output is in excess of 60,000 records per day, but production has not been able to keep pace with the tremendous demand that exists for its product. Last Fall and during the early months of this year its sales ran approximately at the rate of 150,000 records per day, and in order to be in a better position to supply this demand the Emerson Phonograph Co. has deemed it advisable to enter into this contract."

**NEW BLACKMAN CO. SALES MANAGER**

C. L. Johnston Takes Important Post With the Blackman Talking Machine Co

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York. Victor wholesalers, announced this week the appointment of C. L. Johnston as sales manager of the company. Mr. Johnston assumed his new duties on Monday and is now visiting the company's dealers.

C. L. Johnston is well known in the talking machine industry in the East, and for the past few years has been associated with Bristol-Barber, New York. Prior to this he was in charge of the Victor departments conducted by the well-known piano house of Steger & Sons, Newark, N. J., and in this important post attained signal success.

Mr. Johnston is recognized in local retail circles as an accountant of exceptional ability, and he has also devoted a considerable part of his time to the study of store methods and store problems. With his many years of experience, he is an invaluable addition to the Blackman organization, and the Victor dealers served by the Blackman Talking Machine Co. will undoubtedly welcome Mr. Johnston's assistance in the solution of their problems incidental to merchandising, account and store systems.

**OPEN PHILADELPHIA OFFICES**

Arthur L. Van Veen & Co., New York City, manufacturers of "Bed Set" demonstration



**Delivery Envelopes**  
Art Series—New Designs  
**NEW LIST OF RECORDS**

Every 60 Days

A Selected List of Victor Records

| We Will Be Pleased to Play Any of Them for You |  |
|--|--|
| 4480-10-18                                     | Dear Heart 1.33                        |
| 4480-10-19                                     | Oh! What a Beautiful Morning 1.33      |
| 4480-10-20                                     | When It Rains It Pours 1.33            |
| 4480-10-21                                     | What a Wonderful World We Live In 1.33 |
| 4480-10-22                                     | My Darling Clementine 1.33             |
| 4480-10-23                                     | The Merry Widow 1.33                   |
| 4480-10-24                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-25                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-26                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-27                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-28                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-29                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-30                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-31                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-32                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-33                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-34                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-35                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-36                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-37                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-38                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-39                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-40                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-41                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-42                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-43                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-44                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-45                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-46                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-47                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-48                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-49                                     | Polka Dots on My Cheeks 1.33           |
| 4480-10-50                                     | Polka Dots on My Cheeks 1.33           |

**Discriminating Manufacturers**

*Readily Discern Distinctive Quality Hardware*

Lid Supports, Automatic Stops, Tone Rods, Knobs, Escutcheons, Sockets, etc.

— FOR IMMEDIATE DELIVERY —

Needle Cups and 3,000 Double Spring Motors capable of playing three 12-inch records.

*A Complete Line of Hardware*

*for Furniture and Refrigerators*

Samples on request

**Grand Rapids Brass Company**

Grand Rapids

Michigan

New York: 7 East 42nd Street

Very attractive proposition to Jobbers

Write for trial shipment

**The M and C**  
**Invisible Sound Box Lock**  
for Victrolas

Prevents Sound Boxes being stolen  
Victor Jobbers get prices

**CLEMENT BEECROFT**  
5546 North 5th Street, Philadelphia

booths and equipment, have opened Philadelphia offices at 1711 Chestnut street, in that city. These offices are admirably situated and will provide additional facilities in handling the large volume of business that this company is receiving in that section of the country. The Philadelphia offices of the company are in charge of H. Allen Dalley, who is well experienced in this line of work, and needs no introduction throughout the trade. Following the general line of expansion laid out by this company, it is expected that a number of offices will be opened in other principal cities of the country during the year.

**AKRON T. M. & REPAIR CO. OPENS**

AKRON, O., May 8.—Equipped to repair all makes of talking machines and carrying a complete line of phonograph accessories, the Akron Talking Machine & Repair Co. has opened a modern store at 203 Hall Building. The display is one of the largest in the rubber city and all the leading makes are available.



# AEOLIAN-VOCALION

*THE SUPREME PHONOGRAPH*

*Made by the Greatest Musical Organization  
in the World*



**W**ITH practically unlimited financial resources, incomparable manufacturing facilities, a highly trained organization of tone experts, an unsurpassed experimental laboratory, the invaluable experience of nearly half a century of musical instrument making, an international sales organization and the association and collaboration of the greatest musical artists of the age, it is but natural that the Aeolian Company would create a phonograph and produce a phonographic record of the very highest type of musical excellence.

The Aeolian-Vocalion is built from the standpoint of tone. It brings out the hidden beauties of the record. The tone is full, rich, melodious. It reproduces the voice or the instrument exactly as it was recorded. The GRADUOLA—the exclusive tone control device—enables you to put your own expression into the record.

*Distributors for*

*Southwestern Ohio, Southeastern Indiana,  
Kentucky and Tennessee*

**THE AEOLIAN COMPANY**

*25 West Fourth Street, Cincinnati*



# GLEANINGS *from the* WORLD *of* MUSIC

## TO AROUSE A MORE GENERAL INTEREST IN RECORDS

By Developing a Connection Between the Theatre, the Artist, the Composer and the Title of the Piece the Dealer Can Reach Record Buyers to Whom He Could Not Otherwise Appeal

The general run of music buyers is not always well informed regarding the actual titles of the songs and instrumental numbers which may be desired in record or sheet music form. It often happens that what might be termed an "amateur" music lover will enter a talking machine store and ask for a record of a certain number by this or that well-known composer and be uncertain as to the exact title, depending upon the ear to act as a guide during the demonstration. The same music lover will likewise demand the record of a song sung by a certain artist at a concert a few nights before, or, perhaps the big hit from a current musical comedy. It remains with the salesman to develop the proper connection between what the customer wants and what he has to offer, and to produce the record desired.

How many talking machine dealers in arranging their windows take into consideration this spirit of uncertainty on the part of the public, and see to it that the records are labeled accordingly? It is a simple matter to attach to the record a sign reading, "As Sung by McCormack," or Sundelius, Ponselle, Muratore, or Ciccolini, as the case might be, or "The Big Hit From 'Irene'", etc., for the guidance of those who are in doubt as to just what the number represents. "The Latest Success by Irving Berlin" would mean much more to many people than the bare mention of the song itself, and the fact that the number is featured by certain vaudeville artists at one of the local

theatres during the week should not be overlooked.

It is through the co-operation of the music publishers, either direct or through jobbers' service, that the retail dealer can depend for accurate information regarding the current hits of the day. The bulletins issued by the majority of the publishers bring to him interesting information regarding what artists are using certain songs, where they are playing, or will play, and what the production numbers represent. The publishers are glad to offer this information without charge because it tends to strengthen their publicity campaign, and to attract more attention to the various selections in their catalogs.

It is to be assumed that the dealer does not learn of the public appearance of prominent artists in his city without featuring the records by that artist in his advertising and in his window displays. That is getting down to essentials, but the same attention is not always given to the songs that are sung and the singers who are appearing in vaudeville and motion picture theatres in the vicinity. A notice in the window to the effect that the dealer has records of a certain song that is being sung at the Rialto, or the Orpheum, or the Standard Theatre during the week by this or that artist will frequently mean more to the average citizen than the bare mention of the song title itself. In a great many instances he will be impressed with the air and yet not know what the title is.

The announcement of where the song is being sung will enable him to make the proper connection and perhaps gratify his desire to own the record.

The music publishers through their branch offices and through their announcements in the trade and theatrical papers endeavor to keep the trade and profession advised as to just what is being done with their songs, and the talking machine dealer should endeavor to keep in touch with the situation through these mediums for his own interests. The record manufacturers naturally give in their bulletins considerable facts regarding the various numbers, but it rests with the dealer himself to keep in touch with the progress of the songs after the records are issued, and to endeavor to arouse local interest through developing the proper connection between the artist, the theatre and the record itself.

## ANNA CASE TO APPEAR IN EUROPE

Noted Edison Artist to Open Concert Work in London on May 20 at Queen's Hall

Miss Anna Case, the distinguished American concert soprano and noted Edison artist, was among the passengers who sailed on the St. Paul, May 4, for London, where she will give the first of a number of European concerts.

Her opening concert will take place on May 20, when she will sing at Queen's Hall, London, with Charles Gilbert Spross, the composer-pianist, at the piano. Mr. Spross has been associated with Miss Case on her American tours.

Having made her operatic debut with the  
*(Continued on page 202)*

**CLIMB ON BELWIN HITS**

**HUNK-A-TIN**  
LYRICS: JULIUS ROMANO    MUSIC: SOL P. LEVY

**MADRIOLA**  
LYRICS: JULIUS ROMANO    MUSIC: SOL P. LEVY

**WHY**  
LYRICS: PAULINE RENIANT    MUSIC: SOL P. LEVY

**MARRIAGE BLUES**  
LYRICS: CARL YVEGER    MUSIC: JOS. SAMUELS, JULIUS BERLIN, HERMAN GENNIN

**WIGWAM**  
LYRICS: LEWIS CASSETT    MUSIC: JOS. SAMUELS

**BELWIN INC.**  
701 7TH AVE  
NEW YORK

I "WILL" ORDER  
MEANS  
"LESS SALES"  
**"GET THEM NOW"**

**GLEANINGS FROM WORLD OF MUSIC**  
(Continued from page 201)

Metropolitan Opera Company a few years ago and subsequently having won exceptional success on the concert stage, Miss Case is probably the foremost American soprano to-day.

She has also appeared in a number of Edison tone test recitals, the most recent of which was given at Carnegie Hall, New York, on March 10, an affair which was treated with singular favor by the press. Miss Case is expected to return to the United States during the latter part of August.

**SHEET MUSIC TO CUT OVERHEAD**

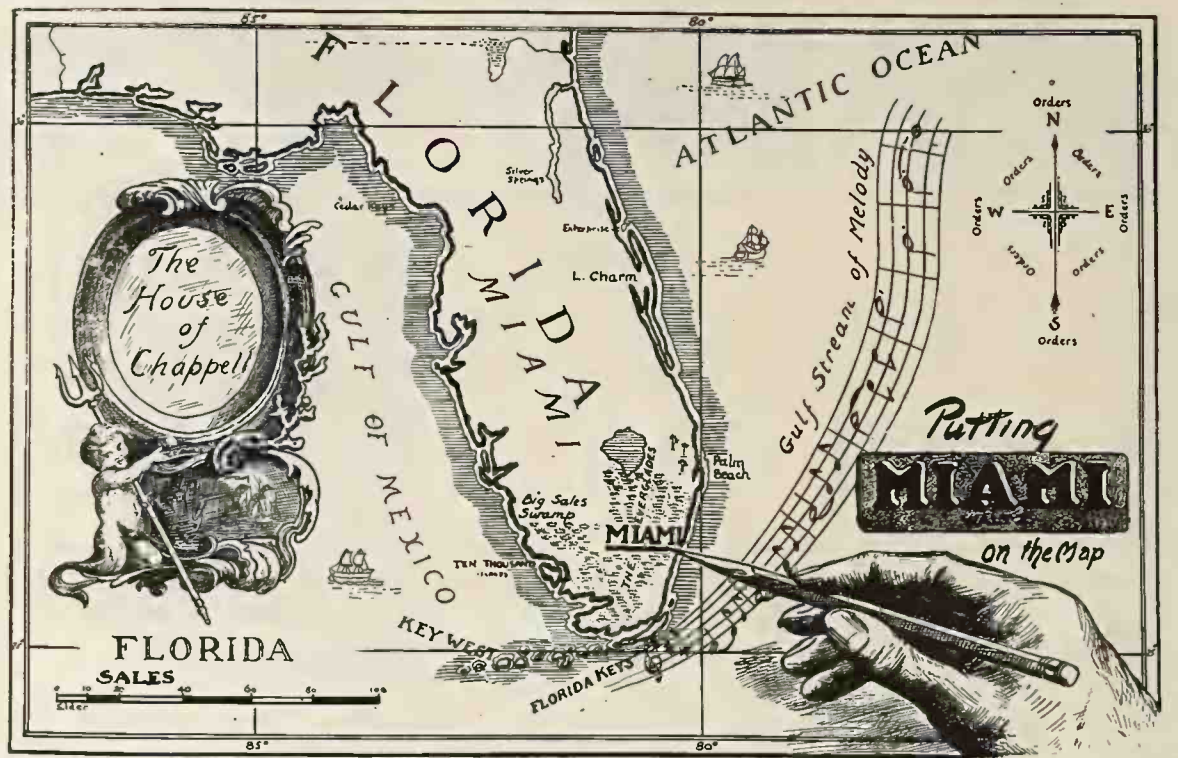
Many Talking Machine Dealers Have Found That Stock of Sheet Music Fits in Well With Their Business and Is Profitable

With increasing rental costs throughout the country, talking machine dealers, in line with merchants in other fields, are giving the closest possible attention to utilizing every feature of their space to the best advantage—in other words, making it pay a profit and thus help to reduce the established overhead cost of doing business.

The talking machine dealers, like their brothers in the piano field, have been giving close attention to the installation of side lines, and they have found sheet music one of the most suitable, and in many respects the most profitable line to handle. Sheet music, which is always so attractively printed, forms a very fitting background in the talking machine window, and, as it is a veritable first cousin to the record, it goes without saying that the purchaser of a record can be easily induced to purchase the music score of the record, and thus a larger trade is insured for the dealer.

Another point to consider is that sheet music will of itself attract purchasers, and those who enter the store to buy sheet music will necessarily be interested in records, and thus the line becomes a trade builder and necessarily a money maker because of its suitability and appropriateness. The carrying of a stock of sheet music occupies but little room in the store, and does not compel the engagement of any larger force, because the record salesman can sell music just as satisfactorily as he can sell records.

There are few other lines which fit in so well in the talking machine store as music of all kinds, and this of course implies the line of



standard music which is now gotten out in very handsomely printed volumes. The publishers furnish various special stands and displays for featuring this music, and these can be used to good purpose either in the talking machine store or in the window.

**PERCY GRAINGER DEFENDS JAZZ**

Noted Pianist and Composer Addresses Columbia Dealers at Meeting of Winnipeg Association—Tells of Difficulties in Recording Piano Music—Interesting Talk

Winnipeg, Canada, May 5.—Members of the Winnipeg Columbia Dealers' Association who entertained Percy Grainger at luncheon in the brown room of the Fort Garry Hotel during the pianist's visit here were greatly surprised to be assured by their distinguished guest that jazz music is not so simple as some people think. According to the Paderewski of America jazz music is in reality very complicated. Just because a certain style of music, jazz for instance, comes from a humble source, say from the dark-skinned native of Mississippi, this is no guarantee that it is in itself low or mean or simple. As a matter of fact jazz music is highly technical, most complicated, as even a skilled pianist and composer like Grainger finds

when he has occasion to write it or play it.

It may be interesting to the public to know that Mr. Grainger is the most successful of all pianists in the eyes of phonograph men. It is more difficult to get a good record from a pianist than from any other kind of musician. This is partly due to the fact that until lately it was almost impossible to record piano music so as to give the fine shadings and tones. And it is very hard work for a pianist to strike with enough force or precision to register correctly on the impressionable wax discs used in the phonograph laboratories. Mr. Grainger says that he knows of no more trying or exhausting work than playing in a recording laboratory. It is a severe strain on the nerves and an artist has to put so much force into the performance that it seems as if he is carrying a heavy pack.

Mr. Grainger claims, however, that the time is now here when artists must recognize this new art and prepare themselves for a performance in a recording laboratory with as much patience, intelligence and energy as they do for an appearance on the stage. He says he recognizes in the phonograph that larger audience which could not be reached in any other way.

Another difficulty is that he must play for just so many minutes, as the record is limited in its receptive powers. When he plays a composition he must arrange cut-outs beforehand, and must time himself carefully in his own studio to see that he will occupy the precise number of minutes. This is the reason why piano records do not give the whole composition. They are made up of excerpts. Mr. Grainger sees no reason why the whole composition should not be given say in three or four records, like a continued story in a newspaper. More and more the phonograph is being used by pupils studying the piano; if they had the record of a whole composition played by such an expert as Mr. Grainger, it would be of in-

**RECORDS AND ROLLS WE RECOMMEND**

- |   |   |   |  |
|---|---|---|--|
| <b>BLUE DIAMONDS</b>                          | - | - | The Song Gem of 1920                             |
| <b>OLD MAN JAZZ</b>                           | - | - | New York's newest Song Sensation                 |
| <b>WHISTLE A SONG</b>                         | - | - | Featured by the writer Joe Howard in "Chin Toy"  |
| <b>T H A N K S</b>                            | - | - | Anatol Friedland's Hit in "Musicland"            |
| <b>NOW I KNOW</b>                             | - | - | By writer of "Kentucky Dream," "Indianola," etc. |
| <b>FOOLING 'ROUND ME</b>                      | - | - | Great Ballad Very Popular                        |
| <b>"BLUES my naughty sweetie gives to me"</b> | - | - | The leader of all "Blues" songs                  |
| <b>GOOD NIGHT DEARIE</b>                      | - | - | S. R. Henry's newest Waltz success               |

Advt.

**Alabama Moon**

Get This Right  
**"ALABAMA MOON"**  
Is a Real Hit

A Crooning, Moon-light Song  
By **GEORGE HAMILTON GREEN**

Some Fox Pub. Co. Cleveland.

R I C H M O N D

# LA VEEDA

CASTILLIAN FOX-TROT

*There can be no imitations, — it is alone and unique!!*

MELODY "HITS"

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*Castilian Fox-Trot*

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*Ballad*

MY CUBAN DREAM  
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IT'S ALL IN THE SONG

calculable benefit to them in practice work.

Robert Shaw, manager of the Columbia department of Cassidy's, Ltd., presided at the luncheon with his accustomed grace and all present voted the affair a most enjoyable one.

### STRIKING EDISON WINDOW DISPLAY

Window Prepared for June One of Unusual Attractiveness That Will Make a Wide Appeal

The Edison dealer service department of Thomas A. Edison, Inc., is sending to Edison

Litho, Inc., prominent window display specialists.

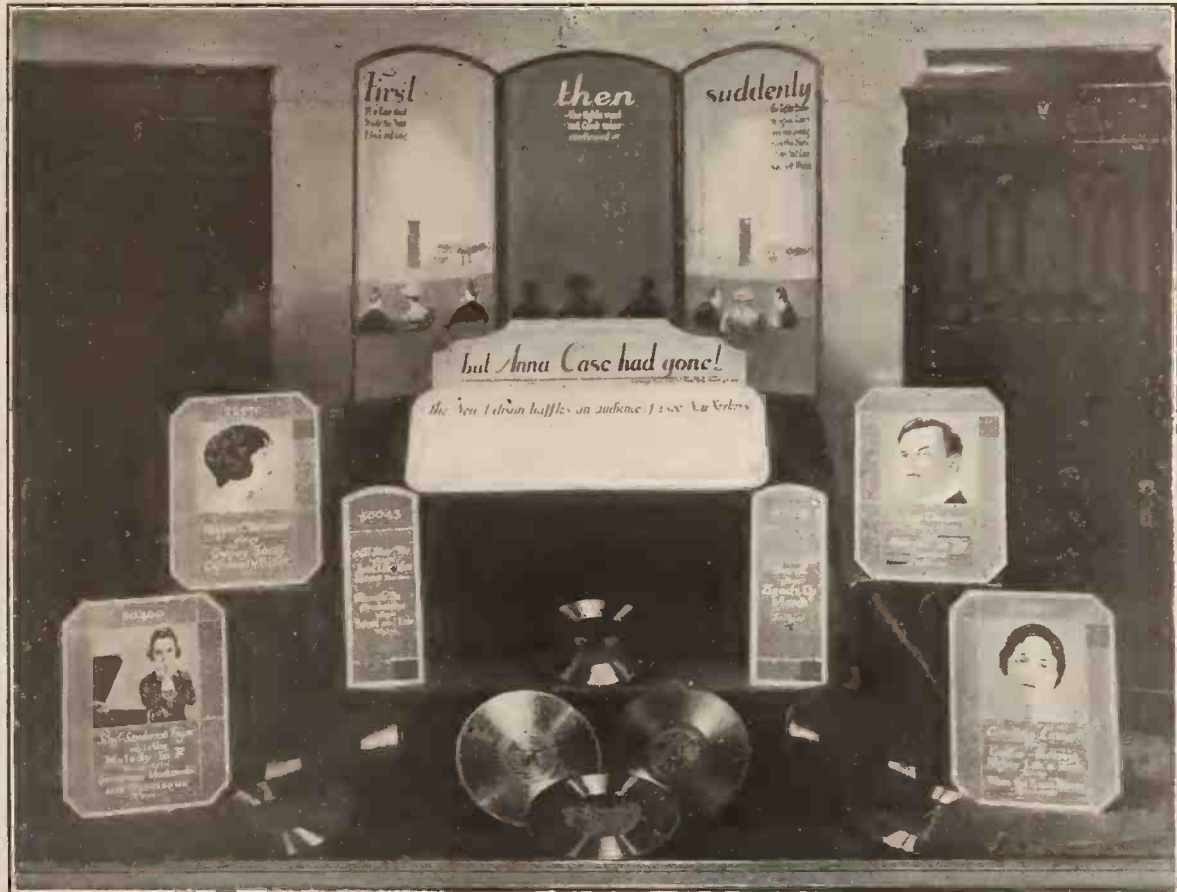
The display, which is beautifully lithographed in colors, dramatizes the remarkable demonstration of the "New Edison" that was made recently at Carnegie Hall before a select audience of music lovers with Anna Case, the opera and concert star, on the stage. As told pictorially in the window display for June, the tone test was a great success and demonstrated afresh the recreation powers of the "New Edison."

The display consists of eight units which may be expanded or contracted to fit any size window. The center three-leaved panel tells the

### ALL RECORDS NOW LISTED AT \$1.00

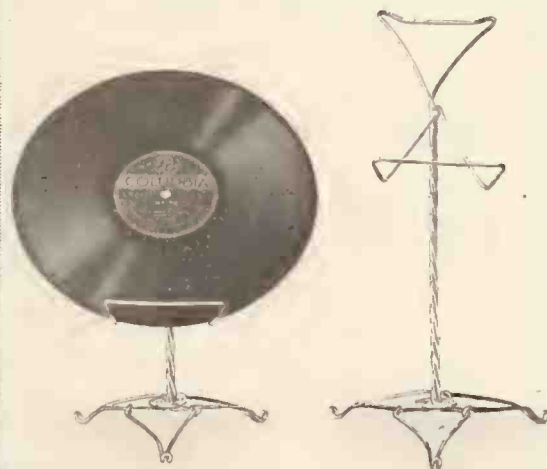
The Emerson Phonograph Co. advised its dealers on May 1 that all Emerson records will hereafter be listed at the retail price of \$1.00. This policy went into effect on May 1, and includes all Emerson records that have been issued to date, and which will be issued hereafter.

A few months ago the Emerson Phonograph Co. announced that it had decided upon a policy whereby certain records issued by prominent popular artists recording for the Emerson library would be listed at \$1.00 retail. This announcement was received with the hearty approbation of the trade, who recognized the fact that the tremendous advances in the cost of raw material made a \$1.00 list price absolutely essential. Since this announcement the Emerson monthly supplements have contained many records retailing at \$1.00, but effective May 1, all records in this library will hereafter be listed at this price.



Edison Window Display for June Will Interest Dealers and Public dealers one of the most dramatic window displays that has ever been created by Edison story vividly while the supporting side cards feature timely records.

## INCREASE YOUR SALES



Records displayed on C. & D. Window Display Stands will bring the customers right into your store. An investment that brings continual returns. Our stands are made of heavy twisted steel wire, highly polished. Will hold either 10-inch or 12-inch records very securely in place. Comes in two sizes 10-inch from top to bottom, and 14-inch from top to bottom.

### ORDER RIGHT FROM THIS AD

Window Display Stands are carried in stock for immediate delivery. Terms 5% discount for cash in full with order; or net C.O.D. with 10% deposit to accompany order.

No. 8101-D Price per doz. \$6.00  
Be sure to specify size desired.

### COLE & DUNAS MUSIC CO.

Dept. 107  
54 West Lake St., Chicago

Write For Our Free Bulletin

Our new Bulletin shows everything in phonograph supplies and accessories, sales ideas, selling plan and dealer's help. Hundreds of items from needles to phonographs. IT IS FREE, send for a copy today, now.

## Hinds, Hayden & Eldredge, Inc.

11 UNION SQUARE, NEW YORK CITY

Announce Two Remarkable Ballads

### "IN THE AFTER GLOW"

By FRANK H. GREY

and

### "WHEN YOUR SHIP COMES IN"

By LILY STRICKLAND

Programmed by America's Foremost Concert Artists

Watch for Them on the Record Lists

## A VETERAN OF THE INDUSTRY

For 33 Years Frank Dorian, Who Has Resigned as Manager of Columbia Seattle Branch, Has Been Prominent at Home and in Europe

As announced recently in *The World*, Frank Dorian has resigned the management of the Seattle branch of the Columbia Graphophone Co. and, according to present plans, will take a well-deserved rest. This announcement attracted considerable interest, for Mr. Dorian is one of the real "veterans" of the industry, and one of the most popular as well.



Frank Dorian

Mr. Dorian entered the talking machine trade thirty-three years ago. He had had valuable experience and training as confidential secretary to General Benjamin F. Butler, the noted lawyer and statesman, and while employed in that capacity attracted the attention of the late Edward D. Easton, who at that time was president of the Columbia Phonograph Co., as the company was then known.

This company was devoting most of its energies to the development of a machine known as the commercial graphophone, intended for the use of court reporters, official stenographers, etc. This machine has now disappeared from use, having been succeeded by the popular Dictaphone of the present day. Mr. Dorian started his work with the Columbia organization in the commercial phonograph division and for thirty-three years remained a member of the Columbia forces, filling many important positions of trust and responsibility.

As the company's activities increased Mr. Dorian was appointed manager of the Baltimore branch, and was soon afterwards recalled to the executive office to accept the position as general manager of the company. He served in that capacity until 1897, when he was selected to establish European branches for the company.

The first European branch established by Mr. Dorian was located in Paris, where he secured most advantageous premises on the principal boulevard. The entire building was occupied as the company's headquarters in Europe, and this home for Columbia product attracted international attention. In 1899 Mr. Dorian

## Perfect Uniformity and Uniform Perfection in Turntable Felts.

You get just that in Turntable Felts made by the American Felt Company. That's why they are the choice of leading manufacturers in the Talking Machine trade.

Send us your specifications for felts for any mechanical purpose. They will have the attention of technical experts with laboratory facilities at their disposal

## American Felt Company

TRADE MARK



100 Summer Street  
BOSTON

114 East 13th Street  
NEW YORK

325 So. Market Street  
CHICAGO

opened a branch in Berlin, Germany, and in 1900 the European headquarters of the company were removed to London, England, and Mr. Dorian was given the title of European general manager. Subsequently branches were opened in Milan, Italy; Vienna, Austria; St. Petersburg, Russia, and Warsaw. In addition, factories were established in London and Paris, all of these activities being conducted under the direct supervision and direction of Mr. Dorian.

Mr. Dorian remained in Europe in the capacity of European general manager until 1909, when he returned to the United States after an absence of twelve years. He was then assigned to the task of building up the Dictaphone organization, and attained phenomenal success in this important work; a success which stamps him as one of the foremost executives of the industry. Mr. Dorian continued in charge of Dictaphone business until the close of 1918, when at his own request he was transferred to Seattle as Columbia branch manager.

## HERRMANN OPENING IN STAPLETON

Hawaiian Concert Marks Opening of F. F. Herrmann Talking Machine Co.—Guests Presented With Victor Dogs by Manager Bernheim—Department Well Equipped

An entertaining concert by the Biltmore Hotel Hawaiian Sextet marked the opening of the enlarged showrooms of the F. F. Herrmann Talking Machine Co., Van Duzer and Beach streets, Stapleton, New York City, many of the old clientele and new customers attending the affair.

A program of native music was rendered by the six musicians, four men and two women, playing their Hawaiian stringed instruments and singing their minor songs. Beside the more or less well-known Honolulu selections, the players showed how their musical style is adaptable to the American classical and popular selections.

The concert marked the enlarging and re-planning of the Herrmann store, devoting more of the space to the talking machine department. With the rearrangement of the floor space the section given over to the Victrola department had been more than quadrupled.

To mark the event a floral piece was presented to the proprietor, F. F. Herrmann, by the employes of the establishment. Those who attended the concert were given miniatures of the familiar "His Master's Voice" dog.

The enlarged Victrola department is under the management of A. S. Bernheim, for a number of years connected with the Victor Talking Machine Co.

## EDISON RETURNS TO LABORATORIES

Anxious to attack the numerous problems which awaited him at his Orange, N. J., laboratories Thomas A. Edison has returned from Fort Myers, Fla., after spending two months at his Winter residence there. It was not until recent years that the wizard could be induced to leave his work long enough to devote some of his time to recreation, and he is still regarded by his associates as a paragon of energy and vigor. Mr. Edison is back in good health and spirits, and it is understood that he plans to devote the greater part of his time to problems connected with the manufacture of phonographs and re-creations. He is also keeping in close touch with the economic and political questions of the day.

## The Portophone

A High Grade

Portable Phonograph that is

High Grade



The Portophone  
plays any disc record  
with perfect tone

Container in Lid  
Holds Twenty-  
four Selections



Examine the motor and listen to the tone. You will be convinced that it is the kind of a Phonograph all *Reputable* dealers should sell.

**The TRI-SALES CO.**

Victoria Bldg.

St. Louis, Mo.



## *Concentration*

**T**HERE is an old proverb that reads: "He that hath many irons in the fire, some of them will cool." We believe in that old saying. We believe in the power of concentration. **U**n our sales division, we concentrate upon building to a bigger business. But the channel through which we seek this is not one of intensive sales effort, of crying our wares from the rooftops, but rather of rendering to every customer a full measure of service and satisfaction. **U**n our factory division we concentrate upon one product. We do not make this and that just for the sake of profit; products foreign to the phonograph industry. But rather the thought and energy and attention of all is centered upon the Stephenson Precision Made Motor. Our path is a plain one; our course is a direct one. Our business is dedicated to the phonograph manufacturer.

*STEPHENSON*  
INCORPORATED  
One West Thirty-fourth Street  
*New York City*

**MUSIC NOW COMING INTO ITS OWN**

Musical Instrument Factories and Music Schools All Running at Top Speed to Meet Increased Demand, Says Duane Sawyer, of Detroit

Prohibition has brought the musician into his own, and singly and collectively he is busy to the point of being overworked. The musical instrument makers, music schools, talking machine and piano factories are working at high pressure, and in most cases are months behind in production, according to Duane Sawyer, of Detroit, Mich., who has been sojourning at the McAlpin Hotel during the past week.

"Although I am a 'wet' and believe that prohibition is a measure aimed at personal liberty, yet I must confess that since the Eighteenth Amendment went into effect the musician has become a much sought after individual," said Mr. Sawyer, who specializes on the saxophone. "There is a great wave of dancing, small and large affairs, in the hotels and in the homes. This is quite true of Detroit, and in my travels

I have learned that the condition is general almost everywhere. The demand for musicians is so great that all could work twenty-four hours each day and not fill the requests for pianists, drummers, violinists and saxophone players coming from every little village and crossroads hamlet daily.

"It is the same with the makers of every sort of musical instrument, and they are months behind on their orders. Talking machine records, which always sold well with an average order of perhaps 10,000 for a popular number, are now being made in 100,000 lots, and none of the big companies can keep pace with the demand in the United States. Their business in South America and Europe, too, has increased almost in the same proportions. The talking machine men will tell you that there is an increasing demand for good music, which they are much gratified to see.

"This should be a good time for young men and women to study instrumental music, for there is no reason to believe that the demand for dance and concert orchestras will fall off,

and the field is a very interesting and lucrative one. Personally, I would recommend the study of the saxophone, as in the scores of inquiries I have had in Detroit for dance orchestras the great majority have asked for the saxophone and it has been the hardest for me to supply."

**WINS SUCCESS ON PACIFIC COAST**

C. H. Yates, of Los Angeles, Has Built Up an Excellent Business as Talking Machine Accessory Jobber in a Comparatively Short Time

The success met by C. H. Yates as a talking machine accessory jobber on the Pacific Coast is all the more remarkable when it is remembered that he started last August and so has been engaged in business but eight months.

Mr. Yates is well known throughout the West and Northwest, having traveled many times over



C. H. Yates

the territory as talking machine salesman. At the present time he is covering Southern California himself and has representatives constantly on the road in northern California and in the Northwest.

A special feature is made of the Motrola, of which Mr. Yates is Pacific Coast representative. He reports that on a recent visit to San Diego he experienced a larger sale for the Motrola at its increased price of \$40,00 than ever before. He has found a great interest manifested in this important aid to "talkers."



FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn. Discount according to quantities.

(Model 50) With Cover

Mahogany, 17x19x13 in., double spring motor, Universal Tone-arm.

True-tone and Cleartone Needles, in metal boxes or packages at 50 cents per M.

Universal double and triple spring Motors, Tone-arm, Auto Stops, etc. Phono parts and accessories, as Motors, Tone-arms, Sound Boxes, Cabinets and Cabinet hardware. Repair parts for all makes.

Records—Standard make, lateral cut, at \$40.00 per 100.

Cash with order

**FULTON TALKING MACHINE CO.**  
640 Broadway New York, N. Y.

We are moving on or about June 1st to our own and larger premises, 253-255 Third Ave., between 20th and 21st Streets, New York City.

# PANELS

Considering the present large demand for high-grade cabinets and the extreme scarcity of good panels, it may interest you to know, Mr. Manufacturer, that we now have in stock, and can make immediate shipment of, a very large quantity of both three and five-ply panels for talking machines in either

Mahogany

American Walnut

Quarter Sawed Oak

We also have for immediate disposal a large supply of birch and gum panels adaptable for shelving.



We have just received a big shipment of single ply spruce for horn stock.

WRITE, WIRE OR CALL ON US TODAY

**GEORGE G. ROBERTS**  
22 QUINCY STREET CHICAGO, ILL.



## SOUTHERN VICTOR DEALERS MEET

(Continued from page 207)

pointed out how her department had been able to place over 15,000 Victrolas in schools throughout the country. Mrs. Clark explained how her department had been built on one idea, namely, to give to the children of the country beautiful music, which in itself is one of the greatest forces for uplifting civilization. But from the result of this work a second idea presented itself, namely, that through acquainting the children with the Victrola they would introduce it into thousands of homes that could not otherwise be reached. Although at first regarded skeptically, the Victrola today is accepted by leading educators, by normal schools, rural schools, high schools and colleges as one of the essentials to education. Actual demonstrations before the students have convinced hundreds of skeptically inclined teachers and instructors. The part that the Victrola and the Victor records can play in the everyday life of children in the homes was also brought out by Mrs. Clark. The many special records which have been issued by the Victor Co., reproducing child lullabies and other pieces familiar to all children, are reproduced in such high-class fashion that the child gets acquainted with real music in its infancy.

Mrs. Clark also suggested that in order to really cater to child music it would be essential for the dealer to install a booth designed and in keeping with the play room at home.

W. T. Sutherland, manager of the retail stores of the O. K. Houck Piano Co., Memphis, Tenn., then spoke on the Victor School of Salesmanship and pointed out that what the school taught was of real practical value, little time being wasted on theory. He said that one who had completed the course at the school in Camden realized that the pulling power of a record is not necessarily in the name alone but is also found in its many hidden qualities, such as the name of the artist, the name of the composer of the piece and the many other elements that enter into its composition.

### Preparing for the Future

The next speaker was W. H. Reynolds, of Reynolds Music House, Mobile, Ala., and treasurer of the National Association of Talking Machine Jobbers, who urged that Victor salesmen continue to emphasize the qualities of the Victrola and to impress those qualities upon the mind of the public in preparation of the time to come when stocks would be more plentiful and buyers would be in a position to select

their instruments and judge most carefully the relative merits of competing makes. Mr. Reynolds gave a brief history of talking machine development, and pointed out how the Victrola, regarded by critics as a toy some years ago, now occupies a place among the leading musical instruments of the day.

### Entertained at Dinner

Last evening the conventioners were the guests of the Talking Machine Co. at an elaborate banquet, at which Manager Boone presided as toastmaster. During the dinner an orchestra played popular selections and the same orchestra provided the music for the dancing that followed.

### The Second Day's Happenings

This morning was given over to a tour of Birmingham and its suburbs, under the auspices of the Birmingham Association. The tour served to impress the visitors most forcibly with the beauty of the city and its great commercial activities.



## Victor Prestige for Victor Dealers

There is a certain prestige and leadership accorded the successful VICTOR Dealer that is gratifying and well-deserved.

The progressive VICTOR Dealer is invariably a leader in civic affairs in his particular locality and an active factor in mercantile circles.

## TALKING MACHINE CO.

VICTOR—Wholesale

BIRMINGHAM, ALABAMA

The first speaker at the final business session this afternoon was Edward Lyman Bill, of the Talking Machine World, who had for his subject "Merchandising Ideas." Mr. Bill took occasion to present before the dealers a number of ideas he had seen put into effect successfully in talking machine stores in various sections of the country, and urged particularly that among the chief benefits of an association was the opportunity that it afforded live dealers for exchanging business ideas to their mutual advantage.

F. W. Schwobel, of the Florida Talking Machine Co., in an extemporaneous talk, called attention to the many weaknesses found in the equipment of certain talking machine stores. He stated that the average dealer should spend more money fitting up his place of business and give more attention to the arrangement of the booths and their equipment. He declared that a cheap sales force was the poorest sort of an investment, for the sales force directly reflected the character of the store and was the artery through which all the business must pass.

### Discussion on Interest Charges

I. M. Bane, of Bane's, Inc., Atlanta, Ga., the next speaker, gave a very interesting history of his association with the talking machine trade since its earliest days, following which M. B. Robison, of the Phillips & Crew Piano Co., Atlanta, talked at some length on the interest question, and advocated that interest should be charged on all installment accounts, as the money thus outstanding really meant money loaned by the merchant. He declared that he found that the public hardly ever questioned the fairness of the interest charge and that it in no way interfered with his sales.

At the request of many present, W. T. Sutherland, of the O. K. Houck Piano Co., was called upon for his views on the installment system. Mr. Sutherland said that five years ago nobody in his home city, Memphis, was charging interest on goods sold on the deferred payment plan but that to-day practically every merchant of talking machines is charging a legitimate and nominal interest on their goods.

He stated that from the nominal interest charges in his own store he was able to maintain a service department.

When Mr. Sutherland concluded his talk on interest charges the president asked him to give a short disquisition on the advantages of not sending records on approval. In brief, Mr. Sutherland touched on the fact that records which had been sent on approval were no

## H. J. SMITH LABORATORIES

### Jewel Manufacturer

EXECUTIVE OFFICES,  
FINISHING and  
RECORDING  
LABORATORY JEWELS

Plant No. 1  
833 Broad Street  
Telephone 2896 Market  
NEWARK, N. J.

SAWING  
GRINDING  
ROUGHING  
ROLLING and  
EXPERIMENTAL  
LABORATORY

Plant No. 2  
54<sup>1</sup>/<sub>2</sub> Franklin St.  
NEWARK, N. J.

### Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.



## SOUTHERN VICTOR DEALERS MEET

(Continued from page 208)

longer new records; that worn or scratched records on the shelf cut down profits; that damaged records sent on trial would cut down sales and that if the sales were cut down the business itself could not prosper.

President Mahoney then spoke for a short time on better payments and expressed his opinion that at this time, when the buying was so free and money was so plentiful, attention should be given to cutting down the length of payments.

J. E. Humes, of the Humes Music Co., Columbus, Ga., then read an interesting and convincing report on the success of the interest charging system in his shop.

J. B. Dugan, of the Dugan Piano Co., New

F. Bibighaus, of the Elyea Co., Atlanta, also gave an interesting talk on advertising in the course of which he said: "Be sure you believe in what you advertise. Never insert an adver-

than that prepared by the Victor Talking Machine Co.

Mr. Bibighaus also gave a worth-while talk on the subject of "Attention to Your Sales Force," and took occasion to warn the dealer to analyze his sales organization and to make it as efficient as possible for the buyers' market that was to come. Mr. Bibighaus' address on salesmanship will be reproduced and copies sent to all members of the association, as will the entire proceedings of the convention.

The Resolutions' Committee offered a series of resolutions thanking the various speakers, the Birmingham Association, the retiring officers and other interests for their co-operation in making the meeting a success, all the resolutions being adopted unanimously.

## New Officers Are Elected

The report of the Nominating Committee was also endorsed unanimously, and the following officers were elected for the ensuing year: President, B. B. Burton, Cable-Shelby-Burton Piano Co., Birmingham, Ala.; vice-president, R. G. Brice, Parker-Gardner Co., Charlotte, N. C.; secretary, R. P. McDavid, Clark & Jones Piano Co., Birmingham; treasurer, W. H. Cummings, Cummings Furniture & Hardware Co., Huntsville, Ala. The question of next year's convention city was left in the hands of the Executive Committee.

Immediately after the breaking up of the session, the conventioners witnessed with interest a demonstration of the Motrola, arranged by I. W. Becker, Southern representative of Jones-Motrola, Inc.

The final event of the convention was the official banquet held in one of the private rooms of the Tutweiler Hotel this evening. During the course of the banquet several of the dealers and their guests were called upon for addresses, those who responded including Mrs. Clark, B. B. Burton, the new president; Frank Willis Barnett, R. P. McDavid, W. H. Cummings, and R. G. Brice. The Entertainment Committee provided a number of special surprises, which served to keep the banqueters interested.



Officers of Southern Victor Dealers' Association and Mrs. Clark

Left to Right: F. E. Mahoney, Rhodes-Mahoney Furniture Co., Chattanooga, Tenn., Retiring President; B. B. Burton, Cable-Shelby-Burton Piano Co., Birmingham, Ala., President; Mrs. Frances E. Clark, Victor Talking Machine Co., Camden N. J.; R. G. Brice Parker-Gardner Co., Charlotte, N. C., Vice-President; W. H. Cummings, Cummings Furniture & Hardware Co., Huntsville, Ala., Treasurer.

Orleans, delivered a short address on the advantage of selling on short time, and gave some interesting illustrations of the success with which such a plan could be worked out.

## Some Live Hints on Advertising

Sol. Bluesten, of the J. Goldsmith & Sons Co., Memphis, spoke on the value of good and timely advertising and declared he believed much advertising was wasted because it was not published at the psychological moment. B.

tisement without first carefully reading it. Never say anything in your advertisements which you will be called upon to retract. Never advertise one brand of goods as the best one day and advertise another line as the best the next day. Such advertising is worthless as it causes the public to discredit in the future any statements which you may make through the medium of advertising." He also said that no better advertising copy for Victor goods could be found

## The Needle Once Used—Always Enjoyed

# BEST SEMI-PERMANENT STYLUS

Plays 300 Records

No Scratch, No Hiss

You owe it to yourself and to your customers to sell "THE MOST SATISFACTORY NEEDLE ON THE MARKET."

After once using the "BEST semi-permanent STYLUS" your customers will never use any other.

The attractive discounts, coupled with the superiority of our Needles, make the handling of the "BEST STYLUS" an asset in your business.

Samples and full particulars upon request

## THE ANSONIA NEEDLE CO.

## ANSONIA, CT.

**EMERSON PHILADELPHIA  
DEALERS IN CONVENTION**

Great Gathering at Hotel Bingham Listens to Addresses by Executives of Emerson Phonograph Co. and Hear New Emerson Phonograph—Banquet a Most Successful Affair

PHILADELPHIA, Pa., May 8.—Emerson dealers in local territory attended a very successful convention yesterday, held at the Hotel Bingham under the auspices of the Emerson Philadelphia Co., Emerson jobbers for Philadelphia and the adjacent territory. Harry Fox, general manager of this company, was responsible for every detail incidental to the convention, and well deserved the congratulations which he received from the dealers at the close of the day's activities.

In addition to inviting his dealers to attend the convention, Mr. Fox also extended an invitation to the executives of the Emerson Phonograph Co. in New York to be present, and this invitation was accepted by the following executives: Victor H. Emerson, president; H. T. Leeming, vice-president and general manager; Arthur H. Cushman, director of sales; J. I. Carroll, manager of sales; H. E. Morrison, assistant sales manager; J. I. Bernat, advertising manager; Arthur Bergh, director of recording; Louis D. Rosenfield, sales division; Frank Hennigs, assistant to Mr. Bergh; W. H. Shire, field manager, and S. Present, order department. A. T. Emerson, president, and H. G. Neu, secretary and treasurer of A. T. Emerson, Inc., were also among the invited guests.

When the Emerson party arrived in Philadelphia they were welcomed by Mr. Fox and his executives, who had arranged for a luncheon at the Hotel Bingham. Subsequent to the luncheon, the party adjourned to the blue room of the hotel, where nearly 300 Emerson dealers had assembled for the convention.

Mr. Fox introduced J. I. Carroll as toastmaster, who in a forceful, effective address of welcome paid a tribute to the energy and progressiveness of the Emerson dealers in Philadelphia territory. He emphasized the fact that Emerson product had steadily increased in prestige and popularity in this section of the country, and also commented upon the gratifying reports of co-operation which he had received from the dealers anent the organization of the Emerson Philadelphia Co.

**THE  
CABINET & ACCESSORIES  
COMPANY**  
145 E. 34<sup>th</sup> STREET ... NEW YORK

**The Cirola**  
Get this Portable for the Summer Rush  
List Price, \$47.50  
Special Introductory Discount to Dealers  
Write or Phone for Representative to call

**IN THE HEART OF NEW YORK**

**GET ALL  
YOUR ACCESSORIES  
FROM ONE SOURCE**

- Standard Phonographs
- Lundstrom Converto Cabinets
- Record Albums
- Record Delivery Envelopes
- Motrolas
- Record-Lites
- Fibre Needle Cutters
- Cirola Phonographs
- Phonograph Cabinets
- Table Cabinets, All Kinds
- Talking Machine Toys
- Brilliantone Needles
- Velvetone Needles
- Red, White & Blue Needles
- Polishes and Oils
- Ready File Cabinets
- Repeaters and Rotometers
- Wall-Kane Needles
- Record Cleaners
- Dust and Moving Covers

**All from One Source**

**OTTO GOLDSMITH**  
President

As the first speaker of the afternoon, Mr. Carroll introduced H. T. Leeming, whose many years of experience in the talking machine industry has won for him the esteem and friendship of the dealers from coast to coast. In an intimate and informal talk, Mr. Leeming traced briefly the progress of the Emerson Phonograph Co. during the past few years, outlining the handicaps which the company had been obliged to surmount in order to place its product in the front ranks of the industry. These efforts had produced gratifying results, and at the present time the company has an organization of 10,000 dealers, who are served by twenty-five responsible and successful jobbers.

Mr. Leeming was enthusiastically applauded when he stated that arrangements had practically been completed whereby a new Emerson

record plant will be established shortly in the vicinity of Philadelphia. This plant will have a capacity of 30,000 records per day, and will be an important factor in the chain of new record factories which was formally announced by Mr. Leeming a few weeks ago. In closing, Mr. Leeming referred to the introduction of the new Emerson phonograph, stating that the company plans to produce a tremendous number of instruments during the coming year.

Victor H. Emerson, president of the Emerson Phonograph Co., and internationally recognized as one of our most notable experts on recording, gave the dealers some idea of the technique of the recording art. His talk was keenly appreciated by everyone present, and the dealers learned for the first time that Mr. Emerson had perfected a recording process whereby it is possible to get 15,000 impressions from a "stamper" as compared with 200 impressions from the type of "stamper" formerly used. This is only one of the many important improvements that Mr. Emerson has perfected during the past few years.

Following Mr. Emerson, Arthur Cushman and Arthur Bergh gave short and interesting talks on subjects of pertinent value to the dealers. Mr. Carroll then introduced H. E. Morrison, who gave the Emerson dealers in this territory the first official presentation of the new Emerson phonograph.

Every dealer present at the meeting expressed the keenest interest in this new achievement of the Emerson Phonograph Co., and dozens of records were played for the benefit of the dealers and their sales staffs. Every detail of the phonograph was thoroughly inspected and various questions were asked as to the merits of the features embodied in the new instrument. At the close of this examination, it was the unanimous opinion of the Philadelphia trade that this new phonograph will be accorded a hearty reception everywhere. Its tone quality was the subject of enthusiastic praise and the artistic cabinet designs won the hearty approbation of the dealers.

The meeting was brought to a close with the introduction of an open forum, at which Mr. Leeming answered many timely topics in response to the suggestions of the dealers. During the course of the convention, Mr. Fox had been making arrangements for a gala dinner on the roof garden of the Hotel Bingham,

**Prepare for Safe Handling**

**Insure Perfect  
Delivery**

**Khaki Moving  
Cover, Padded  
Fleeced Lined**

**Price  
\$8.50**

Mention Style of  
Machine when ordering



No. 804



**Heavily  
Padded  
and  
Quilted**

**Jobbers: Write  
for Special  
Offer**

**LYON & HEALY**

**CHICAGO**

and when Mr. Leeming had completed the open forum the popular general manager of the Emerson Philadelphia Co. extended an invitation to all of the dealers to be his guests at this dinner.

The banquet was one of the most successful events that have taken place in the local trade in recent years. The honored guest of the evening was Eddie Cantor, the famous musical comedy star, who sings exclusively for the Emerson Record Library. Mr. Cantor is filling a record-breaking engagement with Ziegfeld's Follies at the Forester Theatre, and, with his customary good cheer, immediately accepted Mr. Fox's invitation to be present and entertain the Emerson dealers. He sang several selections in the inimitable way which has made him famous here and abroad, and was obliged to render numerous encores to satisfy the audience. In addition to Mr. Cantor, the following artists were also present as Mr. Fox's guests and entertained the diners: Van and Schenck, Kalmar and Ruby, Dorothy Herman, Jack Glogau and representatives from Leo Feist, Irving Berlin, Waterson, Berlin & Snyder and Jack Mills.

Subsequent to the performance of these artists, Mr. Fox announced that the cabaret revue from the Rose Gardens of the Hotel Bingham would give their complete program for the Emerson party, and this revue was a fitting finale to a most enjoyable evening.

This convention thoroughly emphasized the strides and progress attained by the Emerson Philadelphia Co. in the past year. Mr. Fox and his associates have worked unceasingly to co-operate with the dealers in this territory and, with the launching of the Emerson phonograph, this work will be enhanced in every direction. The convention indicated that Mr. Fox and his dealers are leaving nothing undone to develop and stimulate the demand for Emerson products in Philadelphia, and in all probability another convention will be held in the near future in order to continue the splendid results achieved at yesterday's gathering.

**TALKING MACHINE HELPS CUPID**

**Playing of Plaintive Record Causes Divorced Couple to Make Up and Remarry**

A story comes from St. Louis to the effect that a combination of a talking machine and the record of a popular song has proven instrumental in smoothing out a marital tangle in that city. A St. Louis physician and his wife were divorced last Fall and the custody of the children was given to the father, with the proviso that the mother should see them at regular in-

tervals. While the mother was visiting the children in a music store, of which the father was part owner, the latter came in, and his partner conceived the idea of trying a little music to bring the couple together. The partner started the record of "I Know What It Means to Be Lonesome." The effect was immediate, and the final result was that the doctor and his wife patched up their troubles and were remarried. The talking machine record was among the wedding presents.

**PRINTERS' INK ON BRUNSWICK ADS**

In discussing the form which advertising illustrations should take in order to get away from monotony of composition, Printers' Ink Monthly for May points to the announcement of the appearance of the Brunswick records as an example of what can be done. "If the frame for the illustration can be related to the subject of the advertisement, so much the better," says the article. The frame which the Brunswick-Balke-Collender Co. uses in this ad is a reproduction of a section of a record, showing

the record grooves as fine lines. This treatment affords a touch of originality and relieves the eye of the usual square border found in most advertisements.

**VICTROLA CARRYING CASE**

Knickerbocker Talking Machine Co., of New York, Announce Case for Victrola IV and VI

The Knickerbocker Talking Machine Co., Metropolitan Victor wholesalers, plan to shortly place on the market a carrying case designed for the Victrola IV and VI. One of its individual features, according to the makers, is that it is the only portable carrying case for the small size Victrola that permits the machine to be played without being removed from the case. The design is attractive in appearance and efficiently laid out to provide for a twelve-inch record album, a winding crank, sound box and needles. The production of this new case at this time is destined to provide the dealer with an article for the Summer trade, and one that will be a sales help in the selling of small size Victrolas.

**ANNOUNCING OUR NEW QUARTERS**

WHERE A FULL LINE OF



**Talking Machines**  
and

**OKeh Records**

ARE ON FULL DISPLAY

**M. M. ROEMER SALES CORP.**

**1123 Broadway at 25th Street**

**Suite 914-915 Phone Chelsea 6323 NEW YORK CITY**



VITANOLA FOURTEEN

**Associated Furniture Manufacturers**

Distributors of



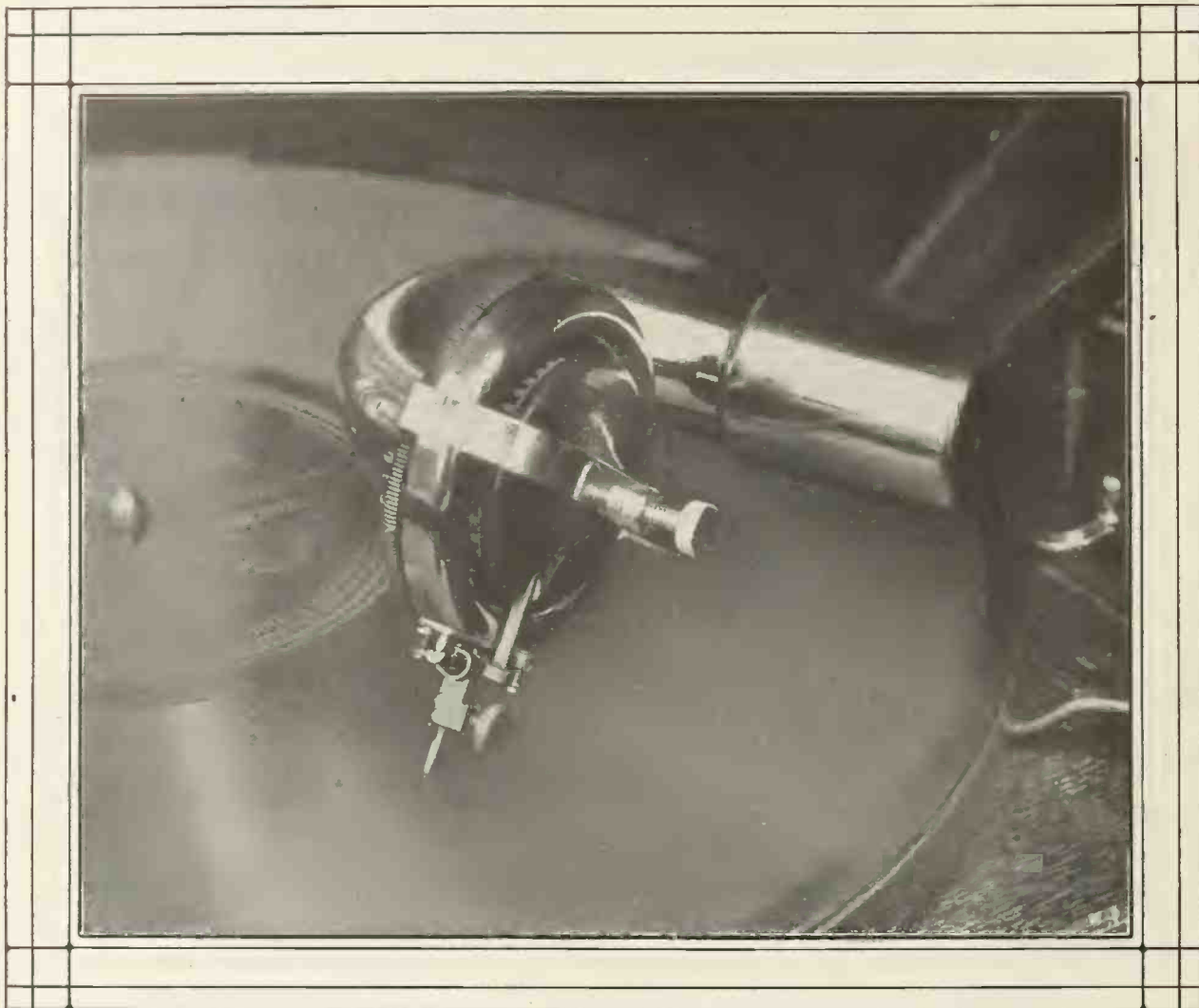
**PERSONAL COOPERATION IS THE BASIS OF OUR VERY SUCCESSFUL DEALER SERVICE**

1209 Washington Avenue

::

ST. LOUIS, MO.

*THE HALL*  
**MOD-I-TONE**  
 TRADE-MARK REGISTERED



PATENTS PENDING

# OUT FOR PROFIT!

YES, the man who HANDLES the MOD-I-TONE will get his PROFITS—an inestimable SERVICE in his STORE and to his CUSTOMERS. You've been waiting for THE PERFECT TONE CONTROL and there's NOTHING like this. CONTROLS tone AT WILL without CHOKING—eliminates SCRATCH without IMPAIRING tone quality—can be operated WHILE PLAYING. Equip your demonstrating machines with the MOD-I-TONE and closely watch MR. VICTROLA BUYER and MR. RECORD BUYER. Flat dwellers can play ALL NIGHT and no kicks. Just visualize the POSSIBILITIES for YOURSELF and your TRADE. TESTED for over two years. Hundreds NOW in use and thousands MORE PEOPLE wanting it.

The MOD-I-TONE FITS only the VICTROLA. Retail Price: Nickel Finish \$3.00. Gold Finish \$3.50.

TEAR IT OFF



**TEAR OFF YOUR NO-LOSS COUPON. MAIL TO-DAY. TALKING WON'T ACCOMPLISH MUCH. YOU MUST SEE IT—YOUR EYES AND EARS WILL DECIDE QUICKLY.**

THE MOD-I-TONE SALES AND MANUFACTURING CO.  
 INDIANAPOLIS, IND.

NO-LOSS COUPON—TEAR IT OFF

Mod-i-tone Sales & Mfg. Co.  
 Indianapolis, Ind.

Here's our check for 1 Mod-i-tone @ \$2.00 each.....\$2.00  
 6 Mod-i-tones @ \$1.50 each.....\$9.00

We'll yell in ten days if we want our money back; and you will remit without a murmur.

Name.....

Address.....

WRITE OR WIRE

## MOD-I-TONE SALES & MFG. CO.

SUITE 512, CLAYPOOL HOTEL

### INDIANAPOLIS, IND.

Sole Distributors

**RECORDING EXPERTS IN CONFERENCE**

Heads of Several Recording Laboratories, Together With Company Officials Interested in Recording, Hold Meetings in New York for the Interchange of Business Ideas

Closer co-operation between those connected with the talking machine recording laboratories and those interested in recording is seen as the result of several meetings of those interests already held in New York, and other meetings which it is stated will be held regularly in the future.

Practically all the heads of the leading recording laboratories, together with company executives interested directly in recording work, have been holding a series of meetings in New York recently for the purpose of interchanging ideas and endeavoring to profit by each other's experience in the development and improvement of recording methods as a whole.

Recently a contributor to The Talking Machine World suggested strongly that the technical men of the industry get together for the interchange of ideas, with a view to promoting the welfare of the industry along direct lines, and profiting by each other's experiences and possibly mistakes, in planning the future development of talking machines and records from the mechanical and practical standpoint.

The action of the record laboratory heads in holding their conferences is in line with this thought, and should be productive of direct and favorable results in the record field. It has already been proven in many other fields that even competitors can get together and meet on a common ground with mutual advantage, and without endangering the individual business in the least. The record-making officials are proving the practicability of the idea in the talking machine field.

**SONORA SIGN A WORK OF ART**

For some time past the Sonora Phonograph Co. has featured an artistic sign occupying an imposing space on the big board at the corner of Ann street and Broadway. The sign has now been repainted, and the design shows the Sonora as a work of art compared with one of



Striking Sign at Ann Street & Broadway the most beautiful cathedrals in the world. This display which faces the old post office, is seen by hundreds of thousands of people daily who are on their way to and from Brooklyn, and who are traveling through New York's great office and financial district.

**H. B. LEVY IN NEW YORK**

H. B. Levy, manager of the wholesale Vocalion department of the Aeolian Co., Chicago, arrived at headquarters in New York this week, to confer with company and department executives.

**CONVENTION OF TEXAS DEALERS**

Second Annual Session of State Association Held in Waco on May 11 and 12

WACO, TEX., May 12.—The second annual convention of the Texas Music Dealers' Association was held in this city yesterday and to-day and proved an affair of widespread interest and importance, attracting piano, talking machine and music dealers from all sections of the State, as well as prominent members of the industry from other localities.

Among the speakers were C. M. Tremaine, director of the National Bureau for the Advancement of Music, who spoke on "The Value of Organization"; Will A. Watkin, of the Will A. Watkin Co., Dallas, on "The Effect of the Present Price on Distribution"; M. M. Blackman, of the Phonograph Co., Kansas City, Edison jobber, on "What Is a Luxury?"; R. V. Holland, of Holland's Magazine, Dallas, on "Creative Advertising"; Frank E. Morton, of the American Steel & Wire Co., on "Music a Power in Peace Time"; William L. Bush, president of the Bush

& Gerts Piano Co., on "The Uncultivated Field," and J. C. Phelps, of Dallas, on "Collection and Interest."

There were general discussions on various business matters which treated of music advancement as a whole, and the whole session proved most helpful to everyone who participated.

**NEW FACTORY FOR BLOOMSBURG**

A report from Shamokin, Pa., says that a corporation composed of Shamokin and Bloomsburg capitalists has been formed there to manufacture talking machines. The display rooms and factory will be at Bloomsburg. The officers of the new company are A. R. Breish, of Ringtown, president; Samuel H. Appleman, of Bloomsburg, secretary, and B. W. Jury, Jr., of Shamokin, manager.

A. T. Doty, formerly connected with the Cincinnati branch of the Aeolian Co., has joined the staff of the wholesale Vocalion department in New York. He will cover the city trade.



**Here Is the Most Profitable Phonograph Accessory**

The Repeatograph plays entire records or any part of them, over and over, as desired. Anyone can attach it permanently in place. Simply pressing on the motor spindle sets it in operation. Swings aside out of the way when not in use. No delicate parts or intricate mechanism.



HERE IS HOW IT OPERATES—NOTE HOW SIMPLE

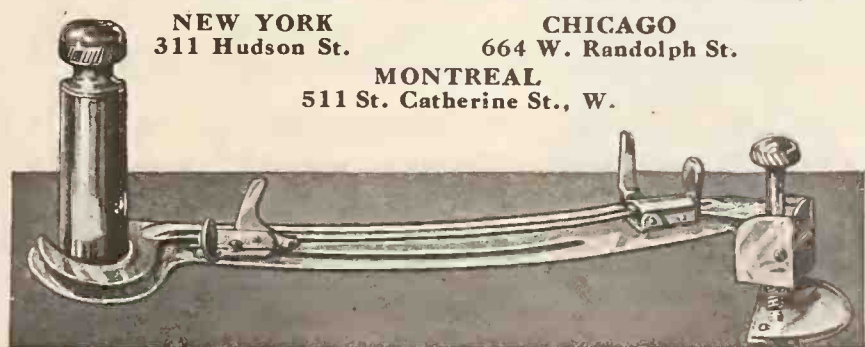
Appeals to every phonograph owner and can be sold to almost every person who comes in to buy records. Ideal for Dancing, Dinner Parties, Card Parties, and Private Receptions.

The Repeatograph works with the utmost efficiency on most all phonographs made.

Mr. Dealer: This device will win the praise of every farsighted merchant after a sales test because it is an enormous stimulus of record sales. Send for sample and full particulars. Write today.

**THE REPEATOGRAPH CO.**

NEW YORK 311 Hudson St. CHICAGO 664 W. Randolph St. MONTREAL 511 St. Catherine St., W.



### VICTOR PUBLICITY DRIVE FOR BALTIMORE DEALERS

Important Business Transacted at Meeting of Victor Talking Machine Dealers—Addresses by E. J. Dingley and Others—Dinner Which Followed a Most Enjoyable Affair

BALTIMORE, Md., May 7.—No event which occurred in some time was of more interest than the monthly meeting of the Victor Talking Machine Dealers of Baltimore, at which more than 100 persons attended. The feature of this meeting, of course, was the appearance of E. J. Dingley of the Victor Co., who explained in detail many of the problems confronting the company to give to the public an article both in machine and record of the Victor quality.

The regular business of the association was transacted first and the dinner followed. M. I. Rogers, secretary of the Association, presented the report of the advertising committee after William M. Mueller, the president, called the gathering to order. Mr. Rogers said that twenty-two of the twenty-six dealers of Baltimore had agreed to come into the sixteen and one-half weeks' campaign, and he believed that all of the dealers would agree to the project before it was finally undertaken in the newspapers, which would be at the rate of two ads each week. George F. Binger, who will prepare the advertising copy, explained in more detail what the advertising would be. He said the ads would not be direct result copy, but the chief aim would be to put music into the homes, emphasizing the thought "there can be no 'Home Sweet Home' without music." He said the word Victor would appear only once in the copy of



**FOR every \$5000 Automobile sold there are 500 popular priced cars. Are you confining your efforts to the \$5000 class in the Phonograph business, overlooking entirely the low-priced field? Many are doing this, for the phonograph manufacturers have neglected the low-priced models. The demand for them is tremendous. The "CROSLEY," retailing for \$75, fits right in with any line. Read the specifications and look at the illustration.**

The "CROSLEY" Phonograph is a neat and attractive mahogany-finished piece of furniture that will grace and decorate the handsomest home.

It stands 38½" high closed; is 19" deep and 18" wide. Shipping weight, about 80 lbs.

**Distributors and Dealers: Write to-day for our proposition. The discounts will surprise you**

**Crosley Phonograph Co.**  
1 Vandalia Ave. Cincinnati, Ohio

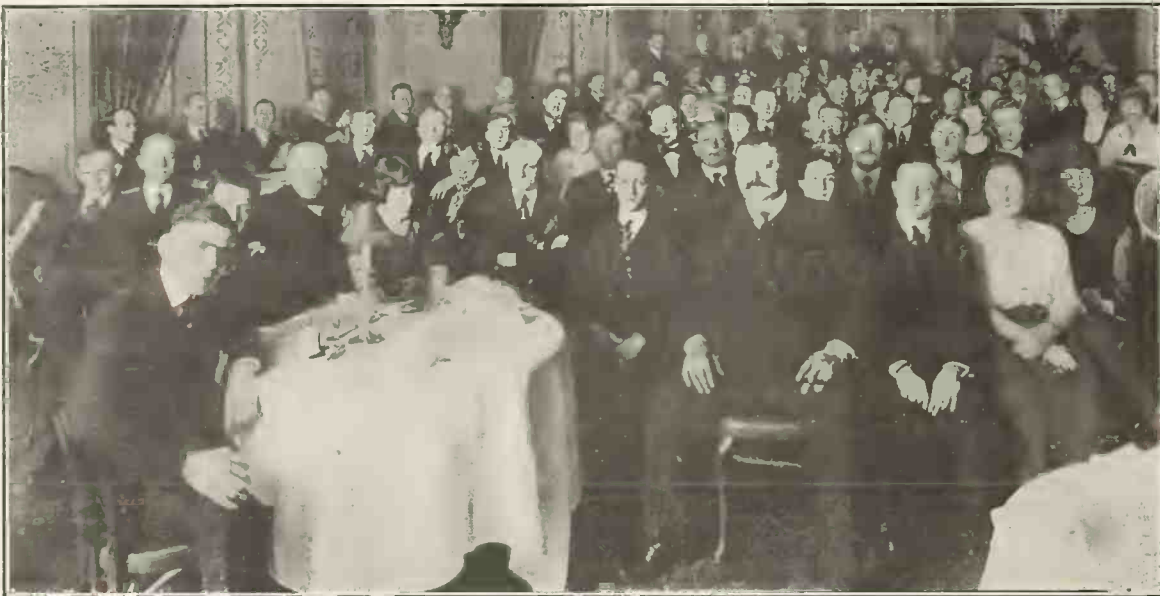
the dealers to use the insignia of the association on their show windows and also on all of their stationery.

Elmer J. Walz, sales manager, chairman of

record makers, including Billy Murray and others. It was decided to have him arrange a date between May 1 and 10, the only available time, for their appearance.

Mr. Walz then directed the assemblage in the singing of a number of popular songs, accompanied by a regular jazz orchestra. Following this stunt the members voted to hold their next meeting at Thompson's Sea Girt house, a river resort. Mr. Walz then introduced Mr. Dingley. The speaker prefaced his remarks by telling of his having been in Illinois and Philadelphia and delivering addresses before associations recently and then said he felt so much at home because Mr. Walz, who introduced him, and Mr. Southwaite, who was also now detached from him, had been in his office for a number of years and that he had been called upon to sacrifice them because they were wanted in other fields after they had been especially trained to take up the work in his place.

In the course of his address Mr. Dingley told of the wartime difficulties of the Victor Co., and the manner in which their working organization, built up after years of effort, was disrupted. He told of what had been done by the company since the armistice to rebuild the organization, and of the difficulties met with in both the labor and materials markets. He stated that despite all handicaps the company was making steady progress, with production for March this year equaling that of December, 1919, the biggest month in the Victor Co.'s history.



Guests at Victor Dealers' Meeting at the Hotel Emerson, Baltimore

each of the ads save two, but when the word Victor did appear it would be the answer to the question of Victrolas putting music into the homes. He said he believed the ads would have a far-reaching effect and would give to each dealer an opportunity to have his name appear in the combination ad as well as permit

the entertainment committee, then reported on his efforts to bring to the city a number of Victor stars for concerts. Most of the big stars were booked up clean through to 1920, except Heifetz and Mabel Garrison, and an effort would be made to have them give concerts here. He reported his ability to obtain the ten popular



**"Take Your Music With You"**

"CIROLA," the only PORTABLE Phonograph without sound chamber; has twin spring motor; highly nicked metal parts; is finished like a Piano; built like a Battleship; folds like a suitcase; weighs 16 lbs.; plays all records better because the good fresh air is its sound amplifier; and we will give \$10,000.00 for any Cabinet Phonograph at \$100.00 that will produce a larger volume of tone. Write for our proposition quickly. Enterprising dealers everywhere are rapidly stocking these Spring and Summer Whirlwinds.

**CIROLA DISTRIBUTING CO., Inc.**  
Distributors of the  
**CIROLA PHONOGRAPH**

PROMPT DELIVERIES



203-04 Colonial Trust Bldg.  
Phone Spruce 6340  
**PHILADELPHIA, PA.**  
U. S. A.

Size: 6" x 6" x 12"

He declared that increased efficiency was the rule in the various departments and much night work was being carried on in order to catch up in the cabinet, motor and other departments. The question of record production was also discussed at length by Mr. Dingley, who, at the conclusion of his address, was tendered a rising vote of thanks by the dealers.

Those present at the meeting included: Messrs. Robert W. Ansell, Arthur Ansell, J. S. Barnes, George Becker, L. Becker, George Binger, Moses A. Burdwise, A. Burdwise, I. Son Cohen, F. E. Dallow, J. Davis, Ditzel, W. A. Eisenbrandt, R. M. Emrich, R. Ember, H. Fink, Joseph Fink, Sam Fink, S. Firel, C. W. Glaser, M. Goldman, S. Greenwald, Leon Greenwald, Morris Kirsch, Joseph A. Kunkle, J. Lehman, L. Lehman, C. J. Levin, H. M. Little, Joseph M. Mann, M. Mazor, William M. Mueller, C. B. Noon, F. Old, Perlin, Harry Powell, William Reiser, W. C. Roberts, M. J. Rogers, Fred Schindle, David Schneeberger, S. E. Segar, William Vordemberg, Elmer J. Walz, George West; Misses May Burton, Cagle, L. Davis, Annie Diver, A. Eisenbrandt, E. Eisenbrandt, E. M. Griffith, B. Mazor; Mesdames J. Davis, Hartman, Hentschel, C. J. Lavin, M. Mazor, Messinger, Parody, Potts and others.

**PROTECT AMERICAN TRADE-MARKS**

**Fourteen Governments Ratify Convention to Guard American Interests—Two Bureaus Organized at Havana and at Rio de Janeiro**

An international convention for the protection of trade-marks, signed on August 20, 1910, at the Fourth International Congress of American States at Buenos Aires, has now been ratified by fourteen governments and adhered to by Bolivia. The convention was signed by twenty American republics. The latest ratification was by the Peruvian Congress on April 14, 1920, which action has just been reported to the Department of State.

The convention was ratified by the United States Government and proclaimed by the President on September 16, 1916. The countries which have ratified are as follows: (Northern group) United States of America, Cuba, Haiti, Dominican Republic, Honduras, Nicaragua, Costa Rica, Guatemala and Panama. (Southern group) Brazil, Uruguay, Paraguay, Bolivia (adhered), Peru (ratified by Peruvian Congress) and Ecuador.

The convention is for the purpose of protecting the ownership of a trade-mark throughout all the American States. It requires "that any mark duly registered in one of the signatory States shall be considered as registered also in the other States," and "that the deposit of a trade-mark in one of the signatory States produces in favor of the depositor a right of

absolute priority for the period of six months."

The protection is made permanent by registration in the two International Bureaus which the convention provides shall be established at Havana and at Rio de Janeiro, to be supported by pro rata contributions from the several States. For administering this international registration the nations are divided into two groups—a northern group composed of North and Central America and Island Republics (eleven in number), with an International Bureau at Havana; and a southern group composed of the Republics of South American (ten in number), with an International Bureau at Rio de Janeiro. These bureaus were to be established upon ratification of the convention by two-thirds of the States in each group.

All the northern group except Salvador and Mexico have ratified the convention. Of the ten countries in the southern group, five have ratified and one non-signatory State (Bolivia) has adhered. The International Bureau at Havana was established a year ago for the northern group under regulations provided by its director, after conferences with the Commissioner of Patents and other American Government officials, and subsequently approved by the International Bureau at Havana. The International Bureau for the southern group has not yet been established at Rio de Janeiro, as two-

thirds of the States of that group have not ratified.

To obtain international registration of a trade-mark under this convention the mark must first be registered in the country of origin and application for international registration filed there, and the application will then be forwarded to the International Bureau of the particular group for registration and certification of it to all the States in both groups. The International Bureau at Havana is functioning for both groups until the Southern group bureau is established.

**ISSUE ATTRACTIVE CARD**

The Repeatograph Co., New York City, has issued a very attractive card in colors, calling attention to the advantages of being able to dance continuously without stopping to reset the needle. The cards are equipped with a combination hanger and easel.

**OCCUPYING NEW QUARTERS**

The Perfektone Corp. is now situated in its new quarters at 1723 Chestnut street, Philadelphia, Pa. The decorations and furnishings follow the handsome and artistic style of its former showrooms.

**MAGNED**  
EACH NEEDLE  
PLAYS 10 RECORDS



THE ORIGINAL AND FASTEST  
SELLING MULTI-PLAYING NEEDLE  
**ASK YOUR JOBBER**

Manufactured by  
SUPERTONE NEEDLE WORKS  
18 W. 20th St., New York



Every Bush & Lane  
Phonograph is a  
product of the same  
great organization  
that conceives and  
builds the famous  
Bush & Lane Pianos  
and Cecilian Player-  
Pianos. You can find  
no better phonograph  
guarantee than that.

**BUSH & LANE PIANO CO.**  
HOLLAND, MICH.

**TRADE IS ACTIVE IN BIRMINGHAM**

Pathé Line in New Pizitz Department Store—Haverty Handle Columbia Exclusively—Reid Lawson Progress—Victor Line to Be Handled by Cable-Shelby-Burton Co.—Other Items

BIRMINGHAM, ALA., May 8.—The large department store of Louis Pizitz announced in full-page newspaper advertisements in all dailies the past week the inauguration of a beautiful talking machine department in his store. Four handsome booths have been installed and the Pathé line will be sold exclusively. Victor Wahn has been placed in charge.

The Emerald Co., Vocalion distributors, announces a brisk business for this season of the year. This company now has several men who travel the district opening new accounts.

The Haverty Furniture Co. announced in large newspaper advertisements during the past month that this house would handle from this time on the Columbia line exclusively. This firm has one of the handsomest departments in the South, which is under the management of A. H. Humphries.

The Rhodes-Carroll Furniture Co., which was recently burned out, announces the purchase of the Strickland-Green Furniture Co., acquiring the selling rights to the Columbia line which will be handled exclusively.

Reid Lawson, the "Upstairs Phonograph Man," distributor for the Okeh records and Playerphone talking machines, reports a brisk business throughout his territory. Mr. Lawson has several men out who cover the territory by automobile and carry the instruments with them. Many sales are made in this fashion which could never be closed by selling from catalog or other advertising.

The Starr Piano Co., which distributes the Starr phonographs and Gennett records in this territory, reports a steady growth in the representation of these well-known products. Ira F. Randall is in charge of the city sales and is well pleased with the progress he has made.

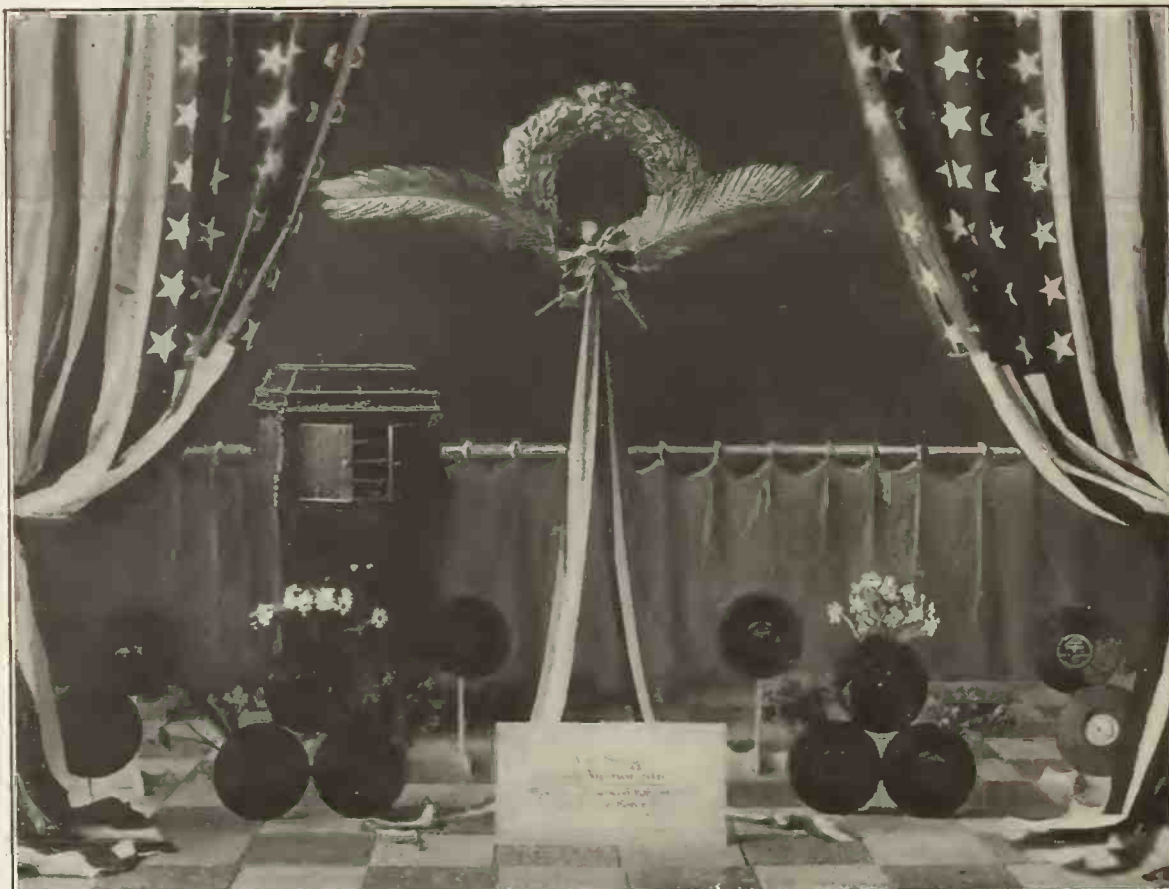
The Cable-Shelby-Burton Piano Co. has announced in the press that this house will now handle Victor goods exclusively. Many improvements have been made by Wm. Quinn since his installation as manager of the Victor department, and he promises many new innovations for those persons who demand service.

E. F. Forbes & Sons have added another booth to their department, making a battery of six booths now in operation. Less than two years ago this firm made their first installation of a booth and the present equipment speaks well of the management of Mr. MacLellan, who has had the department under his direct charge.

**DEATH OF F. A. DENNETT**

F. A. Dennett, president of the Wisconsin Chair Co., United Phonographs Co. and the Paramount Talking Machine Co., dropped dead of heart disease on May 11 at the Paramount recording plant at Grafton, Wis.

**ARTISTIC MEMORIAL DAY WINDOW FOR VICTOR DEALERS**



This Attractive Window Prepared by the Dealers' Service Department of the Victor Co. Can Be Used Advantageously by Progressive Merchants

**NEW PATHE DISTRIBUTORS**

SPRINGFIELD, MASS., May 12.—The Commonwealth Phonograph Co., of this city, has been appointed distributor for Pathé phonographs and records. This new company, recently formed for this purpose, and under the direction of E. L. Hadd, purposes to give the Pathé products the highest class representation. A large building situated at 19 and 21 Lyman street has been secured and will be fitted out in the most modern style so as to secure not only the finest setting for the display of the Pathé line, but also to provide the most efficient facilities for distribution.

**NOW THE COOVER-SHIERLING CO.**

On April 15 a partnership was formed between Arthur B. Coover and Roy Shierling, Union City, Ind., to do a business in Victor talking machines and records, pianos and smaller musical instruments. This firm succeeds the Coover Talking Machine Store, and the business will be carried on in the same quarters at 240 North Columbia street, under the name of the Coover-Shierling Co. Attractive display rooms will be arranged.

**DON M. KELLEY BECOMES DIRECTOR**

Don M. Kelley, a member of the well-known banking house of Kelley, Drayton & Co., New York, has been elected a director of the General Phonograph Corp. Mr. Kelley has been for many years an important factor in numerous industrial and financial activities, and he brings to the directorate of the General Phonograph Corp. invaluable executive ability.

L. J. Unger of the sales staff of The Brilliantone Steel Needle Co., of New York City, is making a trip through his accustomed territory, and reports considerable success and good business from the various centers which he so recently visited.



**Thousands of Years of Experience**

in ADVERTISING will be at your disposal at the 16th ANNUAL CONVENTION, ASSOCIATED ADVERTISING CLUBS OF THE WORLD, INDIANAPOLIS, JUNE 6-10.

Leading, successful advertisers, whose methods have won fame and prosperity for them, will assemble at this meeting, for the exchange of ideas.

Come. Bring your problems. Trade your ideas for theirs. Enrich your experience.

You have had years of experience. So has each of the others who will attend. In combination, the convention will represent thousands of years of experience. Advertising, How and Now is the question which must be answered, says the program committee. Bring your ideas and advertising plans. The big Advertiser, who can afford to experiment in his search for time-, money- and labor-saving devices, will be glad to exchange his ideas for those of the local Advertiser who gets new glimpses of human nature by coming in closer contact with customers. All may benefit.

You cannot afford to be unrepresented, particularly when the bars are down again this year and membership in the Association is not essential to attending.

For further information and hotel reservations, please write or wire,

ASSOCIATED ADVERTISING CLUBS  
110 West 40th Street,  
New York City.

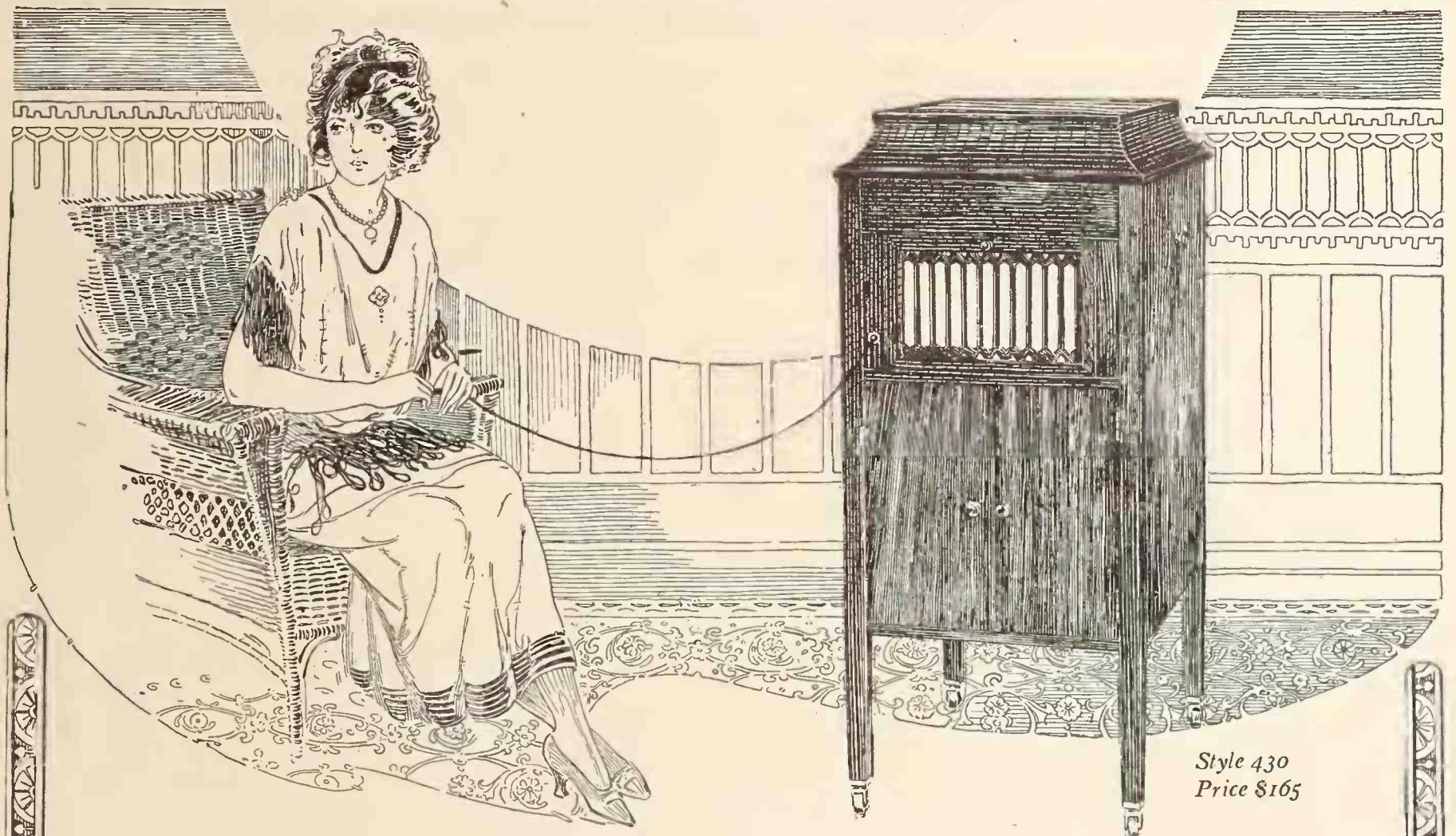


**INDIANAPOLIS**

**Operaphone RECORDS**

PHILADELPHIA DISTRIBUTORS  
**SUPPLEE - BIDDLE HARDWARE CO.**  
PHILADELPHIA, PA.





Style 430  
Price \$165

## THE AEOLIAN-VOCALION

*The Phonograph that has made the Talking Machine a Real Musical Instrument. Manufactured by the Aeolian Company—Largest Manufacturers of Musical Instruments in the World*

### DEALERS EVERYWHERE ARE

successfully handling the Aeolian-Vocalion and obtaining the cream of the Talking Machine Business.

The reputation and prestige of the Aeolian Company, which has spent years building quality merchandise, is reflected in the Aeolian-Vocalion and the New Vocalion Lateral Cut Records.

*We invite correspondence from Dealers*

Ask for the Catalogue of Hits in the New Type Aeolian-Vocalion Lateral Cut Records—playable on all phonographs.

### VOCALION PRICES

*Conventional Models from \$60*

*With Graduola from \$165.*

*Period Styles from \$280.*

*Handsome catalogue of VOCALIONS and RECORDS sent upon request*

### SOUTHERN DISTRIBUTORS

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Emmons S. Smith

*Aeolian-Vocalions*

*Vocalion Records*

*MELODEE Player-Piano Rolls*

A TIMELY INTEREST CHART FOR THE CONVENIENCE OF TALKING MACHINE DEALERS

Although the majority of talking machine dealers who sell machines on instalments have some definite methods for figuring interest the original over a period of three and a half years. The table not only shows the monthly interest being promoted to his present post in the executive office. This table will be found not only immediately convenient to salesmen, but of

6% Interest Table for Instalment Accounts

| No. of Monthly Payments | Amount of Monthly Payments |      |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |  |  |  |  |
|-------------------------|----------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--|--|--|--|
|                         | \$5.00                     | 6.00 | 7.00  | 8.00  | 9.00  | 10.00 | 11.00 | 12.00 | 13.00 | 14.00 | 15.00 | 16.00 | 17.00 | 18.00 | 19.00 | 20.00 | 21.00 | 22.00 | 23.00 | 24.00 | 25.00 | 26.00 | 27.00 | 28.00 | 29.00 | 30.00 |  |  |  |  |
| 1.....                  | .03                        | .03  | .04   | .04   | .05   | .05   | .06   | .06   | .07   | .07   | .08   | .08   | .09   | .09   | .10   | .10   | .11   | .11   | .12   | .12   | .13   | .13   | .14   | .14   | .15   | .15   |  |  |  |  |
| 2.....                  | .05                        | .06  | .07   | .08   | .09   | .10   | .11   | .12   | .13   | .14   | .15   | .16   | .17   | .18   | .19   | .20   | .21   | .22   | .23   | .24   | .25   | .26   | .27   | .28   | .29   | .30   |  |  |  |  |
| 3.....                  | .08                        | .09  | .11   | .12   | .14   | .15   | .17   | .18   | .20   | .21   | .23   | .24   | .26   | .27   | .29   | .30   | .32   | .33   | .35   | .36   | .38   | .39   | .41   | .42   | .44   | .45   |  |  |  |  |
| 4.....                  | .10                        | .12  | .14   | .16   | .18   | .20   | .22   | .24   | .26   | .28   | .30   | .32   | .34   | .36   | .38   | .40   | .42   | .44   | .46   | .48   | .50   | .52   | .54   | .56   | .58   | .60   |  |  |  |  |
| 5.....                  | .13                        | .15  | .18   | .20   | .23   | .25   | .28   | .30   | .33   | .35   | .38   | .40   | .43   | .45   | .48   | .50   | .53   | .55   | .58   | .60   | .63   | .65   | .68   | .70   | .73   | .75   |  |  |  |  |
| 6.....                  | .15                        | .18  | .21   | .24   | .27   | .30   | .33   | .36   | .39   | .42   | .45   | .48   | .51   | .54   | .57   | .60   | .63   | .66   | .69   | .72   | .75   | .78   | .81   | .84   | .87   | .90   |  |  |  |  |
| 7.....                  | .18                        | .21  | .25   | .28   | .32   | .35   | .39   | .42   | .46   | .49   | .53   | .56   | .60   | .63   | .67   | .70   | .74   | .77   | .81   | .84   | .88   | .91   | .95   | .98   | 1.02  | 1.05  |  |  |  |  |
| 8.....                  | .20                        | .24  | .28   | .32   | .36   | .40   | .44   | .48   | .52   | .56   | .60   | .64   | .68   | .72   | .76   | .80   | .84   | .88   | .92   | .96   | 1.00  | 1.04  | 1.08  | 1.12  | 1.16  | 1.20  |  |  |  |  |
| 9.....                  | .23                        | .27  | .32   | .36   | .41   | .45   | .50   | .54   | .59   | .63   | .68   | .72   | .77   | .81   | .86   | .90   | .95   | .99   | 1.04  | 1.08  | 1.13  | 1.17  | 1.22  | 1.26  | 1.31  | 1.35  |  |  |  |  |
| 10.....                 | .25                        | .30  | .35   | .40   | .45   | .50   | .55   | .60   | .65   | .70   | .75   | .80   | .85   | .90   | .95   | 1.00  | 1.05  | 1.10  | 1.15  | 1.20  | 1.25  | 1.30  | 1.35  | 1.40  | 1.45  | 1.50  |  |  |  |  |
| 11.....                 | .28                        | .33  | .39   | .44   | .50   | .55   | .61   | .66   | .72   | .77   | .83   | .88   | .94   | .99   | 1.05  | 1.10  | 1.16  | 1.21  | 1.27  | 1.32  | 1.38  | 1.43  | 1.49  | 1.54  | 1.60  | 1.65  |  |  |  |  |
| 12.....                 | .30                        | .36  | .42   | .48   | .54   | .60   | .66   | .72   | .78   | .84   | .90   | .96   | 1.02  | 1.08  | 1.14  | 1.20  | 1.26  | 1.32  | 1.38  | 1.44  | 1.50  | 1.56  | 1.62  | 1.68  | 1.74  | 1.80  |  |  |  |  |
| 1 Yr. Tot.....          | 1.98                       | 2.34 | 2.76  | 3.12  | 3.54  | 3.90  | 4.32  | 4.68  | 5.10  | 5.46  | 5.88  | 6.24  | 6.66  | 7.02  | 7.44  | 7.80  | 8.22  | 8.58  | 9.00  | 9.36  | 9.78  | 10.14 | 10.56 | 10.92 | 11.34 | 11.70 |  |  |  |  |
| 13.....                 | .33                        | .39  | .46   | .52   | .59   | .65   | .72   | .78   | .85   | .91   | .98   | 1.04  | 1.11  | 1.17  | 1.24  | 1.30  | 1.37  | 1.43  | 1.50  | 1.56  | 1.63  | 1.69  | 1.76  | 1.82  | 1.89  | 1.95  |  |  |  |  |
| 14.....                 | .35                        | .42  | .49   | .56   | .63   | .70   | .77   | .84   | .91   | .98   | 1.05  | 1.12  | 1.19  | 1.26  | 1.33  | 1.40  | 1.47  | 1.54  | 1.61  | 1.68  | 1.75  | 1.82  | 1.89  | 1.96  | 2.03  | 2.10  |  |  |  |  |
| 15.....                 | .38                        | .45  | .53   | .60   | .68   | .75   | .83   | .90   | .98   | 1.05  | 1.13  | 1.20  | 1.28  | 1.35  | 1.43  | 1.50  | 1.58  | 1.65  | 1.73  | 1.80  | 1.88  | 1.95  | 2.03  | 2.10  | 2.18  | 2.25  |  |  |  |  |
| 16.....                 | .40                        | .48  | .56   | .64   | .72   | .80   | .88   | .96   | 1.04  | 1.12  | 1.20  | 1.28  | 1.36  | 1.44  | 1.52  | 1.60  | 1.68  | 1.76  | 1.84  | 1.92  | 2.00  | 2.08  | 2.16  | 2.24  | 2.32  | 2.40  |  |  |  |  |
| 17.....                 | .43                        | .51  | .60   | .68   | .77   | .85   | .94   | 1.02  | 1.11  | 1.19  | 1.28  | 1.36  | 1.45  | 1.53  | 1.62  | 1.70  | 1.79  | 1.87  | 1.96  | 2.04  | 2.13  | 2.21  | 2.30  | 2.38  | 2.47  | 2.55  |  |  |  |  |
| 18.....                 | .45                        | .54  | .63   | .72   | .81   | .90   | .99   | 1.08  | 1.17  | 1.26  | 1.35  | 1.44  | 1.53  | 1.62  | 1.71  | 1.80  | 1.89  | 1.98  | 2.07  | 2.16  | 2.25  | 2.34  | 2.43  | 2.52  | 2.61  | 2.70  |  |  |  |  |
| 19.....                 | .48                        | .57  | .67   | .76   | .86   | .95   | 1.05  | 1.14  | 1.24  | 1.33  | 1.43  | 1.52  | 1.62  | 1.71  | 1.81  | 1.90  | 2.00  | 2.09  | 2.19  | 2.28  | 2.38  | 2.47  | 2.57  | 2.66  | 2.76  | 2.85  |  |  |  |  |
| 20.....                 | .50                        | .60  | .70   | .80   | .90   | 1.00  | 1.10  | 1.20  | 1.30  | 1.40  | 1.50  | 1.60  | 1.70  | 1.80  | 1.90  | 2.00  | 2.10  | 2.20  | 2.30  | 2.40  | 2.50  | 2.60  | 2.70  | 2.80  | 2.90  | 3.00  |  |  |  |  |
| 21.....                 | .53                        | .63  | .74   | .84   | .95   | 1.05  | 1.16  | 1.26  | 1.37  | 1.47  | 1.58  | 1.68  | 1.79  | 1.89  | 2.00  | 2.10  | 2.21  | 2.31  | 2.42  | 2.52  | 2.63  | 2.73  | 2.84  | 2.94  | 3.05  | 3.15  |  |  |  |  |
| 22.....                 | .55                        | .66  | .77   | .88   | .99   | 1.10  | 1.21  | 1.32  | 1.43  | 1.54  | 1.65  | 1.76  | 1.87  | 1.98  | 2.09  | 2.20  | 2.31  | 2.42  | 2.53  | 2.64  | 2.75  | 2.86  | 2.97  | 3.08  | 3.19  | 3.30  |  |  |  |  |
| 23.....                 | .58                        | .69  | .81   | .92   | 1.04  | 1.15  | 1.27  | 1.38  | 1.50  | 1.61  | 1.73  | 1.84  | 1.96  | 2.07  | 2.19  | 2.30  | 2.42  | 2.53  | 2.65  | 2.76  | 2.88  | 2.99  | 3.11  | 3.22  | 3.34  | 3.45  |  |  |  |  |
| 24.....                 | .60                        | .72  | .84   | .96   | 1.08  | 1.20  | 1.32  | 1.44  | 1.56  | 1.68  | 1.80  | 1.92  | 2.04  | 2.16  | 2.28  | 2.40  | 2.52  | 2.64  | 2.76  | 2.88  | 3.00  | 3.12  | 3.24  | 3.36  | 3.48  | 3.60  |  |  |  |  |
| 2 Yrs. Tot.....         | 7.56                       | 9.00 | 10.56 | 12.00 | 13.56 | 15.00 | 16.56 | 18.00 | 19.56 | 21.00 | 22.56 | 24.00 | 25.56 | 27.00 | 28.56 | 30.00 | 31.56 | 33.00 | 34.56 | 36.00 | 37.56 | 39.00 | 40.56 | 42.00 | 43.56 | 45.00 |  |  |  |  |

Figured and Arranged by P. R. Bowers, Executive Department

quickly and accurately, many of these systems are limited in their scope. The World takes pleasure, therefore, in publishing a complete table of interest charges covering various fixed instalment amounts and embracing a two-year period. The table, figured on a six per cent interest basis, has been prepared by P. R. Bowers, of the executive staff of the Aeolian Co., and for use by piano merchants is extended in

on the instalments as they become due, but likewise the total at the end of the year, where the bulk interest is charged as the account is closed up. Mr. Bowers, who has generously permitted The World to reproduce his table, is well qualified to offer information on the handling of instalment accounts, having been connected with the credit and collection departments of the Aeolian Co. for nine years before

general value to those of the trade who do not always consider interest charges.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF THE TALKING MACHINE WORLD, published monthly at New York, N. Y., for April 1, 1920.

State of New York  
County of New York ss.  
Before me, a Notary Public in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

- That the names and addresses of the publisher, editor, managing editor and business managers are: Publisher, Edward Lyman Bill, Inc., 373 Fourth Ave., New York City; Editor, J. B. Spillane, 373 Fourth Ave., N. Y. City; Managing Editor, J. B. Spillane, 373 Fourth Ave., N. Y. City; Business Manager, none.
- That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Edward Lyman Bill, Inc., 373 Fourth Ave., N. Y. City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth Ave., N. Y.; J. Raymond Bill, 373 Fourth Ave., N. Y. City; B. B. Wilson, 373 Fourth Ave., N. Y. City; Carleton Chace, 373 Fourth Ave., N. Y. City; E. P. Van Harlingen, 209 So. State St., Chicago, Ill.
- That the known bondholders, mortgagees, and other holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.
- That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.
- That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is — (This information is required from daily publications only.)

(Signed) J. B. SPILLANE.  
Sworn to and subscribed before me this 2d day of April, 1920.  
(Seal) Eugene R. Falck, Notary Public No. 6, N. Y. Co. (My commission expires March 30, 1922.)

THE FINEST OF

# CORE STOCKS

For Phonographs and Record Cabinets

Are supplied by the

## GERMAIN BROS. CO.

MAKERS OF THE FAMOUS "GERMAIN PIANO BACKS"

SAGINAW MICHIGAN

CONDITIONS ARE SUCH THAT WE ADVISE IMMEDIATE CORRESPONDENCE

**Columbia Monthly Window Display Service saves Columbia dealers all window worry and gives them comprehensive displays featuring all the latest records and tying up closely with the Columbia national advertising campaign.**

**Columbia Graphophone Co.  
NEW YORK**



## REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines.

Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines at 28 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

### A TALK ON AMPLIFIERS

Perhaps one of the most-talked-over subjects in relation to talking machines is the horn or amplifier. The number of different sizes, shapes and designs and the various materials used in their construction seem almost limitless.

In the older so-called horn-type machines the first horns used were made of heavy tin, later tin and brass, all brass, leather, papier maché and finally wood, and a mahogany horn with a lining of spruce was considered the horn par excellence. The shapes were practically all of one design, that of a horn with varying degrees of taper, terminating in a bell with a greater taper.

When the talking machine had advanced to the stage of the concealed horn type it was found more adaptable to use a square horn design, to conform to the cabinet designs.

Later developments brought back the horn-shaped amplifier made of tin, and one company is still using that design successfully. Several

companies have made capital out of the special shapes and constructions of the amplifier used in the machines they are marketing. Of these the most prominent one is a horn constructed of spruce, highly polished, the bell of which is oval-shaped. Another, made of several plies of different woods, has the bell shaped like a violin and as a consequence claims greater tonal quality, especially on reproductions of instruments or orchestras.

Another design, starting as an oval and ending at the bell in a sort of violin shape, made of golden spruce, claims a tone unsurpassed.

The horn-shaped amplifier made of cut glass by one company has its adherents and about the newest design to be brought forward is that one which starting at the tone arm base extends downward (a rectangular channel of wood, like an organ pipe) to the bottom of the cabinet, and then turning to the front sends the sound waves out and up to the ear of the listener.

The most usual and accepted design, however, is that one which makes the amplifier in two sections, the elbow or back part being cast in iron and the front or bell end being constructed of wood, the size and shape depending upon the size of the cabinet it is to be used in.

To say that one design is preferable to another would be rather difficult, for the reproduction of a record does not solely depend upon the amplifier. The sound box or reproducer must be considered and it is possible that a record which would reproduce badly on a certain machine having a special design and construction of tonal chamber could be made to reproduce perfectly by merely substituting a different reproducer or sound box.

### EDISON CARAVAN CONVENTION

This Year's Dealers' Convention Will Be Held in Several Cities by Means of Novel Plan

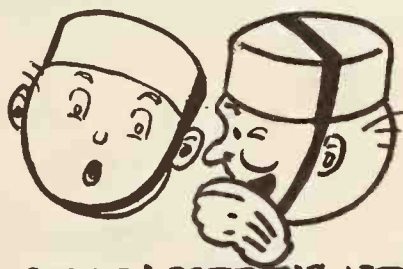
Edison dealers are highly enthusiastic over the announcement that the annual dealers' convention, which for several Summers has taken its place among the leading events in New York City, will this year be held in a number of the larger cities of the country, the purpose being to give every Edison dealer the opportunity to attend.

New York, Chicago and San Francisco, owing to their central locations, have been chosen as stopping points and the Edison Caravan Convention, as it will be called, is expected to proceed to these cities some time in July. The program, which is planned to be of a very high order, will include features that are entirely new, not only to Edison dealers, but to the entire phonograph field. Five hours daily for two days, followed by a day of informal get-together, will be given to the convention at each stopping point.

It is understood that William Maxwell, vice-president of Thomas A. Edison, Inc., has written a number of one-act plays especially for this convention.

### CRAFTS-STARR CO. IN NEW HOME

RICHMOND, VA., May 8.—The offices and headquarters of The Crafts-Starr Phonograph Co., wholesale distributor of Starr phonographs and Gennett records, is now located at its new quarters at Nos. 2, 4 and 6 South Eighth street.



LISTEN! HERE'S NEWS!

**C. J. VAN HOUTEN & ZOON**

Now Handle

**REPUBLIC**  
PLAYER HAND ROLLS PLAYED

**IN THE MIDDLE WEST**

C. J. VAN HOUTEN & ZOON,

140 S. Dearborn St., Chicago, Ill.

# IMPORTANT NOTICE

## TO THE AMERICAN TRADE

**The Sterno Manufacturing Company**  
19 CITY ROAD . . . . . LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

**High Grade Motors** Manufactured By **Mermod Freres** St. Croix Switzerland

### WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

### DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

### CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

### SPECIAL TERMS TO JOBBERS

---

Within the near future it is proposed to establish  
**A CENTRAL DISTRIBUTING DEPOT IN NEW YORK**  
Meanwhile trade inquiries should be directed to

**THE STERNO MANUFACTURING CO.**  
19 CITY ROAD . . . . . LONDON, E. C., ENGLAND

## ANNUAL DINNER OF THE TALKING MACHINE MEN.

Entertainment and Dinner of New York Association Held at the Hotel Pennsylvania a Great Success—Program of Great Interest Arranged by the Committee Arouses Enthusiasm

The annual dinner and entertainment of The Talking Machine Men, Inc., the organization of talking machine dealers of New York, New Jersey and Connecticut, was held at the Hotel Pennsylvania, New York, on April 14 and proved really a full evening of music, mostly of the jazz type, the sort that kept the feet moving and made it difficult to keep off the dance floor even long enough to eat.

The whole affair was entirely informal. The plan was to give the guests a full evening of enjoyment and the 500 or more talking machine men and their ladies who attended seemed thoroughly satisfied not only with the musical program but with the liberal opportunity for dancing that was offered. The talking machine men had possession of the grand ballroom for the evening and they made the most of it.

Unlike the programs of the previous annual affairs of the Association, this year set speeches were barred, and the diners seemed better satisfied with the new arrangement. At the conclusion of the dinner proper John E. Hunt, who presided, took occasion to welcome the guests and to introduce several of those at the main table, among them H. A. Beach, manager of the traveling department of the Victor Talking Machine Co.; H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., and E. Paul Hamilton, president of the National Association of Music Merchants.

Mr. Hunt provided the only serious moment in the evening, when he called the entire assem-



Landau's Jazz Orchestra Score as Entertainers

blage to its feet in silent tribute to the memory of President James T. Coughlin of the Association, who died last Fall. As the audience arose a bugler sounded "Taps." It was a most affecting tribute to the memory of the man who rendered such great service for the organization.

The entertainment program began as soon as the guests were seated, and ran right along during the dinner and after it until close to the midnight hour. Plenty of dance music was provided at intervals, and more than one course was allowed to grow cold on the table while the possessor thereof succumbed to the lure of the dangerous harmonies. Most of the dance music was provided by the Landauettes, an up-to-date orchestra made up of salesmen from Landau's Victor talking machine stores in Wilkes-Barre and Hazleton, Pa., who came to New York especially for the purpose of attending the dinner. The orchestra had a distinctly professional air, and was of the sort that would reflect credit upon any institution in the trade.

Other dance and solo numbers were offered by Selvin's Novelty Orchestra, who turned out a wicked line of jazz, and the All Star Trio, who proved that they could produce just as good

music in person as they could through the medium of the talking machine records that are proving so popular.

Teddy Morse, of Leo Feist, Inc., the music publishers, brought a clever bunch of entertainers to the party, among them Frank Marvin, Bob Miller and Herb Steiner, who sang "Peggy,"

"Oh!" and the other hits of the day. Joseph Bryant brought with him a group of singers of the more serious type of songs, the artists including Miss Madeline Sheppard, Miss Annul Burns, Helen Shipman and Enrico Alessandro. A number of individual artists, including Israel Fein, violinist; Emory B. Randolph, tenor, and Charles Harrison, tenor, also lent strength to the program of the evening.

At the conclusion of the entertainment dancing was continued without interruption until feet got tired and the eyes heavy. From first to last it was a well-arranged and altogether successful affair, even though ostensibly dry, and great credit is due to the committee, consisting of John J. Hunt, chairman; Irwin Kurtz, C. B. Riddle, E. G. Brown, Albert Galuchie and James J. Davin, for their hard work in carrying out the elaborate plans to a successful conclusion. Mr. Davin particularly came in for a full measure of praise.

The banquet would have been smokeless, as well as dry, but for the thoughtfulness of the Cabinet & Accessories Co., who, through the medium of a young lady dressed in Oriental costume, distributed innumerable packages of cigarettes, just when personal supplies were apparently running low.

Ben Redler, of the Mandel Mfg. Co., hurried back from a visit to the company's plant in Chicago in order to greet his friends among the dealers, and incidentally took an opportunity to shake a nasty hoof.

Emil A. Schweider, the well-known dealer of Brooklyn, arrived at the dinner almost direct from a visit to Florida, which would seem to indicate that the retail talking machine business in Brooklyn was very good.

As was to be expected, some of the thoughtful ones provided an oasis in the desert, and three knocks and a password at the door of room — admitted the initiated into a place that represented a spirituous sanctum similar to those that were common in or about 1918 B. P.

"Jimmy" Davin was accorded most of the credit for arranging the entertainment of the evening and bore his honors modestly, claiming that full credit was also due to the other members of the committee.

There were numerous visitors from other cities to enjoy the festivities, among them Jerome Ackerly, of Patchogue, L. I., and Wilson Clinton, of New Haven, Conn.

The plan of eliminating set speeches met with high favor from the diners.

# SOSS

## INVISIBLE HINGES



### Soss Invisible Hinges

preserve beauty. The fine cabinet work which is required in many instances to preserve the disguise of talking machine cabinets requires that hinges be as inconspicuous as possible. Soss Hinges are invisible.

*Write for Catalogue T.*

**SOSS MANUFACTURING COMPANY**  
Grand Avenue and Bergen Street, Brooklyn, N. Y.



## "MAGNET" DECALCOMANIE NAMEPLATES

### FOR TALKING MACHINE CABINETS ETC.

Pamphlets with fac-simile illustrations and prices mailed on request.

**SMITH-SCHIFFLIN CO.**  
149 Church Street New York City

From the

**DORAN CO.**

45 MICHIGAN AVE  
DETROIT

FROM

**THE PHONOGRAPH CO.**

1240 HURON ROAD (First Trust Bldg)  
PHONES - PROSPECT 2140 - CENT 1904  
CLEVELAND

SOLD BY

**WALTER D. MOSES & CO.**

Oldest Music House in VA and N.C.  
103 E BROAD STREET  
RICHMOND, VA.

SOLD BY

**J. E. STRATFORD**

AUGUSTA, GA.

## WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

**SALESMANAGER** desires position with jobber or manufacturer. Will go anywhere. Experienced machines and records, both American and foreign. Also all accessories and music rolls. Write advertisements and sales getting letters. Can accept immediate position. Salary and commission. Highest references. Have experienced salesman with me if wanted. I am thirty-four years of age and married. What have you to offer? Write or wire. Box 802, Care Talking Machine World, 373 Fourth Ave., New York City.

**TALKING MACHINE** superintendent or salesman, practical experience, possessing thorough knowledge all phases of assembling motors, tonearms, etc., and with executive ability, desires to make connection with responsible phonograph manufacturers in New York or New Jersey, where results derived from my ability are appreciated. Can furnish the best of references. Address "Box 228," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Department manager. One of the most progressive concerns in the retail talking machine industry has an opening for five or six high-class men of experience to take charge of new departments now being opened in live Middle West cities. A real opportunity for live wires to connect where a bright future is guaranteed. Write us a line, stating age, experience, qualifications, etc. Name your own price—if you can fill the job it is yours. Address "Box 790," care The Talking Machine World, 373 Fourth Ave., New York City.

**WOULD** like position with reliable concern building or desiring to build high-grade phonographs. Am 36 years old with several years' experience in the manufacture of phonographs. I also have several good improvements which I would gladly turn over to right party with my services. Address P. O. Box 513, Rochester, N. Y.

**TRAVELING** sales representatives. Best known concern in the talking machine industry requires the services of a high-class salesman in each of the following territories: Pacific Coast, Mississippi Valley, Iowa, Nebraska, Northwest and the South. Our proposition sold to retail dealers. If you are calling on retail merchants and are acquainted with the most progressive and largest talking machine concerns in the territory you cover you can make big money working with us. State experience in the industry and scope of acquaintance with retail dealers, also give references. Address "Box 791," care The Talking Machine World, 373 Fourth Ave., New York City.

**UNUSUAL OPPORTUNITY** — Central Western manufacturer of old established, strictly high grade, well-known line of phonographs has openings in Southern and Northwestern territory for capable, thoroughly experienced salesmen with wide acquaintance and established trade. The men preferred are forty or under, energetic, of good address, and now employed by leading factories. They have a clean, successful past which will bear closest investigation. Splendid opportunities with a live institution await their applications. Full line of references, age, previous experience and late photo must be in first letter. Address "Box 796," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Salesman to work outside. Victrolas, Brunswicks, Pianos. Salary and commission or drawing account and commission. Address Talking Machine Shop, Norwich, Conn.

**ACCESSORY** salesmen. If you are selling accessories on the road you can add our line to your present one without consuming much additional time at a handsome profit. Small sample that fits pocket to carry. Mention territory you cover. Address "Box 792," care The Talking Machine World, 373 Fourth Ave., N. Y.

**WANTED**—Sales managers to take charge of talking machine and phonograph departments throughout the United States. Must be the type of men who can organize a successful sales organization. Must be able to put a man out on a straight commission basis. Must know how to work with a salesman so that Mr. Canvasser can earn a good living. Must also know how to write advertising and above all move the dealers' stock. The position involved pays a salary and a commission on all sales. Address "Box 793," care The Talking Machine World, 373 Fourth Ave., New York City.

**OPPORTUNITY**—For phonograph salesman covering New England States, or New Jersey and Eastern Pennsylvania, to sell records as side line, put out by big manufacturer. Address "Box 797," care The Talking Machine World, 373 Fourth Ave., New York City.

**SALES REPRESENTATIVE** in each State wanted by old established manufacturer to handle high-grade talking machines as a side line on a liberal commission basis. Address "Box 798," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Salesmen in each State to sell popular-priced phonographs as side line, on commission basis only. See our page advertisement in this issue. Address Charmaphone Co., 39 West 32nd St., New York City.

**MANUFACTURER!**—Have you room in your production department for an energetic young man who is thoroughly familiar with every phase of phonograph construction? Address "Box 801," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—An experienced talking machine salesman, with executive ability; good opportunity to the right party. Address Saul Birns, 111 Second Ave., New York City.

**WANTED**—Salesman on commission to sell phonographs. The Oscar Onken Co., Cincinnati.

**POSITION WANTED**—Superintendent or production man in phonograph factory. Eighteen years' experience. Best of references. Address "M. A. 1," Care The Talking Machine World, 209 South State St., Chicago, Ill.

**SITUATION WANTED**—Young man, 23, actively engaged for past five years in selling, managing and collection department, and assisting manager of large eastern department store desires position with either wholesale or retail house. Address Box 799, Care The Talking Machine World, 373 Fourth Ave., New York City.

### PHONOGRAPH CABINETS

We own and operate three factories producing phonographs and cabinets. For shipment this year we will accept contracts for a limited number of cabinets. Our designs with modifications for adaptation to your trade. We will make prompt shipments. Address E. H. Stafford Mfg. Co., McClurg Building, Chicago, Ill.

### WANTED

100,000 Edison Blue Amberol records, also Victor, Columbia, Edison Disc, Emerson, Pathé, or any make, new or second hand. Give details. Pay cash. Address Benjamin Weil, 20 South Second St., Philadelphia, Pa.

## Monthly Price List of Main Springs

|  |      |        |
|--|------|--------|
| 2 in. x 0.22 x 16 ft., Meisselbach No. 18..      | Each | \$1.25 |
| 1 1/4 in. x 0.22 x 17 ft., reg. Victor .....     | Each | 0.75   |
| 1 1/4 in. x 0.22 x 17 ft., Victor new style..    | Each | 0.75   |
| 1 3/16 in. x 0.25 x 16 ft., Heineman No. 44..... |      | 0.90   |
| 1 in. x 0.25 x 12 ft., Heineman No. 33 & 77....  |      | 0.50   |
| 1 in. x 0.28 x 10 ft., for Columbia.....         | Each | 0.50   |
| 1 in. x 0.20 x 13 ft., Victor .....              | Each | 0.50   |
| 1 in. x 0.20 x 13 ft., Victor new style..        | Each | 0.50   |
| 7/8 in. x 0.23 x 10 ft., for Blick motor....     | Each | 0.38   |
| 3/4 in. x 0.23 x 10 ft., oval hole .....         | Each | 0.35   |
| 5/8 in. x 0.22 x 8 ft., for Swiss motor....      | Each | 0.27   |
| 3/4 in. x 0.25 x 11 ft., for Edison .....        | Each | 0.27   |

### MICA DIAPHRAGMS

|   |      |      |
|---|------|------|
| 1 23/32 in. Victor Ex. Box, first grade.. | Each | 0.15 |
| 1 1/4 in., new Victor No. 2 very best.... | Each | 0.18 |
| 1 31/32 in., for Sonora .....             | Each | 0.20 |
| 2 3/16 in., for Columbia No. 6.....       | Each | 0.25 |
| 2 9/16 in., for Pathé or Brunswick..      | Each | 0.45 |

### SAPPHIRES

|   |      |      |
|---|------|------|
| Pathé, very best loud tone, genuine.... | Each | 0.15 |
| Pathé soft tone.....                    | Each | 0.18 |
| Edison, very best, medium tone.....     | Each | 0.15 |
| Edison, very best, loud tone.....       | Each | 0.18 |
| Edison, genuine diamond .....           | Each | 1.90 |

### STEEL NEEDLES

|  |           |      |
|--|-----------|------|
| AMERICAN MADE extra loud, loud, medium and soft needles..... | Per 1,000 | 0.50 |
|--|-----------|------|

### ATTACHMENTS

|   |      |      |
|---|------|------|
| in Gold or Nickel-plated                      |      |      |
| Kent attachments for Victor arm.....          | Each | 0.25 |
| Kent attachments for Edison with C box .....  | Each | 2.50 |
| Kent attachments without box for Edison ..... | Each | 1.60 |
| Victor, Universal old style.....              | Each | 1.15 |

### MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.

### STONE ARMS

|                                      |      |        |
|--------------------------------------|------|--------|
| No. K with sound box .....           | Each | \$3.25 |
| No. E with sound box, very loud..... | Each | 6.00   |
| No. M with sound box, very loud..... | Each | 4.90   |

### SOUND BOXES

|                                       |      |        |
|---------------------------------------|------|--------|
| No. B 1 Bliss Sound Box, fit Victor.. | Each | \$1.75 |
| No. B Balance, fit Victor .....       | Each | 0.75   |
| No. C Balance, fit Victor .....       | Each | 1.00   |
| No. F Favorite, fit Victor .....      | Each | 1.90   |
| No. F Favorite, fit Columbia .....    | Each | 1.90   |
| No. P Favorite, fit Victor .....      | Each | 2.00   |
| No. G Glory, fit Victor .....         | Each | 3.25   |

### LID SUPPORTS

|                               |      |      |
|-------------------------------|------|------|
| Automatic, nickel-plated..... | Each | 0.30 |
|-------------------------------|------|------|

### NEEDLE CUPS

|                            |         |      |
|----------------------------|---------|------|
| Highly nickel plated ..... | Per 100 | 1.50 |
| Covers for cups .....      | Per 100 | 0.75 |
| Highly gold plated .....   | Per 100 | 7.00 |
| Cover gold plated .....    | Per 100 | 5.00 |

### REPAIR PARTS

|   |         |      |
|---|---------|------|
| Columbia driving shaft, No. 11778.....  | Each    | 0.50 |
| Columbia bevel pinion, No. 12333.....   | Each    | 0.90 |
| Columbia bevel pinion, latest style.... | Each    | 0.90 |
| Columbia bevel pinion, No. 3189.....    | Each    | 0.35 |
| Columbia worm gear No. 6409.....        | Each    | 0.30 |
| Columbia Stylus bar .....               | Each    | 0.50 |
| Columbia driving gear ratchet No. 2152  | Each    | 0.20 |
| Columbia cranks .....                   | Each    | 0.45 |
| Columbia governor weights .....         | Each    | 0.08 |
| Columbia governor shaft, No. 3004....   | Each    | 0.40 |
| Columbia gov'r bearing, No. 11923.....  | Each    | 0.25 |
| Columbia governor springs .....         | Per 100 | 1.00 |
| Columbia governor screws .....          | Each    | 0.01 |
| Columbia barrel screws, No. 2621....    | Per 100 | 1.00 |
| Columbia so'dbox thumb screws....       | Per 100 | 1.50 |
| Victor cranks, short or long .....      | Each    | 0.45 |
| Victor Stylus bar (needle arm).....     | Each    | 0.35 |
| Victor governor springs .....           | Per 100 | 1.00 |
| Victor governor screws .....            | Each    | 0.01 |
| Victor governor balls, new style.....   | Each    | 0.10 |
| Turn-table felts, 10 in., round.....    | Each    | 0.15 |
| Turn-table felts, 12 in., round.....    | Each    | 0.20 |
| Motor bottom gear for Triton motor....  | Each    | 0.20 |

**FAVORITE MFG. CO.**  
1506 DeKalb Ave., Brooklyn, N. Y.

# Phonograph Panels

## FOR SALE

LOT No. 3  
About 400 sets Genuine Mahogany, about 300 sets Matched Burl Walnut.

|         | Long              | Thick | Sanded       |
|---------|-------------------|-------|--------------|
| 2 Sides | 17 3/4" x 29 1/4" | 3/8"  | 5-ply 1 Side |
| 1 Back  | 17 3/4" x 29 1/4" | 3/8"  | 5-ply 1 Side |
| 1 Grill | 15 1/4" x 9 3/4"  | 1/4"  | 5-ply 2 Side |
| 1 Dome  | 16 1/4" x 16 3/4" | 3/8"  | 5-ply 2 Side |
| 1 Door  | 16 3/8" x 22 3/4" | 3/4"  | 5-ply 2 Side |

Price, per set, Mahogany, \$8.50; Walnut, \$9.50.

LOT NO. 4  
About 200 Sets Genuine Mahogany

| Panels                       | Wide    | Long    | ply | Thick |
|------------------------------|---------|---------|-----|-------|
| 600 Mahogany Face Backs Rej. | 19 3/4" | 35"     | 5   | 3/8"  |
| 200 Mahogany Face Backs Rej. | 17"     | 11 1/2" | 3   | 1/4"  |
| 200 Mahogany Face and Back   | 16 3/4" | 16 3/4" | 5   | 3/8"  |
| 200 Mahogany Face and Back   | 19 1/8" | 25 1/2" | 5   | 3/8"  |
| 200 Mahogany Face Back Rej.  | 19 3/4" | 35"     | 3   | 1/4"  |

Price per Set, \$9.75.

# Phonograph Panel Sets

For Immediate Shipment

LOT 5  
Quartered Oak

|            | Width   | Length | Th'kn's | Ply | Good Sides |
|------------|---------|--------|---------|-----|------------|
| 1000 Sides | 19 1/4" | 32"    | 1/4"    | 3   | 1          |
| 500 Backs  | 16 3/4" | 32"    | 1/4"    | 3   | 1          |
| 500 Grills | 16"     | 9 3/4" | 1/4"    | 3   | 1          |
| 500 Domes  | 13 1/2" | 16"    | 1/4"    | 3   | 2          |
| 1000 Doors | 7 3/4"  | 20"    | 3/4"    | 5   | 2          |

Price per set, \$6.06

LOT 6  
Mahogany

|             | Width   | Length | Th'kn's | Ply | Sides |
|-------------|---------|--------|---------|-----|-------|
| 1000 Sid. s | 19 1/4" | 32"    | 1/4"    | 3   | 1     |
| 500 Backs   | 16 3/4" | 32"    | 1/4"    | 3   | 1     |
| 500 Grills  | 16"     | 9 3/4" | 1/4"    | 3   | 1     |
| 500 Domes   | 13 1/2" | 16"    | 1/4"    | 3   | 2     |
| 1000 Doors  | 7 3/4"  | 20"    | 3/4"    | 5   | 2     |

Price per set, \$6.06

LOT 7  
Gum—Unselected

|                   | Width   | Length  | Th'kn's | Ply | Sides |
|-------------------|---------|---------|---------|-----|-------|
| 6000 Sides        | 19 1/4" | 32"     | 1/4"    | 3   | 1     |
| 3000 Backs        | 16 3/4" | 32"     | 1/4"    | 3   | 1     |
| 3000 Domes        | 13 1/2" | 16"     | 1/4"    | 3   | 2     |
| 3000 Grills       | 16"     | 9 3/4"  | 1/4"    | 3   | 1     |
| 3000 Motor Boards | 12"     | 12"     | 3/8"    | 5   | 1     |
| 2000 Oil Screens  | 18"     | 16 3/4" | 1/4"    | 3   | 1     |
| 245 Screens       | 15"     | 16 3/4" | 3/8"    | 5   | 1     |

Price per set, \$3.25

LOT 8  
Plain Oak Panel Sets

|            | Width   | Length | Th'kn's | Ply | Sides |
|------------|---------|--------|---------|-----|-------|
| 1800 Sides | 19 1/4" | 32"    | 1/4"    | 3   | 1     |
| 900 Backs  | 16 3/4" | 32"    | 1/4"    | 3   | 1     |
| 900 Grills | 16"     | 9 3/4" | 1/4"    | 3   | 1     |
| 900 Domes  | 13 1/2" | 16"    | 1/4"    | 3   | 2     |
| 1800 Doors | 7 3/4"  | 20"    | 3/8"    | 5   | 2     |

Price per set, \$3.40

LOT 9  
Plain Oak

|             | Width   | Length   | Th'kn's | Ply | Sides |
|-------------|---------|----------|---------|-----|-------|
| 3000 Sides  | 17 3/8" | 29 1/4"  | 1/4"    | 3   | 1     |
| 1500 Backs  | 15 3/4" | 29 1/4"  | 1/4"    | 3   | 1     |
| 1500 Grills | 15 1/4" | 10"      | 1/4"    | 3   | 1     |
| 1500 Domes  | 15"     | 13 3/16" | 1/4"    | 3   | 2     |
| 1500 Doors  | 17 3/4" | 16"      | 3/8"    | 5   | 2     |

Price per set, \$3.25

We can't break Sets.  
Stock F.O.B. Janesville, Wis. 2% cash—10 days.

For Sale by

**E. H. Stafford Mfg. Co.**  
**McCLURG BLDG. CHICAGO**

## FOR SALE

Phonograph records, Victor, Columbia, Emerson (brand new). A very fine assortment of vocal and instrumental selections. Particulars given upon request.

I. DECKINGER  
3064 Albany-Crescent Ave.  
New York, N. Y.

# MODERN PHONOGRAPH CABINET FACTORY

Will accept contract for cabinets to your design or ours; for shipment this year. Address Everett Hunter Mfg. Co., McHenry, Ill.

## A-1 SALESMAN

WE have just been appointed distributors for a high-grade line of talking machines and records for New England and have an opening for two or three A-1 salesmen to call on wholesale trade only. State experience and salary expected. Excellent opportunity for live wires. Address "Box 795," care The Talking Machine World, 373 Fourth Ave., New York City.

## WILL SELL

Talking machines and cabinets to the trade; any style made to order. Best possible grade at lowest prices. Address: Delaware Talking Machine Co., Elsmere, Del., Main Office, 2616 N. 11th St., Philadelphia, Pa.

## VICTOR AUXETOPHONE WANTED

In reply give full particulars as to condition and price wanted. Address Box 783, care The Talking Machine World, 373 Fourth Ave., New York City.

## CABINETS

We have several hundred, all crated, ready for immediate shipment in 46-inch and 47-inch. Sold in small or large lots. Send for circular. Address Everett Hunter Mfg. Co., McHenry, Ill.

## WANTED

Victor, Columbia, Gennett and Emerson records. We will buy from 100 to 10,000 for spot cash. Let us know what you have. Address Candioto Piano Co., 155 So. Limestone St., Lexington, Ky.

## FOR SALE

Well established Victrola business in south western city of 35,000 population. Located in center of business district, splendid opportunity to purchase good paying business at reasonable price. Address R. L. Burke Music Co., 611 Main St., Joplin, Mo.

## 195 REPEAT-O-GRAPHS

at a special bargain price. Address Box 800, c/o The Talking Machine World, 373 Fourth Ave., New York City.

## BETTER GOODS IN THE SOUTH

H. A. Copeland, of Charlotte, N. C., Tells Interestingly of Conditions in the South

CHARLOTTE, N. C., May 10.—The offices of the H. A. Copeland Sales Co., formerly located at Connellsville, Pa., have been moved to this city. This firm conducts a business in talking machine and piano accessories and is under the direction of H. A. Copeland, who is thoroughly familiar with the talking machine trade. Mr. Copeland reports a great change in the buying of the South. The dealer to-day is looking for better goods and higher priced cabinets. Mr. Copeland attributes this to the great success of the cotton and tobacco industry last year. Mr. Copeland states that the scope of the talking machine is being greatly enlarged throughout the South. To-day factories are installing phonographs to brighten the toils of labor.

## NEEDLES

WE MANUFACTURE

Diamond needles for Edison  
Sapphire needles for Edison  
Sapphire needles for Pathe  
in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.

# CABINETS

At Prices That Are Right

STYLE 200  
48x21x23

Our best seller. Finished in mahogany, walnut or oak, ready for installation of motor and tone arm.

Prompt deliveries.  
Send \$37.50 for sample.



**BADGER STATE CABINET CO.**  
MILWAUKEE, WIS.

## CABINETS

Genuine mahogany 7/8-inch sides and back, 5-ply 50 x 23 x 25 inches, \$46. Prompt deliveries. 45 x 19 x 21 inches, \$35. Send for sample. Address The Meritone Phonograph Co., Newark, N. J.

## VICTOR AGENCY WANTED

By large furniture store in town of 5,000. Address Box 782, care The Talking Machine World, 373 Fourth Ave., New York City.

## WANTED

Victor and Columbia records. Job lots any quantity. Spot cash paid for them. Address

DENINGER CYCLE CO.,  
Rochester, N. Y.

## RECORD DELIVERY ENVELOPES

\$4.75 per 1,000 net cash; write to-day for free samples before price advances. Address "Box 794," care The Talking Machine World, 373 Fourth Ave., New York City.

## TO TRAVEL FOR VOCALION

L. B. Deveau, Jr., has joined the wholesale Vocalion department of the Aeolian Co., and will give particular attention to looking after the requirements of wholesale distributors and Aeolian Co. branches.

Wier & Hamilton, who for several years have had the Victor agency in Sidney, Neb., have disposed of their interests to F. O. Burgess, who is at present in charge of the Ross P. Curtice branch store there. The name of the store will be the Victor Shop.

# ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

**KEYSTONE MINERALS CO.**  
41 Union Square, New York City



# EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Prosperity of the Country Illustrated in the Board of Trade Returns—Portable Models Much in Favor—Reduction in Shellac Prices Will Help Record Trade—The Gramophone as a Factor in Education—Features of "Oranola"—E. R. Johnson and E. A. Widmann Visitors—Exhibitors at London Fair—Federated Board Convention—The "Vesper" Introduced—Some Edison Bell Novelties—Review of Record Situation—Supplies of Motors Increasing—Review of Trade

LONDON, ENG., E. C., May 1.—Much satisfaction, and rightly so, is expressed over the recent illuminating figures of national trade returns issued by the British Board of Trade. These figures go to show that the prosperity of the country, as measured in terms of commercial values, is solidly good and progressive. A big advance has been registered during the first quarter of the year as compared with even period of 1919. The difference is even more striking when based on the monthly comparison. Imports continue to rise in quantity and value. Our export trade figures are, however, proportionately better, with the result that import values are being rapidly overtaken. British credit is as good as ever in most countries, and if the American exchange is against us to-day, everything points to a steady improvement coincident with the rapid expansion of our foreign trade.

General trade prosperity is an essential condition to the maintenance of gramophone and record sales, though the two do not always obtain simultaneously. The present is a typical case in point, for according to reports from important centers gramophone trade is somewhat

depressed. Things are certainly quiet compared with this time last and previous years, and the slump seems fairly general. It applies principally to the instrument side, though record sales are certainly not as good as they should be. We are surely passing through a time of some significance in that it is more applicable to pre-war days than anything comparable with the war period. The last few years trading returns show a fairly level demand maintained throughout the Spring and Summer months, whereas, before the war, there was always a strong dividing line between "seasons." By private and official purchases, the military and naval establishments absorbed an enormous number of records and gramophones. This accounted for a large trade during what used to be very quiet months. Another fact which has an important bearing upon gramophone trade is that the cost of living—everything in the way of actual necessities—rises in value almost day by day. And when it is considered that these continually increasing costs are proportionately more rapid and frequent than the various wage revisions, the people are forced to economize where they can. There is less money to spend on gramophone goods, especially at a time when more recreation is taken outdoors than in.

This development rather portends a return to the pre-war aspect of "seasons." It need not be quite so bad as formerly. The gramophone business is progressive and with the advent of so many new firms doubtless a concerted effort will be made to offset the present tendency by encouraging dealers along the lines of specialized trading. We are, for instance, still in the

thick of the dancing craze, and of this every advantage should be taken by retailers to stimulate by special means the sale of the appropriate records so liberally issued.

Again, there is the instrument side to consider. Gramophone manufacturers have been busy in the production of suitable portable models and presently these will be extensively advertised. They are ready in ample quantities and prospects of stimulating sales of such models for outdoor use are good. If we exclude people who buy of their own accord, there is ample scope for interesting a larger public by emphasizing the special advantages of portable gramophones. Every sale means an increased demand for records and as that is the backbone of retail trade it is to be hoped that dealers will make a little out-of-the-ordinary effort to foster this unlimited source of revenue.

In the direction of supplies, opinion inclines to the belief that, owing to sales depression and the restricted demand anticipated during the next few months, there are ample quantities of motors, sound boxes, tone arms and other parts to satisfy all calls. There is not likely to be any very great margin for stock, and manufacturers are therefore still placing substantial orders for future delivery. This may be accepted as a token of confidence in the future of British gramophone trade development. A further good augury is the placement of large orders for gramophone cabinets featuring new designs for next season's trade.

#### Reduction in the Price of Shellac

It is welcome news to manufacturers of records that the market quotations for shellac have of late shown substantial improvement. Two or



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

## 'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

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#### Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavne, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compania del Gramofono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michalovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

#### Great Britain:

## The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

#### Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 80, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co. Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterdam Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



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CABLE  
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**ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN**

TEN INCH

DOUBLE SIDED

NEEDLE CUT

**PLAY ON ALL GRAMOPHONES**

**Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire**

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

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three months ago the price was nearly £900 per ton. To-day it is less than half this figure. At different times increases have been made in the price of gramophone records, mainly on account of the heavy cost of shellac. But this was not the only determining factor. Other material has increased in value proportionately, and of course, considerations must also take into account extra costs of manufacture in a hundred-and-one directions, of which the chief item is undoubtedly labor. Transport charges have also gone up to an appreciable extent.

Taking everything into account, the pertinent question arises as to what effect the present favorable rates for shellac can have on the retail price of records. Is a case made out for reduction? It must be remembered that manufacturers have been compelled to buy supplies of shellac at big prices for a considerable time past. If they now hold any substantial stock there is little likelihood of an immediate reduction of record prices. On the other hand, it is expected that the present downward figure for this important record ingredient will, if it lasts, furnish an excellent opportunity to those few manufacturers who last raised prices of showing their sense of equity by sharing the benefit so derived with the buying public.

**The Gramophone in Musical Education**

A most interesting scheme for developing the musical education of children in schools by means of the gramophone is being very successfully and rapidly carried forward by the "His Master's Voice" Co. With its usual thoroughness, this company is doing everything in its power to cultivate this comparatively undeveloped field to its fullest possibilities. A special education department at Hayes is at the service of interested inquirers at all times, and the company has issued No. 2 of a special educational series booklet, containing helpful hints, a list of text books likely to be of great assistance to teachers, together with a selection of H. M. V. records suitable for training in musical ap-

**FROM OUR LONDON HEADQUARTERS—(Continued from page 224)**

preciation. The practical support of many important personages in the educational and musical worlds has already been obtained, amongst whom are Sir John McClure, head master of Mill Hill School; Dr. H. P. Allen, principal of the Royal College of Music, London; Dr. Walford Davies, professor of music, University of Wales; Geoffrey Shaw, H. M. chief inspector of music, Board of Education; Percy Scholes, editor of The Music Student and Oxford University extension lecturer, and Stewart Macpherson, F. R. A. M., professor of harmony and composition, Royal Academy of Music, London. Dealers would do well to give this scheme their full co-operation. It is going to bring new and good business!

**Gramophones for the American Market**

Among recent new introductions here, the "Oranola" stands out as one worthy of special mention. It is of exclusive design and construction. The marketing of new gramophones is usually accompanied by a wealth of descriptive detail, bewilderingly ingenious and imaginative. Even to a hardened scribe like myself, who has seen and heard all that the last fifteen years has brought forth in the way of sound reproducing instruments and devices, it is not always easy to sift the chaff from the wheat, so to speak. Notwithstanding varied claims, there is no gainsaying the fact that the present method of reproducing mechanical music has remained the same, more or less, since inception of the gramophone. Admittedly, vast improvements may be registered to the credit of inventors. Beyond that one cannot go.

With that introduction, I can permit myself to say that the "Oranola" represents a particularly good example of improvement in the art of reproducing gramophone records. It is a forward step in the right direction, for meritorious work of this character bespeaks a serious effort to elevate the standard of sound re-

production, both artistically and commercially. The special feature of the "Oranola" is described as a patented multiple sound box (twin single vacuum) with exclusive tone arm design. Without an illustration, this is somewhat difficult of explanation in an understandable way.

The tone arm is of the tapered class, but much beyond the usual in size and capacity. It may be described as a sound resonating chamber in itself, though connected with a larger amplifying channel, which is a part of the cabinet and not in any way resembling the usual partitioned or elongated sound chamber. The gooseneck portion of the tone arm carries two openings for the twin sound box fitment. These sound boxes are permanently joined, edge on, one behind the other. They have the usual openings at the back in alignment to fit the gooseneck, which latter is swiveled in much the same way as the ordinary type. The two stylus bars, one of course longer and heavier than the other, join up to one needle holder. These attributes, in conjunction with specially built-up diaphragms, most certainly insure an almost entire elimination of scratch and result in a wonderful fidelity of reproduction. Records were never heard to better advantage than those interpreted by the "Oranola" in my hearing.

The designs of the various models are along high-class lines, china cabinets, bookcases, card tables, etc., beautifully constructed and useful either as musical instruments or furniture. Space precludes further mention, beyond the fact that the company (Bailey's Concertophone Co., Ltd., Margaret street, London, W.) have already consummated arrangements for representation in the States. Their ambassador is Albert Turner, 200 Fifth avenue, New York, and he will handle all arrangements that side.

To Be or Not to Be!

The question of trading with our former ene-  
(Continued on page 226)

**PEROPHONE—PERFECTION—PRODUCTS**

**PEROPHONES  
SELL . . .  
and carry with  
them a reputa-  
tion of sound  
business for the  
Agent. . . .**

**T**HE whole output of Perophone Machines is practically booked up month by month.

Watch the New Models we are introducing to the gramophone public during the present season. They will be found to be incomparable for quality, value, beautiful design and finish.

**PEROPHONE LTD. (Lockwood's Branch) 76 & 78 City Road,**

**Cable Address—Perowood, London. Immediate Shipments. LONDON, E. C., ENGLAND.  
A. B. C. Codes.**



FROM OUR LONDON HEADQUARTERS—(Continued from page 225)

mies has engaged the close attention of the British Association of Trade and Technical Journals. The exact point at issue was the rejection or acceptance of advertisements of goods manufactured in late enemy countries. The council of the Association unanimously agreed to adhere to the adopted policy not to accept such advertisements for the present. The question will again be considered at the end of this year. Notwithstanding, it is to be observed that imports into Great Britain of German goods are now appreciably on the increase.

#### Grave Misuse of a Gramophone

A woman dressed in deep black recently told the Willesden magistrate that she was the widow of the man who recently complained that the landlady was trying to "gramophone him out of his flat." Applicant said the landlady was fulfilling her threat to gramophone them out. Her husband died last week, and just as he was passing away the landlady put on the record, "Are We to Part Like This, Bill?" Directly he died she played "God Pays His Debts Without Money," and in the intervals between selections, while the records were being changed, all the family sang hymns outside her door, finishing by breaking a glass panel. A summons for wilful damage was granted by the magistrate.

#### Eugene A. Widmann Visits London

E. A. Widmann, president of the Pathé Frères Co., of Brooklyn, N. Y., who has been touring Europe during the past few weeks, left London April 14 on his return to the States. He has been looking over the trade situation in France and other Continental countries, and terminated a six weeks' tour by a visit to the London office of the company. Mr. Widmann is, of course, a super-enthusiast where Pathé products are concerned, though this does not blind him to the general possibilities of gramophone development this side.

In particular relation to Pathé business, he expressed pleasure at the progressive effort under way and is convinced that British trade prospects are unlimited in scope and general development. It is a fact that the phono-cut disc trade is not so great here as in America, partly for the reason that our market is by no means so extensive and that the lateral cut has held sway for so many years. But opinion is gradually veering round in appreciation of phono-cut records, and the pioneer firms, such as Messrs. Pathé, are now reaping the benefit in ever increasing measure—a benefit well merited.

#### The London Fair and Market

The Agricultural Hall, Islington, from March 16 to 26 was the center of interest for many traders, for here was held the London fair and market. It attracted very few musical exhibitors. Not a single pianoforte was shown, but the gramophone industry was represented by two firms. The outstanding exhibit was that of Messrs. Creed & Co., Ltd., Telegraph Works, East Croydon, London, who showed models of their super-gramophone, the "Stentophone." Instead of the usual diaphragm, a valve of special, yet simple, design controls a stream of compressed air and creates sound vibrations of great intensity and purity. A simple lever enables volume to be modulated absolutely as required. Generated air is compressed by means of a neat and compact electric power unit, which is supplied to suit the current available. The cost of running seems infinitesimal. These instruments are very suitable for garden parties, dancing halls, drill halls, sports grounds, skating rinks, yachts, etc.

Messrs. Boynton Dowsett & Co., 361-363 City Road, London, E. C., exhibited tone arms and the Reliograph sound boxes, besides other fittings for the assembling of gramophones.

Strong and reliable and excellently finished, this new source of supply will be gratefully acclaimed by factors and dealers throughout the country.

The Harper Piano Co., Halloway Road, London, N., exhibited a new line of double lock music cases which attracted much attention. To find just three music trade exhibitors at a big trade fair seems ridiculous, but demand is so tremendous and supply so very restricted that, having claimed quite an amount of business by showing at the British Industries Fair at the Crystal Palace last February, it can easily be appreciated that there are very few firms who can consider new business. In the main the London Fair and Market demonstrated in many other industries that British manufacturers are producing a very much higher grade of merchandise than ever before.

#### Enormous Sales of "Dardanella" Record

The latest rage in the dance room is the "Dardanella." Less boisterous than the jazz, this tuneful fox-trot is now first favorite at all assemblies. At the London Pavilion, too, this captivating air is being sung by Mme. Delysia in the new edition of "Afgar." Gramophone lovers are fortunate in being able to get plentiful supplies of this latest hit from America, as most of the British companies have issued records of it. "His Master's Voice" Co. and the Columbia Co. anticipate selling between 160,000 and 200,000 of these discs, while it is estimated that the sales in America reached at least 6,000,000!

#### World Publicity Again Under Tribute

It is always gratifying to register our readers' opinion of The World, and still more so when those readers happen to be advertisers. In recent conversation with your representative, W. R. Steel, the famous gramophone needle manufacturer of Redditch, spoke highly of this journal and particularly so regarding the results of his advertisement. If all the inquiries which

# GRAMOPHONES

Complete—Fittings—Sundries—Repair  
Parts—Needles

*Special Lines and Quotations for Export Trade*

## THE BRITISH POLYPHON CO.

Glasgow, Scotland  
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1, 2 and 3 NEWMAN STREET  
LONDON, W. 1, ENGLAND



# YE "POPULAR" RECORDS

Double-Sided  
Superb Needle Cut  
"Lateral"



## LONDON'S LEADING VALUE!!!

"OUR POINTS"  
SET OUT BELOW

Have Attracted Keen Overseas Houses

from SCANDINAVIA to PATAGONIA  
AND THE PRINCIPAL  
EAST and WEST MARKETS of the WORLD

**IMPORTANT** We can give  
customers their  
own design Labels for LARGE Parcels.

**REMEMBER** You Can Have CLOSE QUOTATIONS

For 5,000 Lots and up "Your Selection" or a Sample 1,000,  
made up with "One Example" of Every Catalogued Pairing.

Address: **SOUND RECORDING CO., Ltd.** CABLES "Grammavox"  
EXPORT DEPT., 18-19 Swallow Street London  
Piccadilly, London, England "QUOTATIONS CABLED FREE"

### POINTS

- Repertoire Approx 2,000 Titles—Covering
- Superb Selection, Bands and Orchestras
- Lightning Shipments
- Packing by Experts
- Rock Quotations "Always"
- F. O. B. London
- We attend to all Insurances "if Requested" to Buyers A/c
- Our Shipping Services, this Side FREE

have reached him materialize into orders, they could only be fulfilled by doubling the size of his factory. As it is, Mr. Steel has already found it necessary to install much additional machinery. He is now running four classes of needles—soft, medium, loud and spear-point. Being scientifically pointed by special method, these "Perfect Points," as they are rightly called, necessitate operative treatment beyond the usual. That is where Redditch quality tells!

#### Federated Board Arranges Convention

The first annual convention of the Federated Board of Music has been arranged for June 9-14 and will be centered at the Grand Hotel, Scarborough. Eminent speakers and lecturers are expected to attend and will deal with scientific and educational problems which affect the national view of music in this country and endeavor to point the way by which the Federated Board may be able to link itself with the professional and educational elements. The various music trade associations will be well provided with opportunities for meeting and discussing their own particular interests. The Music Trades Association, as an instance, has arranged to hold its annual general meeting during the course of the convention. The mayor and corporation of Scarborough are to give a reception on the first evening and the social aspect is further augmented by a well-drawn scheme of entertainment, including a banquet.

#### How Records Are Made

Two of the current monthly magazines contain features of considerable interest to gramophone lovers. One of them is the new magazine, "Conquest," which, in its February issue, contains a six-page article on "How a Gramophone Record Is Made," with photographic illustrations of wax-masters, matrices, dies and pressing plants. It is fascinating in its complete treatment of the subject, and as it is free from technicalities will have a wide interest for readers. Its authoritative character may be judged

### FROM OUR LONDON HEADQUARTERS—(Continued from page 226)

from the fact that the photographs are those of the Columbia Works and processes. Another article that has exceptional value to record lovers appears in the March Pearson's Magazine, where Miss Margaret Chute, dealing with "Potted Music" as her subject, contrives to make many points concerning the actual recording of selections as distinct from the manufacture of records. In this there are numerous photographs of artists engaged in recording.

#### Music to Command!

Under the above all-compelling appellative an editorial-advertisement in a leading Belfast daily recently caught my eye. It attractively set out a list of gramophones of various well-known makes "actually on view and for sale." A perusal gave me the impression that there is one place above all others where Ulsterites may be sure of getting good service and good value. That is at Edison House, Belfast, where is located one of the most enterprising gramophone dealers to be found in the Emerald Isle, Thos. Edens Osborne—a very old subscriber to this journal. One is glad to single him out occasionally for mention because his work may help to disclose to other less wide-awake traders the value of persistent effort wisely directed. Apropos, it is a significant commentary that retail advertising is to-day mostly conspicuous by its absence!

#### "The Vesper"—A New Gramophone

Many new gramophones have been introduced to the British market in the last few months. According to the claims made on their behalf, each carries the merit of being "different," in one respect or another. To my mind, the difference is mainly one of exterior beauty, in that there is an evident tendency towards improvement of design. At one time a gramophone was self-revealed. There could be no mistake about it. But some of the beautiful "Period" art models

made to-day defy revelation, except when in operation. This attribute is particularly applicable to the "Vesper" gramophones made by the Standard Mfg. Co., Ltd. In design they take the form of cabinets, sideboards and other useful articles of furniture, and are made after various periods, as, for instance, Sheraton, Queen Anne, Adams, Jacobean, etc. The workmanship and general construction throughout are, without exaggeration, superb. They are made in the company's own factory at Acton. In some models the mouth of the tone chamber is at the back. A useful innovation, for, with the cabinet standing in the corner, the walls of the room act as sound reflectors, securing even distribution of tone. It is a bright, pure tone, well forward and not at all muffled, as in some cabinet instruments. The "Vesper" most certainly represents a big advance in the direction of fidelity in reproduction of mechanical music and its artistic clothing.

#### Edison-Bell Novelties

Messrs. J. E. Hough draw attention to their new Edison-Bell gold-plated semi-permanent chromic needles. These are issued in tin boxes containing 100 needles, each needle playing ten records. The price retail is 1s. 3d. per box, subject to a liberal trade discount. An order for 3,000 needles (30 boxes) will insure them being packed in a handsome cardboard box with hinged lid, which, when raised, forms a splendid show-card. Other attractive sellers from the same company are their automatic figures, which box or dance to music: No. 1, "The Dancing Nigger," will dance 100 different steps to the tune played, or No. 2, "The Boxing Darkies," give exhibitions of sparring which will cause roars of laughter. These amusing figures—painted in four colors and well made—can be attached to any gramophone in a moment while the

(Continued on page 228)

## The Sound Box That Has Beaten the Band

An All British Production of the Highest Grade; Marketed at Popular Prices

4—Models Only—4

*Export Quotations for Quantities at  
Extraordinarily Low Prices.*

LARGEST OUTPUT IN UNITED KINGDOM

Vernon Lockwood  
Manufacturing Co., Ltd.

76-78 CITY ROAD  
LONDON, E. C. I.



HOME TRADE OUTPUT BOOKED UP FOR SEASON 1919-1920. WILL MAIL SAMPLE SET 4 MODELS B.C.E.F.(one only) TO ANY RECOGNIZED JOBBER ON RECEIPT DRAFT, \$5 (DOLLARS)

## FROM OUR LONDON HEADQUARTERS

(Continued from page 237)

the record is being played and are sure to prove good sellers.

### Better Supplies of the Motor of Quality

One result of Mr. Balcombe's last visit to headquarters of the General Phonograph Corp. is the promise of more frequent consignments of motors. Indeed, it is much more than a promise, as I learn that supplies are coming along better than ever. Some big cheques have recently been paid on account of import duty—four-figure amounts in pounds sterling. The difference in the rate of exchange between England and America has accounted for an increase here by a few shillings in the price of the "Motor of Quality." "But," said Mr. Balcombe, in the course of an interview, "while this might have had a bad effect in the early days of our trading, it makes no difference of importance now that we are able to satisfy the trade both as regards quantity and quality."

Mr. Balcombe has good plans up his sleeve, so to speak, for the development of the company's trade this side, and from all I learned it is safe to predict that the General Phonograph people are out for a larger share than ever of British gramophone motor business. One of the best criterions is the all-round satisfaction which this mechanism insures to users.

As previously reported, when in the States Mr. Balcombe visited the company's various factories. "Their size and general efficiency of organization are really a revelation," said Mr. Balcombe, and he continued: "It is significant of the progress made out there that orders so far placed this year exceed the whole of the company's output during 1919. Yes, we are going some, and yet some more," were Mr. Balcombe's concluding words.

### O. B. E. for H. J. Cullum

The compilation of the list of war decorations and honors gained by gramophone men would make interesting reading. As far as I know, such a list is not in existence. Would it be too much for one of the British gramophone journals to undertake? There must be a good many members of the trade who merit public acknowledgment of splendid war service and honors gained. In this connection it is interesting to record the bestowal upon Mr. H. J. Cullum, managing director of Perophone, Ltd. (Lockwood), of the O. B. E., or in the language of the official announcement in the London Gazette—the Most Excellent Order of the British Empire, for services rendered during his tenure of office as

## Horn, Hornless and Table-Grand GRAMOPHONES

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Please State Your Requirements

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**"PERFECT  
POINTS"**



**Manufacturer of all Kinds of Sewing Needles**

## BRITAIN'S BEST Gramophone Needle

(Guaranteed made from High Carbon Steel)

IS MADE BY

**W. R. STEEL, of REDDITCH,**  
Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

### RESULT:

**A FIRST QUALITY NEEDLE far ahead of  
anything of pre-war quality**

**INQUIRIES SOLICITED**

Special Quotations for Quantities

a director of the mineral oils department, Ministry of Munitions. Congratulations!

### New Zonophone Records

The recent issues in Supplement No. 2 for 1920 of the British Zonophone Co. provide convincing proof of an excellent standard of artistic productions. To the ten-inch Celebrity double-sided series is added two records that have gained an immediate and large demand. G. O. 45, "Barcarolle, Op. 135 No. 1" (Spohr), and on the reverse "Celebre Gavotte" (Lulli), both rendered as violin solos by Miss Marjorie Hayward, with orchestral accompaniment. G. O. 46, "Doll Song From the Tales of Hoffmann" (Offenbach) and "Beauty's Sleep," by Arditi, are renditions also classified as Celebrity records, beautifully sung by Mme. L'Encognita. Of the twelve-inch double-sided issues there are two, A 256, "Delilah Valse," by Nicholls, and "Thrills Valse," by Ancliffe, rendered quite perfectly by the Black Diamonds Band. A-257, "Beauty's Eyes," by Tosti; "Down the Vale," Moir, two duets sung by Charles Coltham and Garker, and very nicely do they blend their baritone and tenor voices. Quite a treat to listen to. The ten-inch double-sided list is further added to by 1978 and 1979, on which the Black Diamonds Band are recorded very finely in "Sitka" (characteristic piece), by Jones; "Amina" (Egyptian serenade) by Lincke, and "Western Land," by Gay; "I'm Always Chasing Rainbows," arranged as a waltz by Pether. 1983, "Mammy O' Mine." "To Me It's Simply Heaven." 1984, "Take Your

Girlie to the Movies" and "Chong From Hong Kong"; 1985, "Love in Lilac Time" and "Take Me With You to Dreamland." These six popular songs are sung by a great favorite, Herbert Gayne, and if one can draw any distinctive attention it will be to call notice to "Love in Lilac Time" as "top hole." 1986, "God Sent You to Me" and "Because of You," are by that fine contralto, Miss Jessie Broughton. 1991, "The Wayside Chapel" and "De Cutest One," two really beautiful bell solos with orchestral accompaniment that you certainly cannot hear too often. The most sensational issue by reason of demand at this early date is No. 1992, "Dardanella" (fox-trot) by the Wild West Jazz Band, and on the reverse side "The Vamp," fox-trot, by the Black Diamonds Band.

### Important News Items in Brief

Eldridge R. Johnson, president of the Victor Talking Machine Co., was on a visit to London early last month (April).

The talking books and wonderful animal and bird records, the sale of which is in the hands of Herman Darewski, this side, are creating much interest generally. The trade demand is excellent, and as they become more widely known their sale will afford a good line for gramophone dealers of every class.

The entertainment side of the Prince of Wales' tour is well provided for. In addition to a first-class military band, the "Renown" carries one of the best "His Master's Voice" models and a representative selection of records.

### AUSTRALIA.

Herbert G. Polyblank,  
SYDNEY,  
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P. Carton,  
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SHEFFIELD.

**Songster  
Talking  
Machines  
Needles**

Manufactured by **J. STEAD & CO. LTD.**  
MANOR WORKS. SHEFFIELD ENGLAND.



# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 8.—Phonograph Record. Frederick W. Walthers, Malden, Mass., assignor of one-half to Thomas F. Lockney, Sharon, Mass. Patent No. 1,331,857.

In the use of phonograph records, such as those of the ordinary disk type, it is often difficult to readily position the needle or stylus of the sound box at the beginning of the record groove without some little time and trouble in preliminary or trial placings and adjustments thereof, particularly when the phonograph is located in a dim light, or in the case of persons of poor eyesight; this arising from the fact that the entire record, including the grooved recording portion and the smooth marginal portion adjacent thereto is usually an even shade of dull or dead black, and the relatively fine grooves of the recording portion do not differentiate this portion sharply or distinctly from the adjacent smooth marginal portion within or without the recording area, i. e., there is no clear or sharply defined line that is at all conspicuously visible between the recording area of the record and the adjacent smooth marginal portion. The prime object of the present invention is to provide an improved type of phonograph record wherein a sharp and distinct line of demarcation between the recording or grooved surface of the record and the adjacent marginal smooth surface is established, that will be conspicuous and readily observed even in an obscure light or without close inspection, so that a user can in-

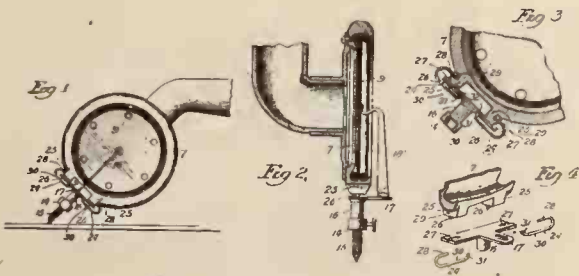


stantly and without any close care or preliminary trials, locate the recording stylus precisely at the beginning of the recording grooves. To this end the record is produced with its smooth marginal area within or without the limits of the recording grooves, or both, of a color contrasting sharply and distinctively from that of the recording or grooved portion.

Referring to the drawings, Figure 1 is a plan view of a record produced in accordance with the invention, showing both the outer and inner smooth marginal portions distinctively colored; Fig. 2 is a similar view on a smaller scale, showing only the inner smooth marginal portion distinctively colored, and Fig. 3 is a similar view showing only the outer smooth marginal portion distinctively colored.

**Sound Box.** Elmer Fletcher, Chicago, Ill., assignor to Fletcher-Wickes Co., same place. Patent No. 1,331,864.

The invention relates to sound boxes, and the object is to provide an improved connection be-



tween the needle support and the sound box. This application is a division of Serial No. 199,807, filed November 2, 1917.

In the drawings Figure 1 is a side elevation of

a sound box provided with the invention. Fig. 2 is a transverse section. Fig. 3 is a longitudinal section. Fig. 4 is a detailed perspective, showing the parts of the improved pivotal connection separated from one another.

**Support.** Thron H. Hawkes, Jr., Duluth, Minn. Patent No. 1,332,834.

This invention relates to means for supporting covers of cabinets in open position, and the principal object is to provide means whereby the support will be released, so that the cover may be closed by a movement of the cover.

Another object is to provide means whereby the opening movement of the cover will set the parts to hold the cover in open position and a further movement of the cover will move the parts to permit the cover to be closed.

Figure 1 is a view of a phonographic cabinet supplied with this invention; Fig. 2 is an enlarged detailed view showing the parts in position for supporting the cover in open position; Fig. 3 is a like view with the parts in another position; Fig. 4 is a sectional view of the supporting plate and some of the attached parts;

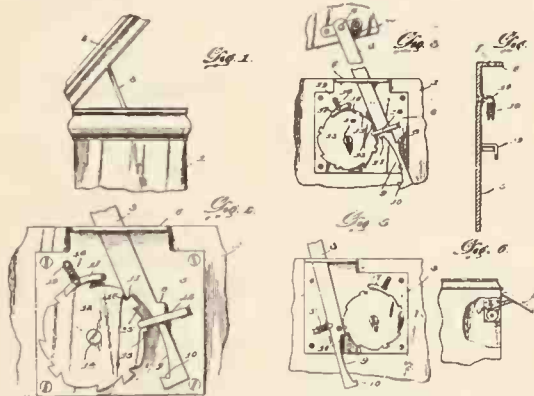


Fig. 5 is a view of a slightly different arrangement of the parts; Fig. 6 is a view of the device applied to a cabinet which has its door in one side thereof.

**Shifting Device and Stop Mechanism for Talking Machines.** Luther S. Hopkins, Dubuque, Ia. Patent No. 1,332,339.

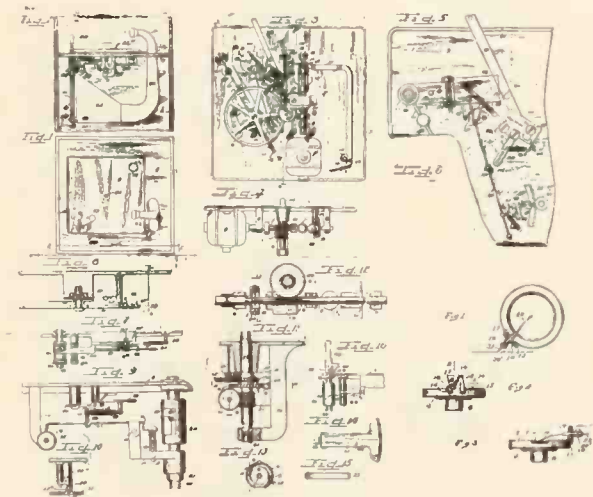
This invention relates to a shifting mechanism forming a part of the driving means of a talking machine, whereby a record may be replayed any number of times desired upon the machine, the mechanism operating automatically for the purpose, and with a stop device associated therewith which, when set for operation, serves to bring the driving means of the machine to rest at the completion of the playing of a record.

In illustrating and describing this invention a form of device is designed for use in conjunction with the Edison type of talking machine, but, of course, it is to be understood that with slight variation the same may be adapted for use on any talking machine.

It is an object, therefore, of this invention to construct a mechanism for driving the record carrying means of a talking machine, operating automatically to shift the reproducer or sounding arm back to initial playing position at the completion of the playing of a record to again play the record and continue so for as long as desired.

Figure 1 is a top plan view of a part of a talking machine equipped with mechanisms embodying the principles of the invention. Fig. 2 is a section taken on line 2-2 of Fig. 1, illustrating the mechanisms in elevation. Fig. 3 is a bottom plan view of the mechanisms shown in Fig. 2, with parts omitted and parts shown in section. Fig. 4 is a fragmentary detail section taken on line 4-4 of Fig. 3, with parts in elevation and parts omitted. Fig. 5 is a fragmentary bottom plan view of the mechanisms with parts omitted and parts shown in elevation. Fig. 6 is a fragmentary detail view of a portion of the mechanisms shown in Fig. 5. Fig. 7 is a fragmentary detail section taken on line 7-7 of Fig.

3, with parts shown in section and parts in elevation. Fig. 8 is a detail section taken on line 8-8 of Fig. 7, with parts omitted and parts shown in elevation. Fig. 9 is a sectional detail view illustrating a portion of the operating mechanism in side elevation. Fig. 10 is a detail section taken on line 10-10 of Fig. 8. Fig. 11 is a detail section taken on line 11-11 of Fig. 3. Fig. 12 is a detail section taken on line 12-12 of Fig. 11. Fig. 13 is a detail section taken on



line 13-13 of Fig. 12. Fig. 14 is a bottom plan view of a worm gear segment forming a part of the mechanisms. Fig. 15 is an end view thereof. Fig. 16 is a sectional detail illustrating the needle and recorder arm elevating mechanisms.

**Graphophone.** Abelardo Herbert, Lima, Peru, assignor to T. De Los Heros Y Jacome and Teresa Hendley, same place. Patent No. 1,332,722.

This invention relates to graphophones and particularly to mechanism for starting the motor, insuring its continuance to repeat the record being played, and for stopping the motor if repetition is not desired.

One of the objects of the invention is the provision of efficient means for automatically raising the sound box needle from the record disk at the termination of the record groove and holding this needle raised while the tone arm is swung outwardly from the center of the disk, and a simple mechanism for automatically dropping the needle on the record when it is desired to repeat the record previously played, or any part thereof, without the necessity of having to manually return the parts to a starting position, the sound box with its needle being capable of manual operation to place it in playing position upon a different record.

Further objects of the invention are to provide an efficient device for permitting the start of the motor by the act of moving the tone arm so as to bring its sound box in position over the outer portion of the record, this being accomplished by movement of a previously set brake from engagement with the plate which is rotated by the motor, and the arrangement of said braking mechanism so that it will automatically be brought into operative engagement with the



rotating plate when the record disk has been played, the sound box raised from engagement with the disk and the tone arm upon which it is mounted swung outwardly from its center.

In the accompanying drawings, Figure 1 is a top plan view of a graphophone showing the improvements. Fig. 2 is a view in side elevation of a portion of the tone arm, the sound box

(Continued on page 230)

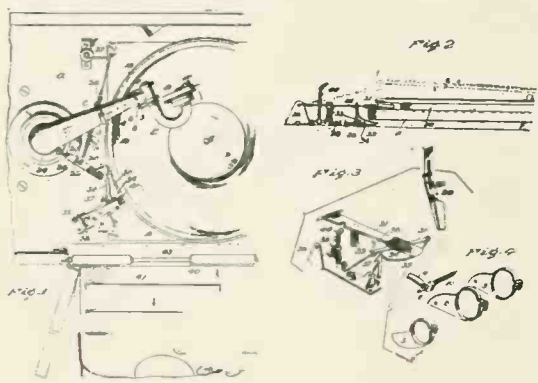
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 229)

and its support, showing improved means for holding the support elevated. Fig. 3 is a similar view, showing the needle in engagement with the disk. Fig. 4 is a detailed perspective view of a portion of the brake mechanism. Fig. 5 is a cross sectional view of the brake finger, on line 5-5, Fig. 4. Fig. 6 is a detailed view of the locking bolt. Fig. 7 is a top plan view, showing the means for effecting repetition of the record. Fig. 8 is a detailed perspective view of the means shown in Fig. 7. Fig. 9 shows a modification of the means for raising the sound box support from the disk. Figs. 10 and 11 show in side elevation the bar for moving the sound box support.

**Graphophone.** Abelardo Herbert, Lima, Peru, assignor to T. De Los Heros Y Jacome and Teresa Handley, same place. Patent No. 1,332,723.

This invention relates to graphophones and particularly to mechanism associated with means for stopping the motor to effect the removal of the record from playing position on the rotating plate.

The object of the invention is the provision of a very simple device which will automatically raise the record above the motor spindle to disengage the two and allow the disk by the centrifugal action imparted by the rotating plate to



be thrown to one side and deposited in a receptacle, the device being actuated in synchronism with the application of the brake to the rotating plate.

In the accompanying drawings, Figure 1 is a top plan view showing a portion of a graphophone equipped with the device. Fig. 2 is a view in side elevation of the tripping device, a portion of the record with its supporting plate being shown. Fig. 3 is a detailed perspective view of the several elements forming the trip mechanism. Fig. 4 shows in detail the parts forming the latch for the sound box.

**Multirecord-Phonograph.** Robert G. Brown, Swarthmore, Pa. Patent No. 1,334,076.

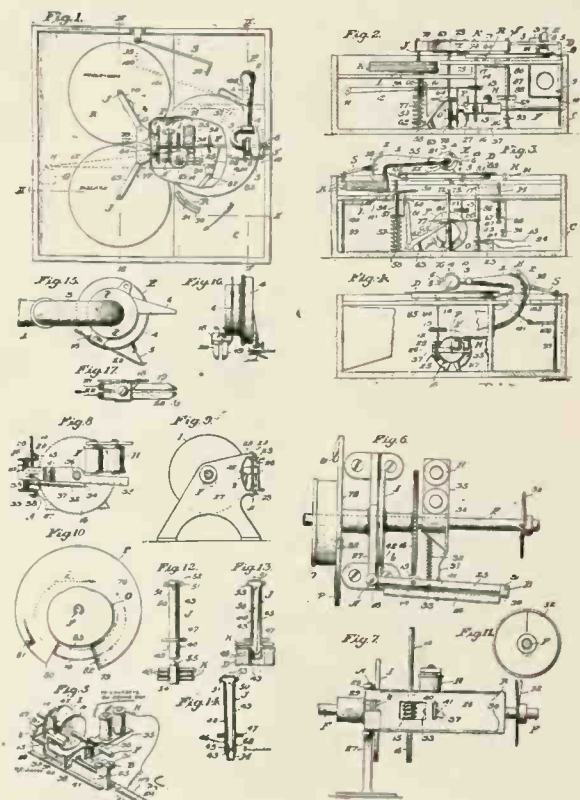
This invention relates to automatic phonographs for playing different records and it proposes a construction adapted more especially for handling flat centrally perforated disk-like records such as are employed in machines of the "Victor" type.

Such disk-playing machines as have heretofore been commercially available are capable of playing single records only, and make no provision for automatically playing a succession of records. The entertaining capacity of a phonograph is seriously impaired by the annoyance of successively placing different records on the machine and starting the machine on each occasion. It has long been recognized that if this could be done automatically, the

utility of such machines would be notably enhanced.

This invention has in contemplation a construction that will automatically play in succession any predetermined group of records, and which will automatically perform the various operations incidental thereto, such as lifting the stylus, substituting another record, returning the stylus to the proper starting point and placing it on the record so that it may play through the same.

Fig. 1 is a plan, partly broken away of a phonograph; showing the various elements more or less diagrammatically. Fig. 2 is an elevation of the same looking in the direction of the arrow II of Fig. 1. Fig. 3 is an elevation looking in the direction of the arrow III. Fig. 4 is an elevation looking in the direction of the arrow IV of Fig. 1. Fig. 5 is a perspective detail of the power connecting and disconnecting



means. Fig. 6 is an enlarged plan of the magnetic relatching and clutching mechanism. Fig. 7 is a side elevation thereof. Fig. 8 is an end elevation thereof looking in the direction of the arrow VIII of Fig. 7. Fig. 9 is an end elevation looking in the opposite direction. Fig. 10 is an enlarged plan of the cams controlling the roulette for transferring the records. Fig. 11 is a plan of the cam for determining the frequency of replaying. Figs. 12, 13, and 14 are views showing the action of the record grapple for picking up, playing and releasing the record. Fig. 15 is a detail showing in side elevation a sound-box with electrical contact means thereon. Fig. 16 is a front elevation of the sound-box, and Fig. 17 is a detail showing the electrical contact working fingers.

**Sound-Box.** Robert Head, New York, assignor to the Aeolian Co., same place. Patent No. 1,334,094.

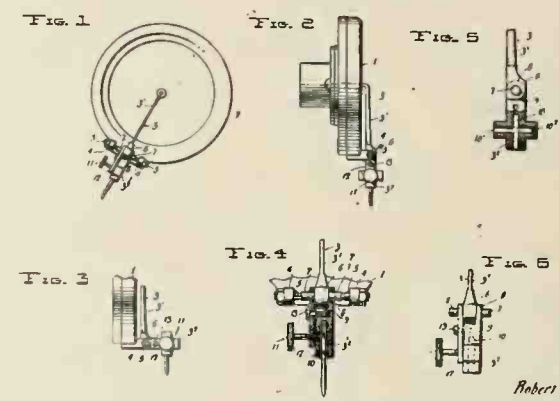
This invention relates to sound-boxes for talking machines, and in particular to those of the so-called convertible or universal type, which may be used to play records of both the vertical and the lateral-cut forms.

Under ordinary conditions, it is customary to employ a jewel-tipped stylus with records having vertical-cut or hill-and-dale sound grooves, and a sharp-pointed stylus or needle of steel or other suitable non-crystalline material with records having lateral-cut or zig-zag grooves. In certain known forms of sound-boxes, two separate stylus holders are provided, one for each character of stylus, and in certain other forms, a shiftable holder is utilized which is selectively movable from one position to another, according to the type of record to be played; but in both cases at least two separate clamping screws or their equivalents are necessary, for in the first case each holder has its own clamping device, and in the second case a screw or other

clamp is required to secure the holder in adjusted position.

According to the present invention, however, the arrangement is greatly simplified, and its cost of construction correspondingly decreased, by providing a novel and improved clamp for firmly and securely holding the movable holder in either of its two playing positions and also by providing a single clamp which serves both to retain the movable holder in adjusted position, and to maintain the stylus in place. Furthermore, the holder is formed with two separate stylus-sockets, one for use when one type of record is being played, and the other for use when playing a record of the other type; and both of these sockets are controlled by the aforesaid clamp, which will hold the stylus in position as well in one socket as in the other.

Fig. 1 is a face view of a sound-box equipped with the invention, the holder being positioned to play a lateral-cut record. Fig. 2 is an edge

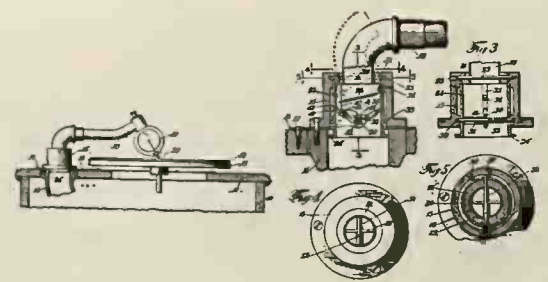


view thereof. Fig. 3 is a fragmental view similar to Fig. 2, but showing the holder adjusted to play a vertical-cut record. Fig. 4 is an enlarged, part-sectional detail view, showing the holder in Fig. 1 position. Fig. 5 is a part-sectional view of the holder, showing the two stylus sockets, but with the clamp omitted. Fig. 6 is a detail view, showing the holder in Fig. 4 position, but in side elevation instead of section.

**Tone Arm Mechanism.** Edward T. Condon, Jr., New York. Patent No. 1,334,351.

The invention relates more particularly to that class of talking machines in which the sound box is fulcrumed at the base of the tone arm. It has for its object means whereby the sound box and tone arm carrying same may be temporarily held in a raised position off the record, during the period the stylus is to be replaced and the record changed. A further object is to counterbalance the tone arm and sound box in order to reduce the pressure of the stylus upon the record. The foregoing positioning means, as well as the counterbalancing means, are so arranged within the tone arm base as to be entirely invisible and, therefore, do not detract from the appearance of the machine.

Fig. 1 is a fragmentary vertical section of a talking machine of the concealed horn type with fulcrumed sound box. Fig. 2 is an enlarged



detail vertical section of the tone arm positioning mechanism. Fig. 3 is a detail vertical section taken on the line 3-3, Fig. 2. Figs. 4 and 5 are horizontal sections taken respectively on the lines 4-4 and 5-5, Fig. 2.

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Advance RECORD BULLETINS for June, 1920.

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18666 Oh! By Jingol... Margaret Young 10
18670 Oh! How I Laugh When I Think How I Cried... Billy Murray 10
DANCE RECORDS
18659 Rose of Washington Square... Medley fox-trot, All Star Trio 10
VOCAL AND INSTRUMENTAL RECORDS
45177 Jesus, My Saviour... Olive Kline-Elsie Baker 10

- RED SEAL RECORDS
ENRICO CARUSO, Tenor
88616 Love Me or Not... Secchi 12
GERALDINE FARRAR, Soprano
87308 Star of Love... Le Baron-Kreisler 10
FLONZALEY QUARTET
(Adolfo Betti, first violin; Alfred Pochon, second violin; Louis Bailly, viola; Iwan d'Archambeau, cello.)
64874 Drink to Me Only With Thine Eyes... 10

COLUMBIA GRAPHOPHONE CO.

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49596 Dinorah—Ombra Leggera (Shadow Song)... Maria Barrientos 12
A2911 Baby Mine... Lucy Gates 10
A2897 The Want of You... Louis Graveure 10
A6145 Molly on the Shore (Irish reel)... Percy Grainger 12
MISCELLANEOUS
A2901 Oh! Reign, Massa Jesus, Reign... Fiske University Jubilee Singers 10
A2902 Swallow Tail and Green Fields of America (Irish reels)... Patrick J. Scanlon 10
A2916 Hawaiian Smiles (Waltz)... Hawaiian guitar duet 10
A2904 Emmet's Cuckoo Song... Yodler, Frank Kamplain 10
A2903 Boston Commandery March... Columbia Band 10
A2900 Smoky Mokes... Prince's Orchestra 10
NOVELTY RECORDS
E4562 Khaki Boys March... Bell solo, British Orchestra Accompaniment 10
A2913 Who'll Take the Place of Mary?... Peerless Quartet 10
A2915 Jean... Peerless Quartet 10
A2914 Hiawatha's Melody of Love... Lewis James 10
DANCE RECORDS
A2899 Hold Me... Fox-trot, incidental piano duet by Hickman and Ellis... Art Hickman's Orchestra 10
A2905 Swanee... Medley one-step, Intro.: Come to the Moon... Columbia Dance Orchestra 10

- Mystery. Medley fox-trot. Incidental chorus sung by Jack Kaufman. Intro.: 1. Poppy Blossoms; 2. The Time Will Come, The Happy Six 10
A2906 Oriental Stars—One-step, Prince's Dance Orch. Bound in Morocco—Fox-trot, Prince's Dance Orch 10
A6148 Left All Alone Again Blues. Medley fox-trot. Intro.: 1. Good Night Boat; 2. Whose Baby Are You? from "The Night Boat," Yerkes Jazarimba Orchestra 12
Alexandria. From "Aphrodite." Medley fox-trot. Intro.: 1. Goodnight Angeline; 2. Ain't You Coming Back, Mary Ann, to Maryland? Yerkes Jazarimba Orchestra 12
SPECIAL JUNE MID-MONTH LIST
A2921 Patches... Nora Bayes 10
A2928 Rose of Washington Square... Henry Burr 10
A2920 Shadows... Campbell and Burr 10
A2927 I'll See You in C-U-B-A... Fox-trot, Ted Lewis' Jazz Band 10
A2917 Along the Way to Damascus. Fox-trot, Art Hickman's Orchestra 10
A2929 Railroad Blues. Fox-trot. Yerkes' Southern Five Shake Your Little Shoulder. Fox-trot. Intro.: 1. You'll Be Sorry; 2. Dixieland Is 'Happy Land'... The Happy Six 10
A6150 Hiawatha's Melody of Love. Medley waltz. Intro.: 1. Land O' Dreams; 2. Always You, from "Joan of Arkansas"... Prince's Orchestra 12
Love's Rosary... Prince's Orchestra 12

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55002 Rigoletto—Caro Nome (Dearest Name) (Verdi). Soprano, in Italian. Vocalion orch., Evelyn Scotney 12
STANDARD SELECTIONS
30102 Carry Me Back to Old Virginny (Bland). Soprano and male quartet. Vocalion orch. accomp., May Peterson 10
55003 L'Ultima Canzone (The Last Song) (Tosti). Tenor, in Italian. Vocalion orch., Guido Crimi 12
SACRED SELECTIONS
14054 Holy Ghost with Light Divine (Thompson). Vocalion orch., Reed Miller and Royal Dadmum 10
Jesus Savior, Pilot Me (Gould). Vocalion orch., Shannon Four 10
INSTRUMENTAL SELECTIONS
24006 Rondino (Kreisler). Violin. Piano accomp., Maximilian Pilzer 10
Spanish Dance (Rehfeld). Violin. Piano accomp., Maximilian Pilzer 10
HAWAIIAN SELECTIONS
14055 Hawaiian Smiles (Mary Earle). Ferera & Kaile Wild Flower Waltz (Martens & Earle), Ferera & Franchini 10
14056 Honor and Love—From Monsieur Beaucaire (Sessary). Orch. accomp., Arthur Burns 10
Love's Rosary (Innella). Orch. accomp., Elliott Shaw 10
14057 Never (Davis & Pollack). Orch. accomp., Burr & Meyers 10
Who'll Take the Place of Mary (Cunningham-Gaskill-Mayo). Orch. accomp., Henry Burr 10
14058 Venetian Dreams (Klickman). Orch. accomp., Charles Hart and Elliott Shaw 10
Cuddling Arms (M. K. Jerome). Orch. accomp., Charles Hart and Elliott Shaw 10
14059 Sahara Rose (Donaldson). Orch. accomp., Peerless Quartet 10
I'd Like to Fall Asleep and Wake Up in My Mammy's Arms (Fred Ahlert). Orch. accomp., Peerless Quartet 10
DANCE SELECTIONS
14060 Rose of Washington Square (J. E. Handley). Fox-trot, Played by Harry A. Yerkes' Dance Orchestra 10
Sunny Tennessee (Fiorito). Waltz, Played by Harry A. Yerkes' Dance Orchestra 10
14061 Laughing Hyena (Fiorito). Fox-trot, Played by Novelty Five 10
Barkin' Dog Blues (Fiorito & Gorman). Fox-trot, Played by Novelty Five 10
14062 Sudan (Pollack). Fox-trot, Played by Harry A. Yerkes' Dance Orchestra 10
Just Like a Ray of Sunshine. Intro.: Who Wants a Baby? (Fiorito). Fox-trot, Played by Harry A. Yerkes' Dance Orchestra 10

EDISON AMBEROL RECORDS

- ROYAL PURPLE RECORDS
29052 Delì vieni, non tardar (Ah, Come, Nor Linger More)—Le Nozze di Figaro (Mozart). Soprano, in Italian, orch. accomp., Marie Tiffany 10
29053 Kentucky Babe (Geibel). Soprano, Orchestra Acc., Frieda Hempel and Lyric Male Quartet 10
REGULAR LIST
3988 Swanee (Gershwin). Orch. accomp., Al Bernard and Frank M. Kamplain 10
3989 Patches (Roberts-Callahan)—Fox-trot, for Dancing... Lopez & Hamilton's Kings of Harmony 10
3990 My Isle of Golden Dreams (Blaufuss)—Fox-trot, Tuxedo Dance Orchestra 10
3991 Yellow Dog Blues (Handy)—Fox-trot, for Dancing... Harry Raderman's Jazz Orchestra 10
3992 Flanagan's Night Off (Vaudeville Sketch), Ada Jones and Steve Porter 10
3993 When My Baby Smiles (Introducing "Nobody Knows") (Berlin)—Fox-trot, for Dancing, Saxophone, Xylophone and Piano... All Star Trio 10
3994 How Sorry You'll Be (Wait'll You See) (Kalmar-Ruby). Contralto and Baritone, Orch. accomp., Helen Clark and Joseph Phillips 10
3995 Comrade o' Mine (Thomas). Tenor, Orchestra accomp. (With Marion Evelyn Cox in the Refrain)... George Wilton Ballard 10
3996 Crimson Blushes (Lester) American Symphony Orch.

- 3997 Blues My Naughty Sweetie Gives to Me (Swanstone-McCarron-Morgan)—Fox-trot, for Dancing... Harry Raderman's Jazz Orchestra 10
3998 Buddies (Hilliam)—Waltz, for Dancing, Lenzberg's Riverside Orchestra 10
3999 County Fair at Pun'kin Center (C. Stewart)—a Rural Story... Cal Stewart 10
4000 Devil's Dream Medley Reels—Violin, Piano accomp., by Larry Briers... Joseph Samuels 10
4001 "O" (Oh!) (Gay-Johnson). Orch. accomp., Billy Murray 10
4002 My Friends, Morris and Max (Kalmar-Leslie-Ruby). Orch. accomp., Maurice Burkhardt 10
4003 Don't You Remember the Time? (Williams). Contralto and Tenor, Orch. accomp., Louise Terrell and George Wilton Ballard 10
4004 Pittsburgh, Pa. (Burns-Kissen-Ruby). Orchestra accomp., Monroe Silver 10
4005 Saxema (Wiedoeft). Saxophone, Orch. accomp., Rudy Wiedoeft 10
4006 Peggy Morét)—One-step, for Dancing, Lopez & Hamilton's Kings of Harmony 10
4007 Say It With Flowers (A. Von Tilzer). Tenor, Orch. accomp., Vernon Dalhart and Chorus of Girls 10
4008 Luegit vo Berg und Tal (Evening Prayer) (Huber)—Yodel song, in Swiss, Orch. accomp., Fritz Zimmerman 10
4009 Just Like the Rose—Fox-trot (introducing "Freckles"), for dancing, saxophone, xylophone and piano... All Star Trio 10
4010 Air for G String (Bach-Wilhelm)—Violin, piano accomp., by Robert Gayler... Joel Belov 10
4011 In the Shadow of the Desert Palm (Dulmage)—Soprano and tenor, orch. accomp., Betty Barrett and Harvey Wilson 10
4012 It's a Small World After All (H. Von Tilzer)—Baritone, Orch. accomp., Frederick Wheeler 10
4013 I Might Be Your "Once-in-a-While"—Angel Face (Herbert)—Soprano, orch. accomp., Leola Lucey and Mixed Chorus

EDISON DISC RE-CREATIONS

- 83039 Bonnie, Sweet Bessie (Gilbert). Soprano Alice Verlet Comin' Thro' the Rye (Anonymous). Soprano, Alice Verlet 10
82569 Gallie (Mokrejs), and Mighty lak' a Rose (Nevin). Contralto... Carolina Lazzari 10
When the Roses Bloom (Reichardt), Contralto, Carolina Lazzari 10
82570 Fra poco a me ricovero (Wild Flowers Soon Shed Their Bloom)—Lucia di Lammermoor (Donizetti). Tenor, in Italian... Guido Ciccolini 10
Les tringles des sistres tintaient (Gypsy Song)—Carmen (Bizet). Mezzo-soprano, in French, Margaret Matzenauer 10
82182 All Through the Night (Old Welsh Air). Contralto... Cyrena Van Gordon 10
Love's Garden of Roses (Wood). Contralto, Cyrena Van Gordon 10
80460 Melody in F (Rubinstein). Whistling, Sibly Sanderson Fagan 10
Serenata (Moszkowski), and Narcissus (Nevin). Whistling... Sibly Sanderson Fagan 10
80477 Roses of Memory (Hamblen). Soprano... Leola Lucey 10
80521 Dixie Lullaby (Dixon). Soprano, Mezzo-soprano and Contralto... Homestead Trio 10
Leaf by Leaf the Roses Fall (Bishop). Baritone and Tenor... Vernon Archibald and Lewis James 10
80522 Heaven Is My Home (Sullivan). Baritone, Thomas Chalmers and Mixed Voices 10
Shall We Meet? (Rice). Baritone and Tenor, Vernon Archibald and Lewis James 10
80524 La Zingarella (The Gypsy Girl) (De Giosa). Soprano, in Italian... Karl Jorn 10
50642 Heads Up March (Seltzer)... Conway's Band 10
Love's Message—Moreau Characteristic (Losey), Soder's Band 10
50643 Just Like the Rose. Fox-trot (introducing "Freckles"), for dancing, saxophone, xylophone and piano... All Star Trio 10
Sweet and Low. Waltz (introducing "Lonesome—That's All")... Tuxedo Dance Orchestra 10
50644 A Matrimonial Mixup, Negro Sketch, Billy Golden and Joe Hughes 10
Hippity Hop (Donaldson). Male voices, Premier Quartet

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22356 Mother's Hands (Clarke-Ager). Tenor, Harry McClaskey 10
Hiawatha's Melody of Love (Meyer), Sterling Trio 10
22357 Melodious Jazz (Merrill-Jerome). Tenor, Nobel Sissle 10
Jazz Babies' Ball (Bayha-Pinkard). Tenor, Noble Sissle 10
22358 The Hen and the Cow (Caesar-Bryan-Meyer). Tenor, Billy Murray 10
Down Barcelona Way (That Spanish Diddle-Dum-De-Dum), (Jentes-Fisher). Duet, Collins and Harlan 10
22359 Rose of Virginia (Caddigan-Story). Tenor and Baritone... Henry Burr and John Meyers 10
Shadows (Brennan-Rule)... Peerless Quartet 10
22360 I'd Love to Fall Asleep and Wake Up in Mammy's Arms (Lewis-Young-Ahlert). Tenor, Billy Jones 10
So Long Oolong (Kalmar-Ruby). Tenor, Billy Jones 10
22361 Whistle a Song (Meyers-Howard-Kornblum). Baritone... Joseph Howard 10
All That I Want Is You (Goodwin-Monaco). Tenor... Robert Bruce 10
22362 Oh! By Jingol! Oh! By Gee! (Brown-Von Tilzer). Tenor... Fred Whithouse 10
Profiteering Blues (Wilson-Bibo). Tenor, Billy Murray
DANCE
22363 Hold Me (Hickman-Black)—Fox-trot. (Wadsworth-Arden-Green)... All Star Trio 10

(Continued on page 232)

ADVANCE RECORD BULLETINS FOR JUNE—(Continued from page 231)

- Alabama Moon (Green)—Waltz, Tuxedo Syncopaters
- 22364 Karzan (Dulmage)—Fox-trot, Duane Sawyer and His Novelty Orchestra
- My Sahara Rose (Clarke-Donaldson)—Fox-trot, Duane Sawyer and His Novelty Orchestra
- 22365 La Veeda (Alden)—Fox-trot, Green Brothers' Novelty Band
- Zoma (Litchfield)—Fox-trot, Green Brothers' Novelty Band
- 22366 Mystery! (Cirina)—Fox-trot, White Way Novelty Orchestra (Joe Gibson-Dir.)
- Blue Diamonds (Caddigan-Story)—Fox-trot, White Way Novelty Orchestra (Joe Gibson-Dir.)
- 22367 Whose Baby Are You? (from "The Night Boat") Baritone, Henry Burr and John Meyers
- Old Man Jazz (Quaw)—One-step, Webb's Novelty Entertainers
- 22368 Manyana (Fier)—Fox-trot, Joseph Samuel's Orchestra
- Polly (Richmond)—One-step, Joseph Samuel's Orchestra
- REGULAR JUNE PATHE LIST
- 54045 La Traviata (Verdi) "Dei miei bollenti spiriti" (Wild My Dream of Youth) in Italian. Tenor Tito Schipa
- 54044 I Vespri Siciliani (Verdi) in Italian. Soprano Claudia Muzio
- STANDARD SONGS SUNG IN ENGLISH
- 22327 Ma Little Sunflow'r, Good-Night (Weslyn-Vanderpool). Contralto, Marion Evelyn Cox
- My Love Is a Muleteer (Bauer-di Nogero). Soprano, Rosalie Miller
- 25040 Spring Will Return With You (Stanley-O'Hara). Baritone, Percy Hemus
- In the Gloaming (Harrison). Baritone, Percy Hemus
- 22345 The Sailors' Chorus (Edwards-Parry). Piano Acc., Hayden Glee Club of Utica, N. Y.
- The Bloom Is On the Rye (Fitzball-Bishop). Tenor, Lewis James
- SACRED SOLO AND DUET
- 22273 The Lord Is My Shepherd (Passmore-Smart). Contralto and Baritone, Virginia Thatcher and Turner Roe
- Calvary (Vaughan-Rodney). Baritone, Elliott Shaw
- NEW INSTRUMENTAL RECORDS
- 22329 Let Me Dream (Sherwood-Gordon). Cornet Solo, Jules Levy, Jr.
- I'm Waiting for Ships That Never Come In (Yellen Olman). Cornet Solo, Jules Levy, Jr.
- 22255 Il Bacio (The Kiss) (Ciardi). Flute Solo, Nicola Laucella
- Loin du Bal, "Waltz Movement" (Gillet). Flute Solo, Nicola Laucella
- 22348 Orientale (Cui) (Violin, Cello and Piano), Tollefsen Trio
- Narcissus (Nevin) (Violin, Cello and Piano), Tollefsen Trio
- 27028 Liebesfreud (Kreisler). Piano Solo, Rudolph Ganz
- Ballet Music, from "Rosamunde," (Schubert). Piano Solo, Rudolph Ganz
- NEW BAND AND ORCHESTRA RECORDS
- 22330 Boston March (Allier), Garde Republicaine Band of France
- Roosevelt March (Roos), Garde Republicaine Band of France
- 40198 Stradella Overture, Part 1 (Flotow), Versailles Military Band
- Stradella Overture, Part 2 (Flotow), Versailles Military Band
- 40199 Prophet, "Coronation March" (Meyerbeer), New Symphony Orchestra (Arthur Bodanzky, Director)
- Rakoczy March (Berlioz), New Symphony Orchestra (Arthur Bodanzky, Director)
- 22344 Aphrodite, from "Aphrodite" (Goetzl). Concert Waltz, National Symphony Orchestra
- Woodland Dreams (Vargas). "Intermezzo," National Symphony Orchestra

GENNETT LATERAL RECORDS

- SELECTION
- 9025 Karavan (Wiedoeft). Fox-trot, Played by Paradise Novelty Orchestra
- Mystery (Johnson-Cirina). Fox-trot, Played by Paradise Novelty Orchestra
- 9031 Make That Trombone Laugh (Henry Sebolf). Novelty fox-trot, Harry Raderman's Orchestra
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- If You Could Care, from "As You Were" (Wimperis-Darewski). Tenor solo, Orch. accomp., Lewis James
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- 1002 Can't Yo' Hear Me Callin', Caroline (Gardner-Roma). Baritone Elliott Shaw
- Kentucky Babe (G. Buck-A. Geible). Male Quartet, Banjo accomp. Shannon Four
- 1003 The Heart Bowed Down, from "The Bohemian Girl" (Balfe). Baritone Harry Evans
- Then You'll Remember Me, from "The Bohemian Girl" (Balfe). Tenor Ralph Brainard
- 1004 When Irish Eyes Are Smiling, from "Isle of Dreams" (Olcott-Ball). Tenor, Orch. accomp. John Finnegan
- Mother Machree (Olcott-Ball). Tenor, Orch. accomp. John Finnegan
- 1005 My Wild Irish Rose (Chauncey Olcott). Orch. accomp. Peerless Quartet
- Annie Laurie (Scott). Orch. accomp. Peerless Quartet
- 1006 Nightingale Song, from "The Tyrolean" (K. Zeller). Soprano, Orch. accomp. with bird imitations Grace Kerns
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- Old Black Joe (Stephen Foster). Bass and Quartet Wilfred Glenn and Shannon Four
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- Traumerei (Schumann). Violin Solo, Piano accomp. Edmund B. Thiele
- 4003 Anvil Chorus. "Il Trovatore" (Verdi). Empire Military Band
- Miserere. "Il Trovatore" (Verdi). Empire Military Band

## COLUMBIA FORCES TO DANCE

Staff of Executive Offices to Hold Ball at Waldorf-Astoria on May 21

The employes of the executive offices of the Columbia Graphophone Co. will hold an informal ball at the Waldorf-Astoria Hotel on May 21. Lester L. Leverich, advertising manager of the company, is chairman of the various committees who are in charge of the evening's festivities, and, judging from all indications, this event will be even more successful than the previous Columbia affairs.

The German talking machine dealers, through their union, have been making considerable agitation over prices. A reduction all round is demanded. They have appealed to the Record Manufacturers' Association, and as a result of several conferences it is thought there is a strong possibility of retail price concessions being made.

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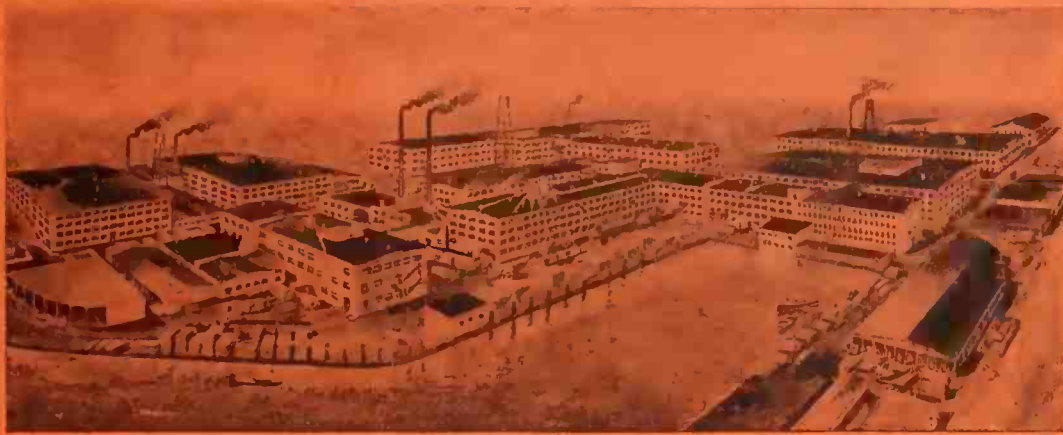
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