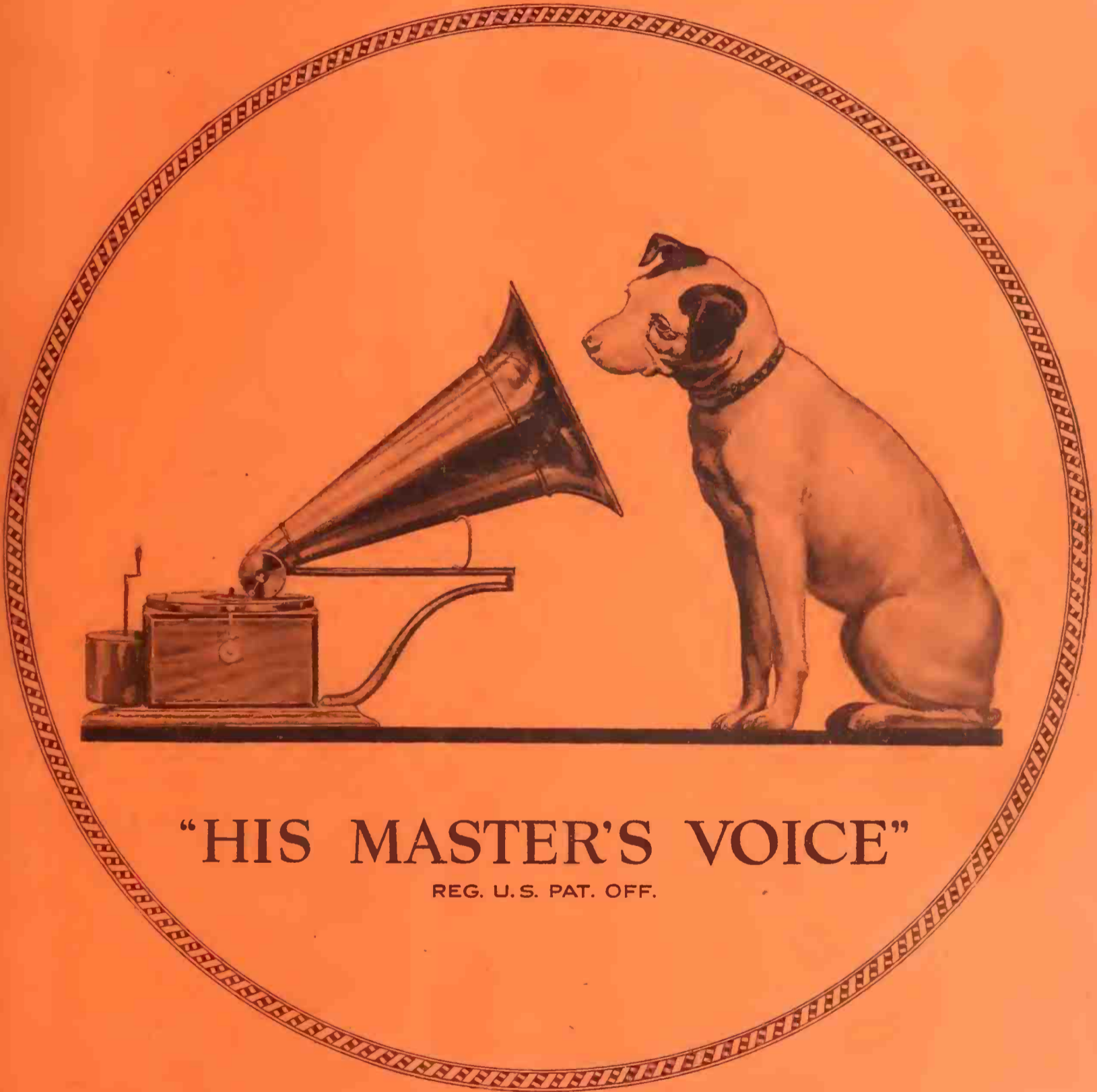


The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, October 15, 1922



“HIS MASTER’S VOICE”

REG. U. S. PAT. OFF.

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

Is New Quality Smashing the Old One-line Idea?

Why is it that more old-established one-line stores are taking the Sonora agency than ever before?

Why is it that more and more music lovers throughout the country are demanding comparison with the Sonora before they buy any instrument?

Because time and again Sonora has proved the magnificent beauty and truth of its tone, when fairly tested.

Because it is coming to be realized that Sonora, being the result of profound concentration on the part of a great company upon making a phonograph *only*, MUST have striking points of superiority over all other phonographs. "The Best Record is Better on a Sonora."

These facts mean a harvest of sales to every dealer who has the gumption to act, and act quickly, so as to get the benefit of this season's Sonora business.

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, President

279 BROADWAY, NEW YORK

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

**The Highest Class Talking Machine
in the World**

The Talking Machine World

Vol. 18. No. 10

New York, October 15, 1922

Price Twenty-five Cents

EFFECTIVE PROSPECT-GETTING PLAN

Services of Teachers and Mail Carriers Used to Secure Prospects by the Talking Machine Department of the Campbell Furniture Co.

After disastrous experience with canvassers, who would make unauthorized promises, misrepresentations as to price and all that, the talking machine department of the Campbell Furniture Co., of Piqua, O., discontinued the employment of strictly outside men and has developed a system of getting rural prospects through mail carriers and school teachers. Arrangements have been made with teachers in charge of rural schools to furnish the store with the names of live prospects in their respective districts. Of course the teacher not only knows the children under her tutelage, but often the parents and sometimes the actual home conditions. The teacher furnishing names of those who are open for, or could use, a talking machine is given a small commission on each prospect.

The rural mail carriers are used in a different manner. The teacher cannot actually talk machines or give time after school hours to selling. The carriers, on the other hand, at least those around Piqua, finish their routes at noon and have their afternoons free. They have their own automobiles, know the people living on their mail routes and are not only in a position to furnish names of prospects, but, where they develop possibilities as salesmen, the store uses them in the actual placing and selling of talking machines and records.

VICTOR SCHOOL TO OPEN IN PEORIA

Classes Under Direction of F. A. Delano to Be Held in Headquarters of Putnam-Page Co., Victor Distributor, November 6 to 9

PEORIA, ILL., October 5.—A Victor Salesmanship School, under the direction of F. A. Delano, who has had charge of the Red Seal School classes at the Victor factory in Camden, N. J., and who has been conducting salesmanship classes in New York, Buffalo, Washington and other cities, will be held at the headquarters of the Putnam-Page Co., Victor distributor, of this city, November 6 to 9, inclusive. The different phases of retailing, such as record selling, machine selling, stock keeping, etc., will be thoroughly gone into and Victor dealers and salesmen are eagerly looking forward to the opening of the school.

EDWIN G. EVANS HONORED

An honor of no small magnitude has been bestowed upon Edwin G. Evans, sales representative of C. Bruno & Son, Inc., Victor wholesalers, New York. Mr. Evans has received the nomination for treasurership of Darien, Conn., in which he lives. Mr. Evans' universal popularity with his neighbors and the fact that he has been nominated on the ticket that always wins in Darien make his election next November a certainty. It is stated that Darien's budget amounts to \$160,000 a year and, therefore, Mr. Evans will undoubtedly be a very busy man as he will assume these duties in addition to his usual occupation.

OPEN TALKER STORE IN WASHINGTON

WASHINGTON, D. C., October 1.—Charles Schwartz & Son, 708 Seventh street, N. W., are among the latest additions to the talking machine business here. The new concern has opened what is considered one of the largest as well as one of the most attractive talking machine stores in the city. The lines featured are the Vocalion, Edison and Brunswick.

UNUSUAL PUBLICITY FOR VICTROLA

New York Hippodrome Uses Giant Victrola in "The Grand Opera Ball"—Liberty Theatre Uses This Instrument in "Molly Darling"

The products of the Victor Talking Machine Co. are receiving some excellent publicity through the medium of New York theatrical productions. The famous New York Hippodrome and the Liberty Theatre are both using Victrolas in their current productions. At the Hippodrome the widely known Victor advertisement showing characters from the various operas issuing from an immense Victrola is reproduced on the stage as a feature of the act entitled "The Grand Opera Ball." Thousands of persons have already witnessed this spectacle, which is indelibly stamped on their minds, and undoubtedly many more will witness it. The instrument used in this production is a giant in size and the world-renowned Victor dog trade-mark of huge dimensions also plays an important part in the production.

"Molly Darling," the musical comedy which recently opened at the Liberty Theatre, which to a large extent is based on operatic characters, also uses a large Victrola as part of the stage property of the production, and here, too, thousands of people are having the Victrola brought to their attention.

TAKES OVER SWINEHURST MUSIC CO.

MANHATTAN, KANS., October 3.—R. H. Brown, formerly connected with the public schools of Kansas City, Mo., as a teacher of music, has purchased the business of the Swinehurst Music Co., this city. The name of the business has been changed to the R. H. Brown Music Co. Columbia Grafonolas and a complete line of musical instruments are handled.

High School Students Make Good Prospects

Written for The World by FRANK V. FAULHABER

The talking machine dealer who has been mailing letters as a means of attracting business may find, as did one dealer in Brooklyn, N. Y., that his appeals will not pull as effectively as when they are directed to a certain class of people. As the dealer explained: "Making your sales letters specific certainly will contribute toward their effectiveness, but I have found that a sales-letter campaign brings more returns when one's efforts are confined to attracting certain classes of people and telling those people why they should buy talking machines."

This talking machine dealer then went on to relate how he had overcome a problem that had been bothering him. He believes in mailing clever little letters to prospects, yet he realized the trade was not coming in response to his letters as it should. What did he do? Simply this: He felt that he should direct his appeals to other people, and he had a good reason, for in his case many of the letters went unanswered; therefore he decided to tackle his problem from another point—he would send letters to high-school students instead, addressing his appeals, of course, to them, and pointing out why and how talking machines could easily be bought on the instalment plan.

This enterprising talking machine dealer was fully aware that such a sales-letter stunt would be out of the ordinary, and for that reason alone should be particularly effective. Many talking machine dealers will, perhaps, send out letters to prospects including all classes of people, all of the letters being along the same lines. But the dealer in Brooklyn concentrated his efforts on high-school students, emphasizing

OUR EXPORTS OF TALKING MACHINES

Exports and Imports of Talking Machines and Records Show Improving Tendency as Compared With Last Year—Our Buyers Abroad

WASHINGTON, D. C., October 10.—In the summary of exports and imports of the commerce of the United States for the month of July, 1922 (the latest period for which it has been compiled), which has just been issued, the following are the figures on talking machines and records:

The dutiable imports of talking machines and parts during July, 1922, amounted in value to \$49,081, as compared with \$35,180 worth which were imported during the same month of 1921. The seven months' total ending July, 1922, showed importations valued at \$311,032, as compared with \$382,071 worth of talking machines and parts during the same period of 1921.

Talking machines to the number of 4,839, valued at \$181,193, were exported in July, 1922, as compared with 2,133 talking machines, valued at \$100,279, sent abroad in the same period of 1921. The seven months' total showed that we exported 28,042 talking machines, valued at \$1,001,020, as against 22,757 talking machines, valued at \$1,084,195, in 1921.

The total exports of records and supplies for July, 1922, were valued at \$74,440, as compared with \$128,761 in July, 1921. The seven months ending July, 1922, show records and accessories exported valued at \$611,250, in 1921, \$1,397,384.

The countries to which exports were made in July and the values thereof are as follows: France, \$99; United Kingdom, \$5,333; Canada, \$80,412; Central America, \$1,847; Mexico, \$23,029; Cuba, \$1,099; Argentina, \$9,574; Chile, \$2,299; other South America, \$7,179; China, \$5,313; Japan, \$13,827; Philippine Islands, \$4,256; Australia, \$7,593; Peru, \$3,756; other countries, \$15,577.

the advisability of purchasing talking machines for their parents.

He suggested that a talking machine be purchased as a birthday present, thus surprising a parent. Apart from the selling arguments that were stressed the dealer also pointed out how the young people could go about earning the necessary money to pay for the machines. In one letter he discussed the foolishness of spending money carelessly, money that often went for various useless odds and ends. In this wise he was implanting the art of thrift in the young people.

The results that accrued from the dealer's efforts assuredly satisfied him. Many of the high-school students visited his establishment to talk over the matter with him, having been invited to do this in the letters that were sent. It was said here alone the returns were more satisfactory than in the case where sales letters were mailed indiscriminately, with no definite object in view. As the dealer wisely observed: "Pick out your prospect, then confine your attention to that prospect."

High-school students often earn money outside of school hours, and those who do not can readily enough be encouraged to place themselves in the way of a few added dollars. Naturally, the talking machine dealer will find in them many prospects that can easily be turned into customers if but the proper effort is exerted. In many cases where parents cannot be induced to buy a talking machine their children assuredly represent logical prospects. Anyway, the experience of the Brooklyn dealer in the high-school field is worthy of emulation

Helping Customers to Get Greater Variety Into Their Record Collections :: By Frank H. Williams

One big reason why talking machines remain unused for long periods of time, collecting dust and acquiring an aged, neglected appearance, is that the owners haven't sufficient variety in their collections of records. Where the only records in a collection are jazz, or, perhaps, vocal or band, it is no wonder that the talking machine owner acquires that tired feeling which makes him inclined to feel that a machine is an unnecessary piece of furniture.

There is, therefore, a splendid chance for the live-wire talking machine dealer to get more business by helping the owners of lop-sided record collections inject more variety into their collections and, by getting this greater variety in records, to find more pleasure and profit in playing their instruments.

Most people, it should be remembered, are still somewhat shy in the matter of musical education. They know, perhaps, one musical instrument and so, when they come to buy talking machine records, the majority of their purchases are of selections of that one particular instrument, and this leads to insufferable monotony in music.

The alert dealer, realizing all this, could make a powerful appeal to the owners of lop-sided record collections by advertising or by sending out a personal letter which might read somewhat as follows:

"LET US HELP YOU GET VARIETY IN YOUR RECORD COLLECTION."

"We have found that many of the talking machine record collections of our customers are somewhat lacking in variety. Some collections, for instance, are heavy with violin selections, but have no harp records. Others are strong with piano pieces but neglect mandolin, vocal and band records, etc.

"Here's the idea: Make up a list of the records you have in your collection. Bring the list to us. We'll go over it carefully and suggest some new records which will give variety and tone to your collection and which will harmonize with your musical tastes. By getting more variety into your record collection you will find that you will get more enjoyment out of your phonograph.

"The greatest beauty of the talking machine is its versatility. You are not cashing in on your instrument as strongly as you might if you aren't getting the biggest possible variety of music out of it. Time and again we've found that people have experienced a greatly revived interest in music by the simple expedient of securing new records which give them greater variety.

"Of course we are glad to render this suggestion to you as a part of our regular service. We'll make

the suggestions of the records you might get in order to secure the desired variety in your collection, but our doing this entails no obligation on your part. You don't have to buy all of the records or any of them. It's entirely free service on our part. Come into our store and learn what sort of records you ought to add to your collection NOW!"

This sort of an advertisement or letter would be sure to attract attention and create a great deal of comment. It would, undoubtedly, bring some people into the store with lists of their records. And it would, then, be merely a matter of good salesmanship to sell some additional records to these people.

In addition to using this sort of copy in newspapers it would be a splendid idea to use a placard in the display window carrying the same sort of copy. And, as suggested, it would be advisable to use similar copy in direct mail advertising matter sent out to all of the store's regular customers and prospective customers.

This stunt, after the initial effort, could then be used effectively in other ways for attracting attention to the store and in boosting the store's business. The store could, for instance, very easily frame some exceedingly interesting window displays on this theme.

One such display could show a well-balanced collection of fifty records, including a good variety of all kinds of instruments and of all classes of music. Such a display would appeal to the average talking machine owner because the collection wouldn't be so big as to be beyond the reach of the average individual. The records in this display should be spread over the floor of the window so that people could read the titles for themselves. Then an accompanying placard might read as follows:

"IS THIS THE PERFECT RECORD COLLECTION?"

"There are fifty records in this collection, representing a splendid variety of instruments and various classes of music. It has been prepared with great care by music lovers who are experts in getting the greatest possible enjoyment out of their instruments. The collection is displayed for the purpose of suggesting new kinds of records to YOU which will make you get greater enjoyment out of your talking machine. Study this collection carefully. Then come into the store and let us tell you just how many jazz records there are in this collection, how many vocal selections, how many band records, etc.

"Get greater variety into YOUR record collection and get more enjoyment out of your talking machine."

This sort of a display would, undoubtedly, make a very deep impression on many people. It would set them thinking about the need of getting more variety into their record collections if they want to get greater enjoyment out of their phonographs and all this would lead to the store making more sales of records.

Also, by not listing the numbers of records in each classification included in the collection of fifty records the store would be arousing the curiosity of many people and this curiosity would bring them into the store, with the result that it would simply be a matter of salesmanship to make sales of records to the inquirers.

Another interesting window display which could be quickly and easily framed on this theme would be that of illustrating the sort of uneven record collections which some talking machine owners have. This could be done by means of diagrams.

For instance, a diagram might be arranged to show a typical lop-sided record collection. A long, vertical, heavy line might visualize the number of jazz records in the collection. Then very small, thin lines might be used to represent the number of high-class vocal selections and high-class instrumental selections in the collection. Another diagram might show a tremendous preponderance of high-class vocal pieces. Still another might show a collection top-heavy with violin or band selections.

People always like to look at diagrams in show windows. So such a stunt as this would attract a lot of attention. And this vivid way of visualizing the lack of variety in many record collections would, undoubtedly, have the effect of making many of the people who stop to look at the window enter the store and purchase records which would give greater variety to their collections.

Of course, with these displays and with similar displays the store should use window cards on which would appear strong copy emphasizing the fact that the greatest enjoyment of the talking machine comes when the record collection is completely and carefully balanced with a wide variety of all available forms of music representing the great vocalists both in operatic and popular fields and the celebrated instrumentalists popular the world over.

THE TALKING MACHINE'S HELPMATE



NYACCO Albums Aid Fall Business

Right Price, Service, Increased Sales, Quality, Strength and Durability—all are found in NYACCO albums.

These qualities mean dollars and cents to you. Plan now for your fall business. Plan to sell NYACCO albums this fall. NYACCO albums make satisfied customers and develop reorders.

Write us for quotations and prices — To-day.

Dealers, a beautiful colored display card, 11 in. by 14 in., mailed upon request.

JOBBERs and DISTRIBUTORS—How many do you want?

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

A. W. CHAMBERLAIN
New England Factory Representative
174 Tremont St., Boston, Mass.

CHICAGO
415-417 S. Jefferson St.

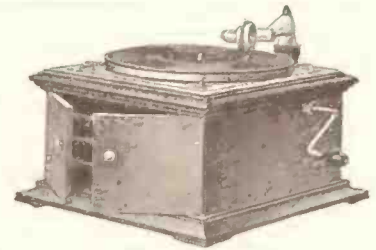
Western Coast Factory Representative, E. R. DARVILL—Munson Raynor Corp., 315 S. Broadway, Los Angeles, Cal.



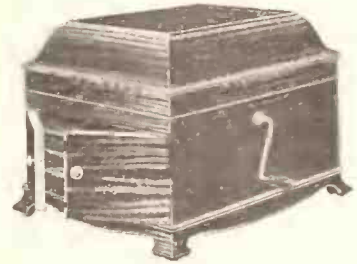
The Only Loose-Leaf Record Album on the Market

Victor supremacy is the supremacy of performance

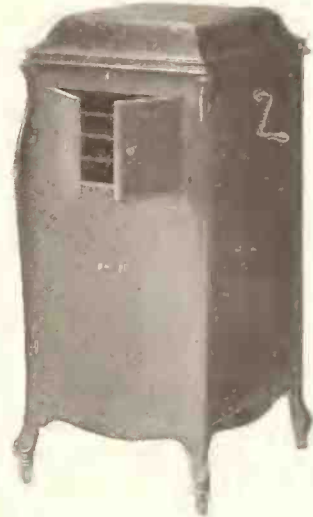
The universal recognition of Victor supremacy makes the Victor the safest, most reliable and so most profitable line for music dealers to handle.



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 100
\$150
Mahogany, oak or walnut



Victrola No. 120
\$275
Victrola No. 120 electric \$315.00
Mahogany or oak

Victor Wholesalers

- 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 Co., Inc.
- Buffalo, N. Y.....Curtis N. Andrews
Buffalo Talking Machine Co., Inc.
- Burlington, Vt....American Phonograph Co.
- Chicago, Ill.....Lyon & Healy
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co.
- Cincinnati, O.....Ohio Talking Machine Co.
The Rudolph Wurlitzer Co.
- Cleveland, O.....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
- Jacksonville, Fla..The French Nestor Co.
- Kansas City, Mo...J. W. Jenkins Sons Music Co.
The Schmelzer 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.
Knickerbocker Talking Machine Co., Inc.
Musical Instrument Sales Co.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.
- Oklahoma City, Okla.Oklahoma Talking Machine 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.
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 Co.
- 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.
Rogers & Fischer



"HIS MASTER'S VOICE"

Victrola

REG. U S PAT. OFF

Important: Look for these trade-marks. Under the lid. On the label.
Victor Talking Machine Company
Camden, New Jersey

How the Collection Department Can Co-operate With Sales Organization :: By Alonzo K. Foster

The instalment plan has grown to be an important part of the talking machine business and many establishments make a greater percentage of their sales in this way than on the cash basis. Now it would seem that where so much trouble is taken to gain the patronage of this class of customers an equal effort should be made by the management to retain their friendship with an eye to future business, but in many instances such is not the case.

Following the opening of an account and the purchase of a machine the customer comes in contact with the collector or the cashier of the firm more than with any other member of the business; therefore it would seem that these two employes should be selected with particular care, mainly because they possess those qualities of personality and courtesy which naturally appeal to the average customer and enhance the prestige of the firm. A man or woman acting in the capacity of cashier who handles the payments of customers has a wonderful opportunity of making friends and increasing the business of the firm. On the other hand, if the cashier or collector acts in a condescending manner when coming in contact with these people incalculable harm is being done to the business and the friendship of a customer with all that means in the way of future sales has in all probability been irretrievably lost.

The post of the person coming in contact with these customers is equally as important, if not more so, than that of the salesman, and the person selected for the position should not only possess a courteous and amiable disposition and a pleasing personality, but should also have some real sales ability.

In order to make the necessity for the above

qualifications clear, let us analyze by a concrete example their value to the firm. John Jones buys a talking machine on the instalment plan and each week or month, according to the arrangements made at the time of the purchase, he comes to the store to make a payment. He walks up to the desk where the payment is to be made and he is greeted by name, cheerfully and with a smile, and he is asked to sit down.

Cashier Handling Instalment Payments Should Be a Person of Tact and Possess Real Sales Ability

While the payment is being made the cashier, who should be familiar with the record stock, suggests new numbers which are proving popular and requests that he listen to several of them. If the customer is interested the cashier turns him over to the care of a salesman, who conducts him to a booth where the selections mentioned will be played. This plan not only results in sales but it implants in the mind of the customer the conviction that he is looked upon as a friend by the company, and if he does not make a purchase at the moment he will

surely do so when he does decide to buy records.

When the contract has been signed and the machine delivered it is up to the management to see that the customer stays sold and the cashier can be of material assistance in this direction. Many people purchase a new machine and find after using it a short time that minor troubles develop. When such is the case the customer often asks himself whether he received his money's worth and he develops an attitude of suspicion towards the store where the purchase was made. This can be overcome by the cashier by simply asking the customer when he makes his payment if the machine is rendering good service, and if some trouble has developed either instruct the purchaser how to overcome the difficulty or send someone to make the necessary adjustments.

In most establishments where there are instalment accounts the cashier is either behind a screen or looks out at a customer through a small window, takes the payment in a silent, impersonal and sometimes grouchy manner, passes out a receipt and the customer goes away feeling that he has intruded in entering the store. Sometimes, also, under this arrangement patrons are forced to wait in line before they receive attention, and the business is transacted in a semi-public manner which is distasteful to the average man or woman.

A small private office for the cashier will overcome these difficulties and at the same time furnish the means of closer personal contact. A bench or several comfortable chairs may be placed along the outside of the office for the comfort of patrons while they await their turn. The expense of making these arrangements will be amply repaid by the increased sales.



Sherman, Clay & Co.

Victor Distributors on the Pacific Coast

*Victrolas Victor Records
Victor Accessories*

Main Wholesale Depot:

741 Mission Street, San Francisco, Cal.

Branch Wholesale Depots:

10th and Santee Streets, Los Angeles, Cal.

N. W. Corner 13th and Glison Streets,
Portland, Oregon

Oceanic Bldg., Cor. University and Post Streets,
Seattle, Washington

330 West Sprague Ave., Spokane, Washington

5 DISTRIBUTING DEPOTS *for* YOUR CONVENIENCE

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak

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



Victrola No. 80
\$100
Mahogany, oak or walnut



Victrola No. 130
\$350
Victrola No. 130, electric, \$390
Mahogany or oak



Victrola No. 240
\$115
Mahogany or walnut



Victrola No. 260
\$160
Mahogany or walnut



Victrola No. 280
\$200
Mahogany or walnut



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

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

Victor Talking Machine Company

Camden, New Jersey

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, OCTOBER 15, 1922

CLEAR ROAD AHEAD FOR BUSINESS ADVANCE

THE end of the coal and railroad strikes and the enactment of the new tariff law, which have served to disturb business throughout the country to a greater or less extent for several months, are to be welcomed as opening the way for the resumption of business on a national and normal scale. While certain sections of the country, or rather definite localities, have suffered more than others from the effects of the two strikes, the threat of a Winter without adequate fuel for factories and homes and the abandonment or at least disarrangement of transportation facilities naturally had a bad effect upon the business of the country as a whole. Happily these disturbing influences are now removed.

In view of the confidence with which the talking machine trade has entered into the Fall season—a confidence that has proved itself through the medium of substantial orders—the settlement of the disturbing factors in question should bring about a volume of sales in excess of even the most optimistic forecasts. Calculations of Fall requirements were for the most part made when the strike shadows still hung over us and, with that danger removed, there is nothing on the horizon that should tend in any way to interfere with the development of a business that, while it may not break records, will at least bring in substantial profits.

"TALKER" ENLARGES SPHERE OF USEFULNESS

THOSE who have kept in touch with the development of the talking machine record during the past decade will naturally hesitate to make any prophecy regarding the status of that sound-recording medium ten years from to-day, from the fact that almost every month there is discovered some new field of usefulness for it.

Originally intended by the inventors simply for the recording and reproducing of business correspondence, the talking machine record found its first great field as a musical entertainer, coming back into the business and commercial world on a large scale later. Then came the conquering of the field of education with the resultant placing of talking machines and record libraries in practically every school throughout the country. We find also the talking machine used for the teaching of languages, and for the circulation of speeches of noted men. Then, too, have come talking machine records to make the taking of physical exercise pleasant

and easy, as well as records for the training of the voice and for other purposes, including the advertising of real estate auctions.

In fact, there seem to be few fields that have not been invaded by the talking machine record in one way or another. Each new field thus uncovered is calculated to do its share in insuring the permanence of the talking machine and, consequently, of those engaged in the producing and marketing of machines and records.

Some day perhaps some historian will take it upon himself to write a real history of the industry and embody therein the romance so closely interwoven with it.

A MOST SIGNIFICANT TRADE DEVELOPMENT

ONE of the best indications of the confidence in the future felt by the majority of members of the retail talking machine trade is the amount of new equipment that is being installed in talking machine stores and departments throughout the country. During the past few months there have been scores of establishments either entirely remodeled or partially remodeled with a view to giving more needed space to the demonstration and sale of talking machines and records, and one of the largest manufacturers of booths and other store equipment for talking machine dealers has reported a record-breaking number of installations of such equipment, in many instances running into thousands of dollars for a single store.

A retailer may talk optimistically because he feels that is the proper thing to do, and because it is calculated to dispel any feeling of distrust he may hold regarding the future of his business, but the man who backs up his optimism by spending real money to improve and enlarge his establishment certainly has some basis for his calculations regarding coming business demands. Incidentally, the character of talking machine stores is being improved steadily until there is hardly one without a sizable battery of soundproof demonstration booths and record-selling facilities that make for speed, accuracy and, most important, more sales. It is a most encouraging development and a condition complimentary to the good sense and ambitious efforts of the dealers as well as a recognition of the sales-creating value of artistic store installations. Broadly considered it is a trend indicative of the health and permanency of the industry.

BETTER HOMES AND BETTER MUSIC

THERE has just been celebrated throughout the country what is known as "Better Homes in America Week," with various individuals and organizations joining together to support the propaganda of better homes and better home equipment, on the theory that improvement in homes and living conditions means improvement in the character of our citizenry.

At the instance of the Music Industries Chamber of Commerce music trade interests in a number of sections co-operated more or less actively with local committees with a view to emphasizing the rightful position of music in the modern home of culture and refinement, and it is to be hoped that numerous talking machine dealers took advantage of the opportunity to hook up with this new propaganda.

It is unfortunate there are so many movements constantly under way that the public has become rather indifferent and does not respond readily to special celebrations or events. There is hardly a week during the fifty-two when there is not being featured some propaganda or another, but when a movement such as that for better homes is under way it is well deserving of the support of those who are merchandising the products that go into the rapidly increasing number of better homes in America.

Any movement that makes for better home equipment makes directly for sales of musical instruments, particularly of talking machines as they possess the advantage, through the medium of records, of providing both entertainment and the means for a musical education.

IMPORTANCE OF CONTINUOUS ADVERTISING

FOR the next few months at least there will likely be a considerable volume of talking machine advertising in local newspapers as well as in magazines of national circulation with the idea of arousing public interest to the buying point during the holiday season. Such advertising naturally has a very stimulating effect upon retail business, but it is unfortunate that so many members of the trade, manufacturers as well as retailers, are inclined to use

the bulk of their advertising appropriation within a certain season such as during the Fall or Winter months, and then cut down or eliminate it for the remaining six months of the year.

Perhaps it is well to increase advertising appropriations at certain seasons, say just prior to the holidays, but that does not get away from the fact that to be effective advertising should be continuous and conducted on a year-round basis. It is well enough to declare that there is a natural dropping off in business in the Summer, and that liberal advertising during the Spring and Summer months is not calculated to bring in enough business to make it a paying proposition. This is very true so far as it applies to the man who spends \$100 for advertising one day and expects to get it back in increased business the next, but for the individual who understands the theory of advertising and has some general appreciation of its cumulative value the thought is not so much what business will be brought in the next day, but what business can be developed in the future through means of publicity.

There have been a number of concerns in all lines of trade that owe the continuance of their business on a substantial basis throughout the war and post-war period to the fact that they believed in continuous advertising and adhered to that policy despite the upward and downward trend of business. By keeping at it they developed and maintained an advertising momentum that proved their salvation.

The manufacturer or retailer should no more discontinue his advertising during any given period than he would discontinue his selling effort. If a man only went after his sales prospects three months at a time and then left off for two or three months some competitor would land the sale. He knows this and "keeps on the job" until the deal is either closed or definitely lost. Yet, advertising is simply selling through the printed word and the same danger of deferred interest applies.

MONEY TO BUY MUSICAL INSTRUMENTS

THOSE who are of the opinion that a large proportion of the population is not at the present time in a financial position to purchase musical instruments of the better sort have a surprise

coming to them in the report of the American Bankers' Association to the effect that there are nearly 27,000,000 savings bank depositors on record, or an average of more than one depositor for every family in the United States.

It is significant that during the past couple of years, while the country has been going through what has been termed a period of depression, the number of savings bank accounts and the amount of deposits in such accounts have been increasing at a rate that has surprised even bankers in close touch with the situation.

The record may be taken to indicate that the spirit of thrift has gained ground in the United States and that the great majority of our people are putting aside a very sizable portion of their incomes for the coming "rainy day." With the money actually available, even in savings accounts, and with the public trained to save, the musical instrument salesman has an opportunity before him that should in no wise be neglected.

If there is anything at all in the slogan "Music As an Aid to Thrift," which has been put forward by the music industry for the past couple of years, then it should be capitalized right now. It may not be that the 27,000,000 savings bank depositors represent that many prospective talking machine or piano buyers, but certainly a very substantial proportion of them are in a position to be convinced of the desirability or rather necessity of owning a musical instrument of some sort.

INTEREST IN MUSIC IS STEADILY EXPANDING

FROM various sections of the country during the month have come reports of a more general attention given to music in the public schools in various cities. In certain localities general music instruction is being attempted for the first time and in others definite school credits for music study are to be allowed. Then, too, plans are announced for the holding of music weeks and particularly music memory contests during the Fall months. With all these musical activities under way, and with the time for spending evenings indoors approaching, there is real reason to look forward to the selling at retail of a very substantial volume of talking machines, records and all kinds of musical instruments.



SIGNALS

Vanderbilt 3584-5-6-7

Call these signals and Pearsall's team work will put you through for a big gain.

Ask any Pearsall dealer—he'll tell you.

"Desire to Serve—Plus Ability"

10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

Methods of Modern Business Management-- How Best to Figure Percentage :: By G. W. Hafner

Manager of G. W. Hafner, Inc., Chicago.

Tradition says figures don't lie. Yet the wrong interpretation of figures may throw the head of the business completely off the track. Mercantile agencies report that a large number of commercial failures are directly due to the proprietor's or manager's belief that the business is making a profit, when, as a matter of fact, it is running at a loss. And the reason for this is that, in at least the majority of cases, the business man has been deceived by the use of percentages in allowing for profits.

What Is Percentage

In using percentages as a tool to work with we should have a clear understanding of what percentage is. Percentage is a standard of comparison for amounts, just as a thermometer is a standard of comparison for temperature, or an inch, foot or yard is a standard of comparison for lengths. The word "percentum" means 100 parts or 100ths. Therefore, amounts are compared by per cent or hundredths, as lengths are compared by inches and feet and temperature by degrees.

Accordingly one amount compares with another amount as each contains a less or a greater number of 100ths in the same manner that one temperature compares with another temperature according as it contains a greater or less number of degrees, or that one length compares with another length as it contains a greater or less number of inches. It is seen from this that percentage is simply a means for measuring figures.

How to Find Percentages

In finding percentages we always have a clearer view of the matter if we put the figures in the shape of a fraction. Percentage, from the viewpoint of mathematics, is fundamentally nothing else but decimal fractions. You say that 50 is one-half of 100. That means that 50 is fifty one-hundredths or 50 per cent of 100. Likewise 20 is twenty one-hundredths or 20 per cent of 100, and 10 is ten per cent, and 5 is five per cent. The principle here is the same as that governing the change of common fractions into decimals, which is: "Divide the numerator by the denominator" or "divide the upper figure of a fraction by the lower."

To illustrate let us assume that the annual sales of a certain business amount to \$100,000.00 and that the annual expenses aggregate \$25,000.00. What we want to determine, first, is what percentage of \$100,000.00 is \$25,000.00. To do this we put the figures in the shape of a fraction and divide the upper figure by the lower, thus:

$$\begin{array}{r} 25000 \\ 100000/25000.00/.25 \\ \hline 20000.00 \\ 500000 \\ 500000 \end{array}$$

We find, then, that the total yearly expenses of \$25,000.00 represents 25 per cent of the total

Percentage Is a Standard of Comparison for Amounts as the Thermometer Is the Standard for Temperature

yearly sales of \$100,000.00. And we know from this that, in making up our selling prices, we must add 25 per cent for expenses, plus whatever margin of profit we desire to make.

Why Anticipated Profits Are Not Realized

This is all apparently simple enough. And yet it does not always work out just right, it seems. Let us see, then, what it is that tangles up so many of us in attempting to handle percentage.

For purposes of illustration, let us take, first, the method of the business man who knows nothing about what his expenses are. He has perhaps heard some other man in the same trade or industry say that he figures to make 10 per cent profit, and because that is what he

thinks others are asking he will figure something like this on a sale, which costs him, say, \$20.00:

Cost of goods	\$20.00
Add 10% of \$20 for profit.....	2.00
Total.....	\$22.00

He will probably mark the goods to sell for \$25.00, thinking that the extra \$3.00 will cover his overhead expense and that he will make his 10 per cent profit and perhaps a little over. Let us see, now, what has really happened:

Cost of goods	\$20.00
Expense 25% (not of \$20, but of \$25, which will be explained later)	6.25
Total cost	\$26.25
Sales price	25.00

Net loss \$1.25
or 5 per cent of the selling price.

Next let us illustrate the method of the business man who knows, from last year's figures, that his expenses amount to 25 per cent of his sales, but does not know how to apply that knowledge correctly. Probably his estimate will show up like this:

Cost of goods	\$20.00
Expenses 25% of \$20	5.00
Profit 10% of \$20	2.00

Total..... \$27.00
Let us see what has happened in his case:

Cost of goods	\$20.00
Expenses 25% of \$27 (instead of \$20)....	6.75

Total..... \$26.75
Sale price

Net profit \$0.25
which is .926 per cent (less than one per cent) of the sale and not ten per cent.

The differences between actual and anticipated profit, developed in the above illustrations, are due entirely to the fact that two different bases have been used in arriving at the results. In the first instance the percentage of expense of 25 per cent was arrived at by using the sales at selling prices. In the second instance this percentage was applied to the sales at cost prices. This is the error too often made by business men.

Suppose the cost of a given article or commodity is \$1.00 and a merchant wishes to add a margin of 33 1/3 per cent to the selling price, how would he figure it? Adding 33 1/3 per cent to the cost will not give the desired result, because:

33 1/3 per cent of \$1.00 equals 33 1/3 cents.
\$1.00 plus 33 1/3 cents equals \$1.33 1/3, or the selling price.

33 1/3 cents divided by \$1.33 1/3 equals 25 per cent.

Hence, instead of earning 33 1/3 per cent on the selling price, as he had planned, the business man would actually earn 25 per cent only, because different bases were used in the calculation.

The following table gives the equivalent percentage to be applied to cost prices in order to secure a given margin of profit on selling prices:

Desired Per Cent on Selling Prices	Corresponding Per Cent on Cost Prices	Desired Per Cent on Selling Prices	Corresponding Per Cent on Cost Prices
25	.333	38	.613
26	.351	39	.639
27	.370	40	.666
28	.390	41	.695
29	.410	42	.724
30	.430	43	.754
31	.450	44	.786
32	.471	45	.818
33	.493	46	.852
34	.515	47	.887
35	.538	48	.923
36	.563	49	.961
37	.587	50	1000

Rule for Figuring Percentages

In this matter of figuring percentages the very first thing we must get a firm hold on is this: The sale price represents 100 per cent.

To figure by per cent intelligently we must have somewhere something that represents 100 per cent, which in this case is the sale price. When we attempt to figure any part of the
(Continued on page 12)

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Greater City Phonograph Co., INC.
311 SIXTH AVE. Tel: Chelsea 9237 NEW YORK
SONORA DISTRIBUTORS EXCLUSIVELY
for New York, Staten Island & the lower Hudson Valley

The superiority of the Sonora is as marked
as the ease with which it sells.

"Sonora & Sales are Synonymous"

INCREASED SALES

MORE AND MORE EVERY DAY FROM NOW ON!

Promising

The season is better than promising! Already, instrument sales have livened up and other marked increases, particularly in record sales, must inevitably follow. The great opportunity is here!

Albums both support and promote your record sales, first by filling an absolute requirement, second, by extending an invitation to owners to systematically collect more records.

Best of all, Peerless albums augment your immediate profits by enabling you and your clerks to increase each unit of sale, because they are irresistible to all who seek quality at a reasonable price.

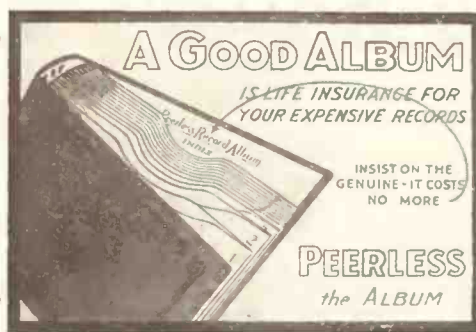
Peerless carrying case, announced here, is another popular merchandise item which will put an additional figure on most of your cash sale tickets if you will stock it and begin to push it now.

Phil Ravis



Now! On the threshold of your biggest season—with three months of constantly growing demand ahead of you—is the time to lay in your stock of

PEERLESS —the Album



Display This Sign—It Will Sell Peerless Albums for You—Send for Yours at Once.

Regrets in merchandising follow lost sales opportunities. A full shelf of Peerless albums, a window display of Peerless albums, in fact, any showing of Peerless albums about your store means dozens, often hundreds, of additional cash sales.

A NEW ACCESSORY PEERLESS RECORD CARRYING CASE



Here is a new salesman, a strong, durable, waterproof record carrying case with big dealer profits and a lower retail price.

Accommodating 25 ten or twelve-inch records, this case, substantially built, with brass trimmings, suit-case handle and double strap fasteners, will find favor with a large majority of your customers.

Manufacturers of:—

- Peerless All Grades of Record Albums
- Peerless "Big Ten" Albums
- Peerless Record-Carrying Cases
- Peerless Interiors for Victrolas and Phonographs
- Peerless "Classification Systems"
- Peerless Record Album Sets for All Make Machines
- Peerless Record Stock Envelopes
- Peerless Delivery Bags
- Peerless Photo Albums

It Does Make A Difference What Albums You Sell

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY
San Francisco
942 Market St.

636-638 BROADWAY
NEW YORK

L. W. HOUGH
Boston
20 Sudbury St.

HOW BEST TO FIGURE PERCENTAGE
(Continued from page 10)

whole as 100 per cent we immediately get into difficulty. All component parts are measured as 100ths of this 100 per cent. Hence,

If expenses represent	25%
And profit represents	10%
We have accounted for..... 35%	
And the cost of the goods must, therefore, represent	65%

Making the sale price..... 100%

In other words, the \$20 cost of goods is 65 per cent of the sale price, which sale price is represented by the total of 100 per cent.

In figuring percentages of this kind the following rule must always be observed:

Divide the amount of the cost by the percentage it represents—the answer will be the sale price.

\$20 divided by 65 per cent equals \$30.77, which should be the selling price of the merchandise, provided the price paid for the goods is \$20, expenses are 25 per cent of the sales, and the dealer wishes to make a profit of 10 per cent net.

How do we know this is correct? A method to be of any value must be susceptible to mathematical proof. Let us therefore prove the proposition thus:

Cost of goods.....65%	of 30.77 equals	\$20.00
Expenses	25%	of 30.77 equals 7.69
Profit	10%	of 30.77 equals 3.08
Total.....	100%	\$30.77

This method is absolutely correct, whether it is applied to a 50c sale or to a \$500 sale.

The selling price is 100 per cent, or the whole. All component parts are represented by 100ths, or percentages of the whole. There is nothing in the entire equation that represents 100 per cent except the selling price. Hence, all percentage computations should be based on the selling price.

Good advertising is 85 per cent brains and 15 per cent goods to back it up. Brains include knowing what to say and how, when and where to say it.

MR. AND MRS. PILGRIM ENTERTAIN

Many Guests at Dinner Given in Connection With the Celebration of Twenty-fifth Wedding Anniversary at the San Remo Hotel

W. G. Pilgrim, treasurer and assistant general manager of the General Phonograph Corp., and Mrs. Pilgrim were hosts at an enjoyable dinner given at their apartment in the San Remo Hotel, New York, a few weeks ago. The occasion for this party was Mr. and Mrs. Pilgrim's twenty-fifth wedding anniversary, and congratulatory telegrams and letters were received



Notable Guests at Mr. and Mrs. Pilgrim's Twenty-fifth Anniversary Dinner

from Mr. Pilgrim's friends throughout the country.

Mr. Pilgrim has been associated with the General Phonograph Corp. for the past six years, and through his exceptional executive acumen has won the admiration and respect of every member of the organization. He has been "right-hand man" to Otto Heineman, president of the company, ever since he entered

the organization, and his knowledge of administration and finance has been an important factor in the success of the General Phonograph Corp. Among the guests at the dinner were Mr. and Mrs. Otto Heineman, Mr. and Mrs. Adolph Heineman, Mr. and Mrs. M. Sampter and P. G. Vogel. It was a most enjoyable evening.

GROWING BUSINESS AT PANDORF'S

Builds Up Substantial Business With Victor and Brunswick Lines in One Year

CINCINNATI, O., October 3.—One of the most successful and progressive talking machine es-

tablishments in this city is Pandorf's Music Shop, 3949 Spring Grove avenue. The Victor and Brunswick lines are handled exclusively, and K. W. Pandorf, proprietor of the concern, through energetic merchandising policies, has succeeded in building up a substantial trade, although in business only one year. Mr. Pandorf states that the outlook for the future is exceedingly bright.

DAUGHTER OF F. E. EDGAR A BRIDE

Miss Enid Horton Edgar, Eldest Daughter of Well-known Piano Man, Becomes the Bride of Leon Soderston, the Prominent Artist

Miss Enid Horton Edgar, eldest daughter of Frank E. Edgar, the well-known and popular member of the wholesale staff of the Aeolian Co., was married at noon on Saturday, September 16, to Leon Soderston, prominent young artist of New York. The ceremony was performed at the Edgar home in New Haven, Conn. Mr. and Mrs. Soderston left at once on a fortnight's honeymoon in the White Mountains and upon their return will make their home in Pelham, N. Y.

GRANBY EXHIBIT AT OHIO FAIR

TOLEDO, O., October 3.—Among the exhibitors at the Ohio State Music Exposition, held in this city September 26 and 27, was the Granby Phonograph Corp., of Newport News, Va. This exhibit was under the auspices of Charles Kennedy, Cleveland jobber of the Granby line, and Thomas McCreedy, sales manager of the company.

Mr. McCreedy has rapidly assumed charge of the sales end of the business and, following a conference held at the New York offices of the company between Mr. McCreedy, O. P. Graffen, New York district manager, and J. F. Stapleton, general manager of production, an extensive Fall campaign was entered into which is already bringing results.

SON OF ENRICO CARUSO WEDS

Enrico Caruso, son of the world-famous tenor and Victor artist, was married recently to Miss Eleanor Canessa in Naples, Italy, according to advices from that city. The bride's father was a close friend of the late singer and is well known in Naples' social circles.

SEND FOR YOUR SAMPLE TO-DAY

This is the New Design



Mr. Victor Retailer—

Would you spend 15c to bring a customer into your store and keep your name constantly before a Victrola owner? We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building Record Brush. *YOUR ad inserted without extra charge.*

KNICKERBOCKER TALKING MACHINE CO.

Victor Wholesalers

138 West 124th St.

New York City



The Radio Dealer and the R C A Sales Policy

The dealer who handles RCA apparatus, who displays the RCA symbol, is more than a customer of ours, more than a trade-outlet. He is an integral part of the RCA organization, as much so as our laboratories, factories, and sales force.

Hence, the sales policy of the Radio Corporation of America considers not only prices, but merchandising helpfulness. It includes the building of public confidence in RCA dealers. It protects the RCA dealer by enabling him to offer only apparatus which has been developed by the foremost research organization in the world and which has been thoroughly tested before it is announced. It is concerned not only with the present, but with the future.

The dealer who is interested in future as well as in present profits cannot afford to associate his good name with apparatus manufactured by mere speculators.

Of These Things the R C A Dealer Can be Sure:

1. The Radio Corporation of America by protecting its own good-will and name protects his.
2. The Radio Corporation of America is an organization that systematically conducts research to improve the art of radio broadcasting and communication. Its Radiolas, Radiotrons and other apparatus always embody the latest approved discoveries. The RCA dealer is always sure of carrying in stock the best apparatus that can be produced at the time.
3. No other radio manufacturing company conducts systematic, nation-wide advertising on such a scale as the Radio Corporation of America for the benefit of the dealer.

Among R C A distributors are the following famous music houses:

ALBANY RADIO CORPORATION, Albany, N. Y.
LANDAY BROS., Inc., New York City

LYON & HEALY, Chicago, Ill.
W. F. FREDERICK PIANO CO., Uniontown, Pa.



Sales Department, Suite 2076
233 Broadway, New York, N. Y.

District Office
10 South La Salle St., Chicago, Ill.

Making the Telephone a Most Profitable Sales Medium for the Dealer :: :: By J. S. Bell

The telephone can be made not only an effective but a profitable sales medium if it is intelligently used by the bright salesman who is after the elusive record customers. The live talking machine store keeps a list of its customers and when they fail to show up for any reason a call is probably made upon them, or letters sent, informing them of the latest records by eminent instrumentalists or singers. When this doesn't succeed in arousing interest or enthusiasm it has been found very effective to play over the phone some of the newest and best records to the elusive record customer. All that is necessary is to hold the transmitter of the phone close to the amplifier of the talking machine and an excellent reproduction of the record is conveyed to the ear of the listener.

A talking machine salesman, who has had quite some success along this line, told the writer the other day that he had awakened the interest of a great many old customers for records through this medium. It is a well-known fact that a great many users of talking machines tire of the instrument once in a while, and this is largely due to the absence of new records. The playing of the same old pieces time and time again—no matter whether they are classical or jazz—creates a feeling of weariness that results in indifference to the merits of the instrument. This is the class of people the salesman arouses by means of playing records over the phone. He creates a "desire" for records and thus demonstrates his skill as a psychologist and as a salesman.

This little happening illustrates the necessity for constant action, continued attention, even to the minutest phases of merchandising. No

salesman can be certain that he has a 100 per cent of satisfied adherents in his list of customers. Human nature is not built that way. There is always a continued flux in the domain of buying as in everything else, but the dealer or the salesman who, by persistent, intelligent efforts, perfects and puts into operation plans that will keep his house and his product well

Interest of Slow Customers Can be Awakened by Using the Telephone Intelligently as Sales Stimulator

before the attention of his customers is unquestionably bound to reap a larger percentage of sales than those who are content to drift along without making any effort to hold or expand their trade.

The dealer or salesman has an important mission these days. New interest in the talking machine and records must be developed and every effort must be made along these lines. By meeting discouragements with a spirit of optimism and alert persistence there is no question that the salesman on the battle front will

succeed in bringing about the much-desired business activity. This Fall and Winter should be distinguished by the absence of sluggards in the sales fields. Men of action are needed who will inaugurate and develop a campaign that should mean high scores in the talking machine sales field.

W. H. NOLAN BUYS VICTOR SHOP

APPLETON, Wis., October 2.—William H. Nolan, formerly connected with the Louis Buehn Co., of Philadelphia, Pa., has purchased the Carroll Music Shop, this city, from Mr. and Mrs. E. F. Carroll. The new proprietor is in the East making arrangements to secure the Eight Victor Artists for a local concert. The Victor line will be handled exclusively.

NEED OF CONSTRUCTIVE PUBLICITY

The need for real constructive advertising—advertising with an idea in it—was never so necessary as to-day, particularly in the retail field. Manufacturers or distributors have really a duty in this respect to their dealers. They must get close to them and lead them into safe and correct paths in the retailing of their products. Where this has been done dealers are manifesting a new spirit in the domains of publicity and salesmanship.

Salesmanship should rarely, if ever, use destructive criticism. Value each piece of merchandise, each musical composition, for its own points and never condemn it for lacking what it does not embody.

BE PREPARED!

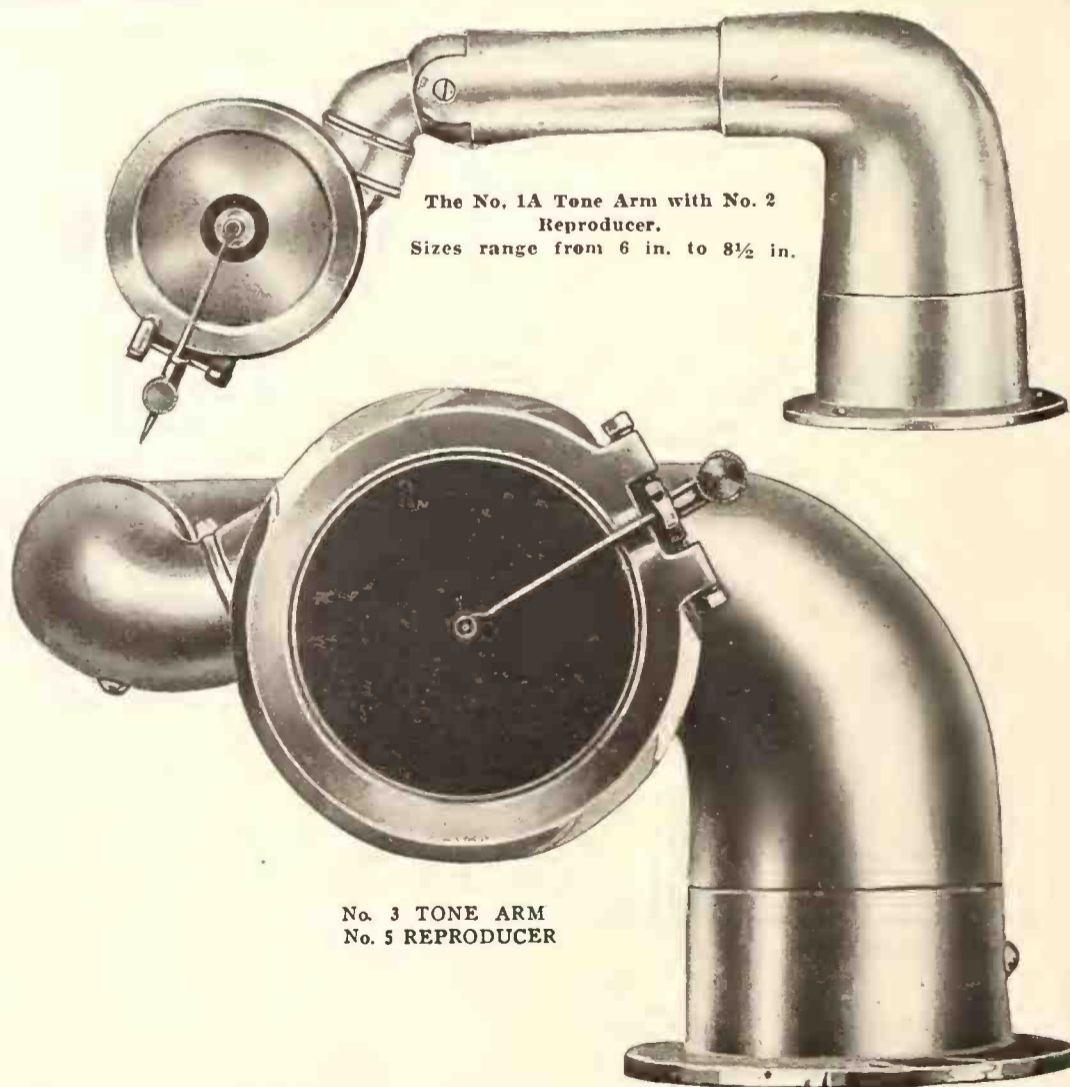
AN old slogan—but one that fits the occasion. FALL is here, bringing renewed business—a rush of orders. Are YOU prepared?

WE can fill your requirements for tone arms and reproducers. Quality? The best. Prices? Very reasonable. And above all, Service. Our plant is working at top speed, and we are in a position to guarantee prompt shipments.

LET US HEAR FROM YOU

Mutual Phono Parts Manufacturing Corp., 149-151 Lafayette Street
New York City

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



Classification of Recordings Lends Force to Sales and Advertising Drives :: By Frank L. Parsons

Unlimited opportunities for bringing his record stock before the public in a forcible manner are open to the merchant who takes advantage of the large variety of recordings which compose his library and turns them to good use in his advertising and window displays. The operas, foreign language records and several types of popular recordings offer unsurpassed material for effective window displays and may also be used as the basis of an advertising campaign in the interests of this branch of the business. The merchant should strive for one result, and one result only—quick stock turnover at a profit, and this can only be brought about by intelligent merchandising, i. e., an appeal to the music-loving public which is different from the average run and which not only sticks in the minds of prospective customers, but which also tends to suggest his store in connection with the goods advertised when a purchase is contemplated. There are three methods of making an appeal of this nature which have been found most productive of results: Advertising, direct-by-mail literature and window displays.

First, let us consider advertising. In comparatively few cases does the dealer use special space in the newspapers to advertise his record stock. In most cases he either combines machines and records in his ads or neglects the latter almost entirely. Of course, most people take it for granted that where talking machines are sold records may also be obtained. While this is true the fact remains that no special effort is made in the advertising to create a desire on the part of owners of machines to buy certain records and, consequently, the dealer sells only those records information of which may have been obtained by the customer from another source and then he may be assured that only people who have been his steady customers will come to him for these selections. This in itself is very well, but the dealer is the loser because his stock turnover depends too much on outside influences and there is nothing to attract new customers who may be purchasing their records from one or more other local establishments.

The following suggestions for an advertising campaign in the interest of the record end of

the business should prove of value in stimulating the demand for records of all classes: For the purposes of the campaign list your records according to composers, artists, operas, languages, various musical mediums, such as vocal, orchestra, violin, etc. Now, if it is your desire to push records of a certain composer list these records in an attractive manner in the advertisement. The theme may be carried still further by a very brief sketch of the composer. This adds the human interest touch

Effective Method of Bringing the Record Stock Forcibly Before Public in Windows and Advertising

which is often hard to secure and which is one of the secrets of effective advertising.

There are many people who particularly favor the work of a certain artist and this liking may be taken advantage of by advertising the recordings of the various artists in a manner similar to the above. Of course, one complete advertisement should be devoted to the recordings of a single artist.

The operas, foreign language records and other types of recording could be treated in generally the same manner with excellent results. The foreign language records offer an especially attractive field for advertising of this character. In every community people of a certain nationality predominate and in the larger cities there are Slovak, Italian and German sections, the people of which the dealer can reach in this manner. Special care should be exercised to display the ads in such a manner that they will attract the attention of these people. If there are any foreign language pa-

pers in your community make it a point to advertise recordings of the nationality represented by the newspaper through that medium. For example, if there is an Italian newspaper in your city reach the readers through that paper and advertise only records made in the Italian language. The operas are especially popular with these people. The same plan should be followed if there is a local Jewish newspaper, etc.

The dealer should strive to break the monotony by giving to each advertisement an individual touch, so that the interest of the public will not wane and that, on the contrary, they will begin to look for the ads. Each advertisement should also tell a story designed to, first, attract attention; second, arouse interest, and last, but not least, stimulate action. The latter is really the reason for all advertising. If there were no possibility of action—that is, the desire for ownership carried out by making a purchase—there would be no use in spending good money for advertising.

Another form of advertising is direct-by-mail literature. In this case many dealers have departed from the old method of merely sending the record supplements to the list of customers each month and are employing various new and more or less effective means of increasing their sales. Most of the departures from the old methods consist merely of a letter to the prospect containing a list of the records which the dealer thinks will please the particular prospect to whom it is sent. Sometimes, also, a postcard containing the same message is sent. Now, this plan has proved extremely profitable to those dealers who have employed it, but there is little doubt that if it were enlarged the returns would increase in an equal measure. The advertising campaign carried on in the newspapers could be supplemented by sending direct-by-mail literature to customers. This literature should carry out the ideas suggested in the newspaper advertising. Probably the most effective stunt would be to alternate; that is, while the advertising centers around the works of a certain composer the direct-by-mail literature should con-

(Continued on page 18)



'PHONE FITZROY 3271-2-3



Forewarned is Forearmed

We believe there is going to be a shortage of Victor products this Fall, and the "wise" Victor retailer should bring his stock up to the highest possible standard of efficiency. Ormes service to the retailer is based on a thorough knowledge of present-day problems and requirements.

Who's your Victor jobber?

ORMES, Inc.

15 West 37th Street

New York

It is easy to sell what you believe in!

THE great success of the phonograph business rests on the fact that in practically every human being is a lively hunger for *good* music. In the exact degree to which you can satisfy that hunger your sales will increase—no more, no less.

As a phonograph and record merchant are you fully aware of the musical beauty of Columbia Records?

In selling Columbia Records do you know you can truthfully say, "In all the realm of music there is nothing finer than the selections which bear the Columbia mark."

If you can say this with solid conviction and prove it, can't you see how Columbia Records will sell themselves? You can easily prove this fact to yourself so completely that nothing can unsell you. You can prove it to your customers in the same way.

For instance—"A Dream," by Bartlett, Columbia Record A-79287, is one of the most beautiful lyric ballads ever written. As sung by Charles Hackett, it is one of the most beautiful records ever made. Other artists

have sung this song for other record makers, giving their interpretations. They are excellent. But Hackett has given it a touch of tender sweetness and sympathy beyond compare. His voice, his way of

singing it are exquisitely perfect. When the song is ended and the listener rouses from his reverie he wants that little chunk of rapture for his own.

Do you know this Columbia Record? Have you ever compared it closely with the same selection in any other make? Do it and you'll be absolutely convinced that "A Dream" as Columbia has made it has never been equaled. Make the same comparison for any customer and he will prefer the Columbia rendition to any other. Don't take our word for this. Test it out on yourself or your customers.

Another example—Columbia Record 49666 is a tenor and baritone selection by Hackett and Stracciari of the "Solenne in quest ora" duet from Verdi's opera, "La Forza del Destino." If one is familiar with this song, as made by other record manufacturers, one knows the song to expect. But when one listens to these two magnificent voices as they blend and burst into the enchanting harmonies of this operatic gem he listens fascinated. It is a thrill of complete musical satisfaction that is as rare as it is wonderful.

If you haven't heard this Columbia Record you have a treat ahead. Get it! Let its beauty sink into you. Then get records of the same selection as made by others. They are great, too, but any one with or without a trained ear will say the Columbia recording and the beautiful balance of the voices in the Columbia Record are infinitely better. Play these competing records, one after the other, to any customer, don't tell him which is which, and he will tell you to wrap up the Columbia.



Columbia



Are you aware of the veritable gold mine of fine music which Columbia Records offer you as customer winners and profit makers?

Are you able right now to play for your customers a programme that will give them a fair idea of the excellence of Columbia music?

If you want to stamp Columbia quality into the minds of your customers so they will never forget it, we suggest you order the following Columbia Records, then get their competitors and make a demonstration. Play them incognito and you'll be more than surprised at the result.

"A Dream." Tenor Solo. "Souvenir." Violin Solo.
Charles Hackett. 79287. Kerekjarto. 79708.

"La Forza del Destino" "Fiddle and I." Soprano
(Solenne in quest ora). Solo. Hulda Lashanska.
Hackett and Stracciari. 78391.
49666.

"Pirate Dreams." Soprano
"One Fine Day." Soprano Solo. Hulda Lashanska.
Solo. Rosa Ponselle. 49571. 77878.

After all, you and Columbia are not selling records. We are in the wonderful business of selling happiness, pleasure, amusement. The name Columbia on the record, the name of the selection, the name of the artist are so many handles by which the buyer grasps identification.



Records

Columbia Graphophone Co.
New York



The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

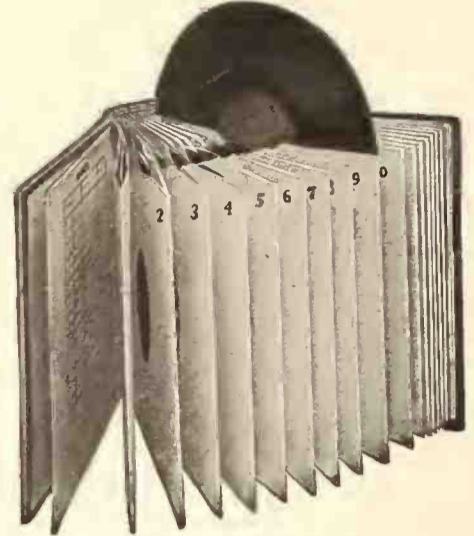
To the Trade:

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

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

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

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



THE PERFECT PLAN

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

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

CLASSIFICATION OF RECORDINGS

(Continued from page 15)

concentrate on the recordings of a certain artist or opera. When the "composer" campaign is concluded the direct-by-mail literature should bring these recordings forcibly to the attention of the public, thus the repetition will have its full effect and the dealer is practically certain that his campaign has reached the attention of those who for some reason have failed to notice it in the newspapers and, furthermore, those people who have made up their minds to purchase certain records and have let the matter slip their minds will be reminded and more sales will result. The completeness of an advertising campaign determines its effectiveness and no opportunity should be neglected to round out the drive in such a way that the greatest possible force will be given to it. The money spent will be found a sound investment and once the dealer realizes what he can accomplish by well-directed advertising he will never return to haphazard methods.

Undoubtedly one of the most important means of bringing talking machines and records before the public is through the medium of attractive window displays. A wise plan is to tie up the window display with the advertising campaign and the plan suggested for moving records through publicity can be visualized and amplified through the window display. Take, for example, the records made by McCormack. A number of these placed in an attractively arranged window are bound to be more effective than a conglomerate mass of discs of various kinds. A neatly printed card in the window should explain the nature of the display and contain a list of McCormack's recordings and, if possible, a large picture of this artist should be placed in a conspicuous position. A window display of this character is not only sales producing in its effect, but it

is inexpensive. These displays also have the advantage of being quickly made and, therefore, the dealer can change them more frequently than would be the case where an elaborate layout is used.

ANENT COAL SUPPLY FOR TRADE

Music Industries Chamber of Commerce Addresses Letter to Federal Fuel Distributor Setting Forth Requirements of Industry

In addition to its recent appeal to the governors of fourteen States for consideration of the needs of the music industry in the matter of coal, the Music Industries Chamber of Commerce has addressed letters to the Interstate Commerce Commission and the Federal Fuel Distributor at Washington, D. C., calling attention to the requirements of the industry and the set-back to its recovery from two years of dull business which a coal shortage would cause between now and the first of the year.

The letter points out that a recent survey made by the Chamber shows that retailers' stocks of musical instruments are now at a minimum and they are depending upon heavy shipments of merchandise from the factories during October, November and December to provide stocks for the anticipated Fall and holiday business.

Replies received from the fourteen governors to whom letters on this subject had previously been written indicate that the interests of the music industry will receive consideration either from them or from the fuel administrators who have already been appointed in many States.

The Greensboro Music Co., Victor dealer, of Greensboro, N. C., is featuring the Victor line in a series of excellent window displays, which are deservedly attracting considerable attention in that city and locality.

USING BILLBOARDS TO ADVANTAGE

Stewart-Jones Co., Memphis, Tenn., Advertising Starr Co. Products on the Highways

MEMPHIS, TENN., September 30.—The Stewart-Jones Co., the Starr Piano Co.'s agent for Starr pianos, Starr phonographs and Gennett records in Memphis, has placed on the main roads leading into the city ten signboards, as shown. These are in several colors and make a most



Stewart-Jones Co.'s Striking Sign

attractive appearance, standing out in a very prominent manner. The boards are approximately 10 by 15 feet.

The placing of these attractive signs by the Stewart-Jones Co. is only another step in its progressive campaign in advertising the Starr Piano Co.'s products in its locality and the company predicts a great deal of good from them.

Life is not so short but that there is always time for courtesy.—Emerson.

Patented
1914



Patented
1914

Quality and Price = Satisfaction

The Reputation of Boston albums has been built upon Quality and Price. The quality is of the highest possible kind and the price is the fairest.

When two factors such as these stated above are combined there is only one result—Absolute Satisfaction.

Absolute Satisfaction to one's self and his customers means a steady influx of good business.

Boston albums are conducive to good business. Do you handle them?

BOSTON BOOK COMPANY

501-509 PLYMOUTH COURT CHICAGO, ILL.

Okeh Factories Are Working Day and Night



Three years ago Okeh Lateral Records made their first bow to the public. A few dance numbers and a popular song or two comprised the list.

Today—Okeh factories are working day and night to supply the demand. Today—the Okeh line has expanded to include every musical classification, and beyond—Okeh releases each month the greatest number of dance recordings. Okeh originally discovered and made commercially possible the negro record business. Okeh brought from Europe and established in this country the finest repertoires of foreign language records in existence.

Okeh Has Grown!

Okeh dance records have gained a national reputation for their clearness, pep and novelty. Organizations like Lopez, Markels, Samuels, Raderman and others, famous as dance music exponents, have made them supreme where there is dancing.

Okeh discovered Mamie Smith and developed the negro record business to its present proportions. Okeh has the most complete repertoires of foreign language records, actually recorded in the homeland by native artists. Through special arrangements with Europe's leading record companies Okeh dealers can offer records recorded in Europe, the home of Opera, by world-famous operatic and concert artists.

This list of classifications opposite, will give you an idea of the extensiveness of the Okeh line.

We are proud to announce that Okeh Records are manufactured 100% in our own factories. Every record issued must measure up to the high standard of quality we have set for our product.

In the past three years Okeh Records have made such rapid strides that additional factory equipment has been necessary. The new equipment just added will enable us to speed up production and give Okeh dealers a larger and better service.

Likewise, our policy of steady growth extends to our laboratory. We have endeavored to give Okeh dealers records by artists of reputation. Sophie Tucker, Vincent Lopez and His Hotel Pennsylvania Orchestra, Markels Orchestra, Gerald Griffin, Mamie Smith, Rega Dance Orchestra, and other well-known artists and organizations have signed contracts to record only for Okeh Records. This policy is sales insurance for our dealers, reserving for them alone the sales value accruing when these artists can be heard only on Okeh Records.

Okeh Records

The Records of Quality

Are Manufactured 100% in

Okeh Factories

Okeh Dealers have available a complete catalog, including recordings of every musical classification. The following artists record only for Okeh Records:—

- Sophie Tucker
- Mamie Smith
- Markels' Orchestra
- Gerald Griffin
- Rega Dance Orchestra
- Okeh Trio
- Vincent Lopez and His Hotel Pennsylvania Orchestra

Foreign Language Records

in:—

- | | |
|--------------|-----------|
| Bohemian | Greek |
| Hebrew- | Arabic- |
| Jewish | Syrian |
| Slovenian- | Russian |
| Krainer | German |
| Serbo- | Polish |
| Croatian | French |
| Italian | Hungarian |
| Scandinavian | Spanish- |
| Turkish | Mexican |

Our Celebrity Records are recorded by:—

- | | |
|-----------|------------|
| Hempel | Jeritza |
| Slezak | Stracciari |
| McCormack | Ivogun |
| Jadlowker | Von Vecsey |
| Bonci | Kubelik |
| Zenatello | Didur |
| | Amato |

Celebrity and Foreign Recordings are offered under the Odeon and Fonotopia trade-marks.

General Phonograph Corporation
OTTO HEINEMAN, President
25 West 45th Street
NEW YORK CITY

"THAT BOOB" GOES SHOPPING

By EDWARD FRASER CARSON



Edward Fraser Carson

"That boob dunno what he wants."
I had been in a phonograph store on upper Broadway looking for a particular record. I had not found it. And I was leaving empty-handed when the "salesman," who had been annoyed by my efforts, turned to a friend who was loitering in the store and I heard him say:
"That boob dunno what he wants."
But the "salesman" was dead wrong. "That boob" DID know just what he wanted. He also knew what he didn't want and that included some of the jazz stuff that the salesman had tried to unload. "That boob" went to another store a block further on and there found what he wanted. He found more. He found a polite salesman who took an interest in his problem. And one result was that he bought three records instead of the one he had gone in to purchase.

That remark of the first "salesman" is likely to prove a costly one for his employer. It is true that there was no loss of immediate business for, presumably, he did not have the record I wanted, although even on that point I am still in doubt. But it is obvious that when I am next in search of a record I shall give a wide berth to that particular store. Also my friends have heard of my experience and it is likely that they, too, will not be likely to put themselves in the way of an insolent clerk.

That particular salesman is typical of a class of young men in the business world who are always at odds with their job. It is no doubt annoying to them to have to wait on "boobs" who come in to look and not to buy. Doubtless there are many such people in the world. But it is the task of the real salesman to turn a looker into a buyer. That is what he is paid for. He is the young man who realizes that if there were no lookers there would be fewer buyers. And fewer buyers would mean fewer salesmen and less money for those who were left—for they would only need to be order-takers—and order-takers may be had cheap at any time.

The remark of that young salesman showed his attitude of mind and that in turn is the cause of the continual shifting about of a large, a too large number of youths who are always looking for "a better job." Also it is the reason that the remark is heard so frequently nowadays that it is "almost impossible to get a good man."

Just put yourself in the position of the shopper. That ought to be easy, for every salesman is a buyer—has frequent needs and has to fill them. You know—or think you know—what you want. But whether you do know or not you do not feel that just because you went into a store you necessarily must buy something. You don't feel that you have got to spend some money just to satisfy and salve the feelings of the salesman.

Time was in this country when to go into a store meant a sort of moral obligation to make a purchase. That is the shopkeeper's idea in the big cities of Europe today. So definite is this feeling that unless one has a real intention to buy he will not—if he is wise—go into the small store of London, Paris or any other large city. If he does go in and leave without buying he is sure to hear just such comments as I have quoted.

Progressive American merchants realize that everyone who enters their store is not necessarily a buyer just at that time. But they know that he—or she—is a potential buyer to-morrow and that it is the part of good business to make the shopper so welcome to-day that he will be a buyer to-morrow.

The salesman of to-day is the merchant of to-morrow. Somewhere in this land, working as a clerk or salesman, is the big successful merchandiser of to-morrow. And that young man is laying the foundation for his future success by giving as careful attention to the "boob" who doesn't know what he wants as he gives to the buyer with money in his hand.

Are you laying such a foundation?

ENJOYS VACATION IN BERMUDA

Harold J. Lamor, manager of the sales and order departments of Collings & Co., the well-known Victor distributors of Newark, N. J., spent the early part of September in Bermuda. Mr. Lamor was accompanied by his wife. The young couple had a most enjoyable vacation in that Southern island.

YOUNG PEOPLE BUY MOST RECORDS

Advertising Campaign Directed Toward Young People of Community Is Bound to Bring Results in Sales of Popular Records

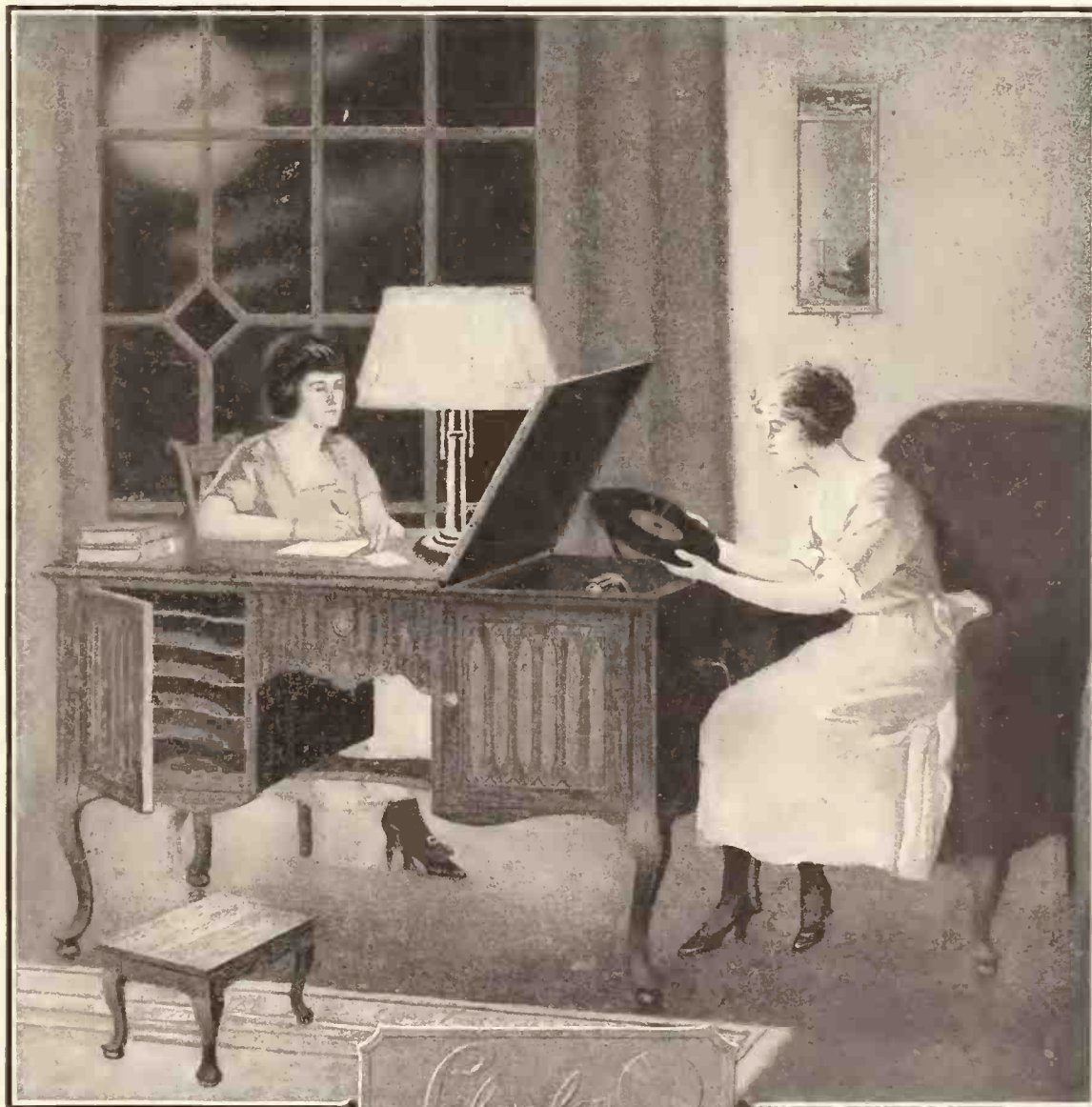
Music and youth go hand in hand, and it is to the young people of the community that the dealer should address much of his advertising and other sales plans at least in equal proportion to the efforts made to secure the attention of the older folks. The parents purchase a machine for their own pleasure and also for a greater and, to them, more important reason—the entertainment of their children. The great bulk of the records sold to-day are purchased by the younger generation. They want music with a great deal of snap and vim; the kind of melodies that induce the pedal extremities to glide into a dreamy waltz or a fast fox-trot.

Unlimited possibilities for publicity and, consequently, more sales of talking machines and records are offered dealers through the appeal to the young and in behalf of the young folks. Bring forcibly to the mind of young men and women of the community the possibilities of entertainment through the talking machine and point out to them the value of the latest records in this connection and the chances are that record business will make rapid gains.

The older people, the parents, can be appealed to on behalf of their children. Any father and mother will invest in a talking machine or, if one is already owned, in the latest records of the kind preferred by their children if they can be convinced that it is wise to buy.

Cash in on the Wireless Demand

Our specially equipped Cabinets, with horn and all apparatus out of the way, sell themselves. Also in stock as complete Phonographs or Cabinets for assemblers. Write for Prices



Seaburg Mfg. Co.
Jamestown, N.Y.

No. 250T, List Price \$195.00
Usual discounts to dealers
48"x28"x31" high. Finished all around
Genuine Mahogany, Walnut or Oak

The Biggest Value on the Market. A Trial Order Will Convince

FIVE REASONS WHY THE "DAILY DOZEN" IS SUPREME

There will be a tremendous demand for the "Daily Dozen" this Fall—so it is to your advantage to know the facts.

1. *Best Exercises* . . . The "Daily Dozen" is nationally and internationally acknowledged to be the BEST System of HEALTH Exercises.
2. *Best Voice* The voice on the records has real command. It inspires one to do as instructed.
3. *Best Music* The music is carefully selected to "fit" each exercise and is full of inspiration.
4. *Best Illustrations* No make-shift drawings—but over sixty real photographic poses, illustrating the movements.
5. *Best Appearance* The whole course, enclosed in a black leatherette album with gilt lettering. Looks like the best, and *is* the best.

This Means—

*Biggest Demand—Biggest Seller—Biggest Profit
Biggest Volume of Satisfied Customers*

List Price Now \$10.00—Usual Discounts

You Make \$4.00 Profit on Each Sale

Dealers:—DO IT NOW!

Dept. W-10,
Health Builders, Inc.,
334 Fifth Ave., New York City.

Gentlemen:—Kindly send me, for my inspection, a set of Walter Camp's "Daily Dozen" records. It is understood that this places me under no obligation and should I desire to return this set I may do so at your expense. Otherwise you may bill it to me at the regular trade discount.

.....
.....

This spells opportunity for you. Fill out this coupon while the Fall season is still on and mail today. It places you under no obligation.



The "Daily Dozen" is sold and used for "keeping fit" purposes. The Health Builders' weight reducing course is now available for those who wish a special weight reducing system.

SEE OPPOSITE PAGE 

HEALTH BUILDERS, Inc.

DEPARTMENT W10

334 FIFTH AVENUE, NEW YORK, N. Y.

SOMETHING NEW

The Most Comprehensive System of Its Kind Ever Produced

“Health Builder”

Musical

WEIGHT REDUCING

Exercises

for

Men and Women

\$7.50

Complete



INCLUDING
5 double faced 10 inch records.
Booklet of instructions.
82 photographic poses.
Specific reducing chart.
Beautiful album.

List Price \$7.50—40% Discount to Dealers

You Make \$3.00 Profit on Each Sale

Examine a Set at Our Expense 

Produced by the Manufacturers of
Walter Camp's "Daily Dozen" System

HEALTH BUILDERS, Inc.

334 Fifth Avenue Department W10 NEW YORK

Dept. W-10
Health Builders, Inc.
334 5th Ave. N. Y. C.

Gentlemen:—

Please send me for my inspection Health Builders Musical Weight Reducing Exercise records. It is understood that this places me under no obligation and should I desire to return this set I may do so at your expense. Otherwise you may bill it to me at the regular trade discount.

.....1922

RECORD ADS FOR DEALER'S USE

Writer in Printers' Ink Suggests Record Sales Talk on Records to Be Played by Dealers.

"Yesterday I went to lunch with Bill," says C. L. Funnell, in Printers' Ink. "He's an agency man; an inveterate agency man. He's interested in everything, Bill is. And his mind is more interrogative than that of the gentleman who celebrated the income tax blanks.

"Right after lunch Bill steered me into a music store while he bought his wife some new records for her birthday. He got halfway in and stopped.

"Why the deuce doesn't some phonograph company do it?" he inquired in astonishment.

"Maybe it costs money," I suggested. "What is it, by the way?"

"Make a bunch of records with a sales talk on them like this:

"Yes, this is the place. This is the store where they sell Crystal Records. Clear as a drop of dew. The new October records have

just been received from the factory and they include the latest song hits from 'I Can if You Can,' 'Blooie-Blooie' and 'Winter's Came.' Listen to these six bars from the chorus of 'Your Eyes Were So Blue That I Thought You Were Sad': Plink-a-plink-a-plink, deedle-de-dum-de-doo. Complete record on sale inside for 79 cents. Come right in."

"Bill paused for breath. I started to answer his question, but he was off again.

"The phonograph people could make those records up fresh every month and send 'em out to all the dealers. Dealers play 'em in front of the store. Loud needle. Pull business right in. Why don't they do it?"

OAKLAND PHONOGRAPH CO. ENLARGES

OAKLAND, CAL., October 4.—Extensive plans for the enlargement and remodeling of the Oakland Phonograph Co. are under way. The big demand for console type talking machines has made necessary the new addition and a special display room will be constructed.

EXHIBIT AT MINNESOTA STATE FAIR

W. J. Dyer & Bro. Occupy Four Booths With Elaborate Display at Annual Affair

ST. PAUL, MINN., October 3.—One of the most elaborate exhibits of musical instruments at the recent Minnesota State Fair was that of W. J. Dyer & Bro., who occupied four booths which attracted much attention from the half million exposition visitors. Two of the booths were devoted exclusively to an elaborate Victor talking ma-



Dyer & Bro.'s Exhibit of Talking Machines incline display, Dyer & Bro. being Victor wholesalers, while the other two booths were divided between the piano and small instrument departments.

The pianos exhibited included the Steinway grand, a Duo-Art, a Ludwig and one or two other models, and there were frequent demonstrations given. Among the small instruments the saxophone attracted particular attention



Dyer & Bro.'s Handsome Musical Display from some hundreds of young men, many of them non-residents, who expressed their desire of soon owning one of those instruments.

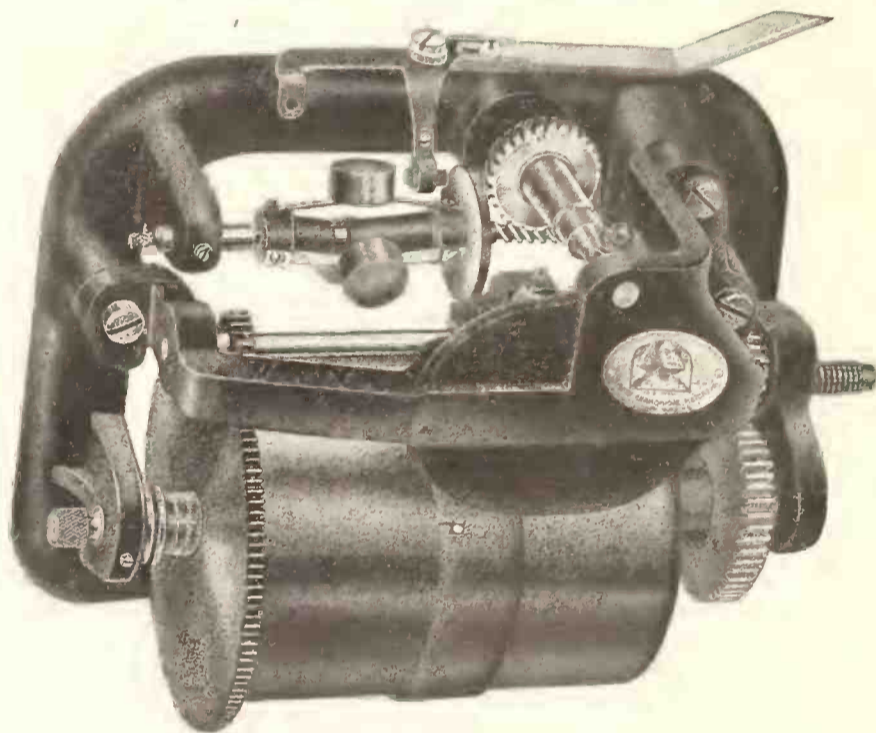
W. J. Dyer & Bro. have exhibited at the Minnesota State Fair for a number of years and have always found the venture a profitable one.

OCCUPYING NEW ENCORE PLANT

New Factory at 290 Chestnut Street, Newark, Gives Encore Repeater Co. Splendid Facilities for Large Output—Reports Growing Demand

NEWARK, N. J., October 4.—The Encore Repeater Co., manufacturer of Encore record repeaters, has taken possession of its new factory at 290 Chestnut street, this city. It is stated that the new factory has capacity for an estimated output of from 1,500 to 2,000 Encore record repeaters. M. S. Davis, president of the Encore Sales Co., New York City, factory distributor for the company, reports that the sales of Encore repeaters are increasing substantially and that the new plant was an absolute necessity to take care of the demand. Mr. Davis expects that this demand will continue strongly, at least through the balance of the year.

An attractive new music store was recently opened in Elkhart, Ind., by Robert Stewart and Louis F. Schultz. The establishment handles talking machines and musical instruments of all kinds.



*A motor designed to stand
the strain of hard usage*

CONSTRUCTED by Engineers with
the highest Engineering Skill.

Operated with uniformity, constant in
speed and built to run smoothly and
noiselessly under varying conditions.

Write for Prices



Sphinx Gramophone Motors Inc.

21 East 40th St.
NEW YORK CITY

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD



TRADE-MARK

HONEST QUAKER

(Reg. U. S. Pat. Office)

MAIN SPRINGS



—built up to a standard of quality—not made to sell at a price.

—If you prefer to enjoy your price-saving in the Service—kindly write for a copy of our **HONEST QUAKER Main Spring Chart!**

Everybody's
TALKING MACHINE CO. INC.

Makers of

HONEST QUAKER

Products

Philadelphia, U. S. A.

Canadian Distributors:

H. A. BEMISTER, Montreal

GEO. L. LAING & CO., Toronto

Application for Reg. filed at Ottawa



Necessity of Definite Standard by Which to Measure Results Accomplished :: By A. M. Burroughs

Burroughs Adding Machine Co.

To operate a business successfully it is necessary that you have some definite standards by which to measure results accomplished. You must have a mark to shoot at. After an analysis of your territory and its prospects you may find, for example, that you can reasonably anticipate an annual sales volume of \$36,000.00. Then divide it like this:

\$36,000.00—Annually
3,000.00—Monthly
693.00—Weekly
116.00—Daily (six-day week)

Your daily sales quota is \$116.00, but right now is the time to see if that will yield an adequate profit after your daily expense has been deducted.

Make a chart of the daily expense that is involved when you open your doors every morning. The business month will consist of twenty-six days, and each week of six days in applying rent, light, heat, etc. The figures given below are used simply as an illustration of the principle only. In practice these accounts must be carefully based on actual conditions.

Rent	\$5.75
Light, heat and power	2.00
Postage, telephone and telegraph	1.00
Interest paid and cash discount given	1.00
Salaries	9.00
Taxes and insurance	2.00
Shop expenses	3.25
Advertising	2.50
Depreciation	1.20
General expenses50

\$28.20

In these expenses a salary is included for the proprietor. This is a part of the expense. You should draw your salary as any other employe of the business. It must be included in the salary amount if you are to have a true basis for figuring profit.

Cash discount given is rent paid for money just as truly as interest, so that item is included in the expenses. Depreciation is actually figured annually. It should, however, be estimated and charged monthly. At the end of the year an adjustment can be made.

From our daily charts we find that our an-

ticipated sales are \$116.00 daily, and our fixed expense at least \$28.20 daily.

\$116.00
28.20
\$ 87.80

This leaves \$87.80 for the cost of goods sold. For purposes of illustration we will say that you mark up your merchandise 30 per cent on sales (and all mark-up should be figured on selling price). Perhaps your mark-up is larger or smaller. Conditions vary in different locali-

Talking Machine Dealers Who Desire to Win in Business Must Shoot at a Definite Mark So as to Score

ties. Using 30 per cent, then your gross profit will be:

Thirty per cent of \$116.00	\$34.80
Expense	28.20

Net profit

Per cent net profit

This is not an adequate return for the time, effort and capital invested. It would give you only about \$2,000.00 net return on annual sales of \$36,000.00. To increase net profit you must do one or more of three things—

1. Increase selling prices.
2. Increase sales volume.
3. Decrease expenses.

Competition and established sales policies have fixed the selling prices and for this reason you cannot increase the mark-up.

But the last two factors are within your con-

trol. You can possibly increase your net profit by both increasing sales and lessening expense. Better service, a more intelligent cultivation of territory and greater sales effort will increase the sales volume. You can add at least \$9.00 per day to your sales by these means.

By careful use of light and by adopting other economies you should save 25 cents per day. You can probably save 25 cents a day in the store by eliminating wastes and lost time. Possibly a salary saving of 50 cents per day may be made in the salary account.

On this basis refigure the daily quota of sales and expense and profit.

SALES
\$39,000.00—Annually
3,250.00—Monthly
750.00—Weekly
125.00—Daily

EXPENSES

Rent	\$ 5.75
Light, heat and power	1.75
Postage, telephone and telegraph	1.00
Interest paid and cash discount given	1.00
Salaries	8.50
Taxes and insurance	2.00
Shop expense	3.00
Advertising	2.50
Depreciation	1.20
General expense50

\$27.20

PROFIT

Thirty per cent of \$125.00	\$ 37.50
Expense	27.20

Net profit

Per cent of net profit

Net profit on \$39,000.00 annual sales

If 30 per cent is your gross profit and your fixed daily expense is \$27.20, then you must sell each day \$90.70 worth of goods before you have made a cent of profit.

For 30 per cent of \$90.70—\$27.20 daily expense.

Then 30 per cent of every additional dollar sold is net profit.

Set up this daily quota. Keep a record of it. Compare your actual sales with your quota daily. Quota should be your minimum performance. When you fail to make your daily quota, add the deficit to the following day.

MANY NEW PATHE DEALERS BOOKED

Greatly increased business is reported by H. T. Leeming, of the Pathé Frères Phonograph Co., Brooklyn, N. Y. "Not only have we received largely increased orders from the dealers now on our books," stated Mr. Leeming, "but many new dealers have been added. I can state without exaggeration that we are now adding new retailers at the rate of one a day. Both Pathé and Actuelle records are in heavy demand and the outlook for the future is bright."

E. J. NALLY SAILS FOR CONTINENT

Edward J. Nally, president of the Radio Corp. of America, left recently for Europe on the "Homer." He will visit England, France, Germany, Holland, Italy, Norway and Poland.

To deal harmoniously with others it is always advisable to try and see through their eyes. It's a mighty wise procedure.

TEXAS OKLAHOMA SERVICE

OKeh Records

The Records of Quality

The Records your customer wants. Our stock is complete and the haul from DALLAS to your store is short, hence less expensive. We have the new hits while they are new and the old favorites and classics all the time.

Write us about the agency for this record in your town

MARTIN WEISS CO.
903 Elm Street DALLAS, TEXAS

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD

BRUNO

"Better Safe Than Sorry!"

When the end of this year has come, every Victor dealer will be either safe or sorry. It has not been an easy year to reckon with. Until very recently no one could know for certain whether 1922 would mark the come-back of business or would be just another year of waiting.

But the die has been cast. Every bit of available proof shows that 1922 is destined to go down in history as the time of economic restoration in America.

What have you done to assure your participation in the prevailing prosperity as a Victor dealer? If you have not been lulled entirely to sleep by the indifferent business of a year ago, you realize that now there is not a moment to be lost in safeguarding a continuous supply of goods for fall and winter—yes, and spring's—requirements.

The Victor Company looked far ahead, as did many of the Victor jobbers. Copious stocks of Victor Talking Machines and Victor Records were accumulated by the far-sighted ones. But the torrent of demand that is breaking loose is shooting the supply full of holes. Retail stocks are proving to be shorter than any of us bargained for.

The outlook is that within a very few weeks every particle of goods that can be obtained from the Victor Company will have its retail destination waiting before it reaches the wholesaler's stockroom.

Get your needs into the hands of your wholesaler today, Mr. Victor Dealer, before your competitor's needs have secured priority with him! For certainly he cannot sell you goods he does not know you want to buy!

The Talking Machine World in its September editorial warns, "There is evidence of increased industrial activity and agricultural prosperity, based on bumper crops in most sections, that promises a volume of demand that will tax retailing facilities. The period of liquidation in the retail talking machine trade is practically at an end, and there should be nothing to interfere with a very substantial Fall business that will measure up fully to the most optimistic expectations. In fact, the question promises to be *not that of getting business but rather that of getting sufficient stock to handle it promptly and to the best advantage.*"

FAR BETTER IS IT TO BE SAFE THAN SORRY!

C. BRUNO & SON, Inc.
351-353 Fourth Ave., New York
Victor Wholesalers to the Dealer Only

FREDERICK & NELSON ADD SONORA

Well-known Seattle Firm Becomes Sonora Agency—Deal Closed by Magnavox Co.

SEATTLE, WASH., October 3.—E. E. Graham, Northwestern representative of the Magnavox Co., Sonora distributor on the Pacific Coast, reports that he has just granted a Sonora agency to Frederick & Nelson, of this city. The addition of this distinguished establishment will undoubtedly lend a greater dignity to the fine array of high-class general merchandise stores throughout the United States that are adding the Sonora in ever increasing numbers. Mr. Graham reports that conditions in the Northwest are fast improving and this means a great stimulus to the talking machine business in general.

GETTING THE FOOTBALL ATMOSPHERE

The baseball season is nearly at an end; football is now the vogue, and dealers would do well, particularly in centers of football activity, to give a coloring or atmosphere to their window displays during the football season. This may be done by including in their exhibits of talking machines and records the paraphernalia used by the football enthusiasts, embodying if desired the colors of the colleges or universities of national celebrity.

SCHWARTZ BROS. OPEN FINE STORE

NORWICH, CONN., October 1.—One of the most recent additions to the talking machine stores in this city is that of Schwartz Bros., who held their formal opening last month. The store is advantageously located in attractive quarters at 76-82 Main street. A host of friends and prospective customers attended the formal opening, which was featured by music and dancing. Souvenirs were distributed to those present.

DEMAND FOR "DAILY DOZEN" GROWS

Immense Orders Being Received for Walter Camp's Health Builders' Course—New Publication Will Bear Title of "The Health Builder"—Many New Dealers Add Line

Health Builders, Inc., New York City, producer of the Health Builders' course of Walter Camp's "Daily Dozen" set to music on talking machine records, is experiencing greatly increased business—orders are coming from all parts of the country.

Robert B. Wheelan, president of the company, reports business at the present time as far ahead of the good months of last Spring. The mail order end of the business is almost double and talking machine dealers are sending in greatly increased orders. A large number of new dealers have also been added. The Fall advertising campaign has already started with appreciable results and good business is looked forward to for the balance of the year.

Doubleday, Page & Co., publishers of "World's Work," "Country Life," "Garden Magazine" and other well-known publications, and who are interested in Health Builders, Inc., have announced the issuance of a new publication on October 15. It will bear the name of "The Health Builder." Its editorial contents will be concerned with the development and conservation of the health of the individual and it will cover subjects such as exercises, hygiene and diet. It is expected that this new publication will have a decidedly favorable effect upon the sale of Health Builders' records, as it is widely acknowledged that Walter Camp's "Daily Dozen" set to music has aroused national interest in health, considered individually and collectively.

The Eclipse Talking Machine Co., of Paterson, N. J., has purchased a three-story brick building, at 169 Main street, for \$85,000.

STEWART CO. FILES SCHEDULES

Meeting of Creditors Held in Office of Referee George Crowe to Prove Claims

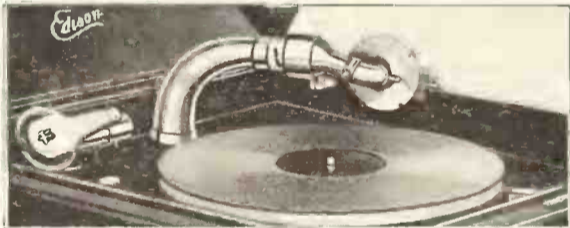
BINGHAMTON, N. Y., October 3.—The liabilities of the Stewart Phonograph Co. are \$294,570.27 and its assets are \$1,050,881.81, according to the schedule filed recently with George J. H. Crowe, United States Referee in Bankruptcy. And \$950,000 of the assets claimed by the company represent the value that the company places on its copyrights and patents from the United States Government.

Included in the assets of the company, as filed in the schedule, are the value of the property they own minus mortgages and other encumbrances to the value of \$32,299.49; machinery and tools, \$21,722.39, and other property and assets to the value of about \$40,000. The largest item of the assets, however, is the amount claimed by the company to represent the value of its patents, as registered in the United States Patent Office relative to phonographs and improvements thereon. Another item on the list of assets is \$8,696.30 on outstanding bills owed the company.

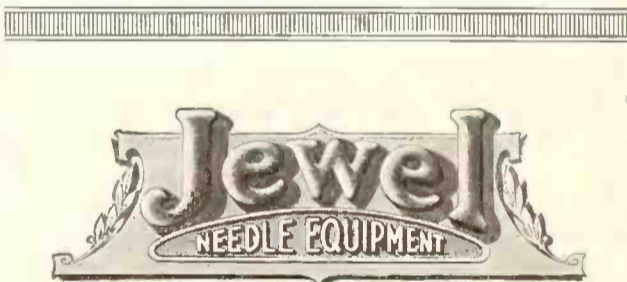
There are 1,617 creditors to whom the company owes \$294,570.27. About 1,500 of these represent persons who paid a dollar down for a phonograph which the company accepted on order but failed to execute.

The largest single creditor is A. W. Lueke, of Cleveland, who has claims of \$4,911.91 on the company in secured claims and \$106,658.16 in unsecured claims, representing loans. The company owes the United States \$6,591.21 in internal revenue taxes, the tax commission of New York State \$1,555.70 and the city of Binghamton for taxes, \$439.20.

The first meeting of the creditors was held at Referee Crowe's office here on October 3 to elect a receiver and prove their claims.



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



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



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

For The New Edison

NOT
Just Another Equipment
BUT

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

Send for descriptive circular
which contains "HINTS RE-
GARDING THE CARE OF A
PHONOGRAPH."

If your jobber does not handle,
write us.

Price the same. Liberal dis-
count to dealers.

**GUARANTEED IN EVERY
WAY.**

**MONEY BACK IF NOT
SATISFIED.**

We handle highest grade
Jewel Point Needles.



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

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

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

Needle scratch almost entirely removed.

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

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

Needle CENTERS on all records.

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

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

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

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

JEWEL PHONOPARTS COMPANY

154 W. Whiting St., Chicago



Pathé
Actuelle
 REG. U.S. PAT. OFF.

2 for \$1.00 - 55c each

(59c in Rocky Mountain States)

Just compare any record with the needle cut Pathe Actuelle and then you will know why the Pathe Actuelle is—

The Best Record in the World

Play on any phonograph with steel needles

For Example, try

- I Wish I Could Shimmy Like My Sister Kate No. 020825
- I'm Always Stuttering..... No. 020824
- Coal Black Mammy..... No. 020820
- Chicago..... No. 020812
- Three O'Clock In The Morning..... No. 020791
- Stumbling..... No. 020746
- Parade Of The Wooden Soldiers..... No. 020780
- My Yiddisha Mammy..... No. 020782
- Romany Love..... No. 020777
- Dancing Fool..... No. 020802
- Hot Lips..... No. 020770
- Nobody Lied..... No. 020776
- Georgette..... No. 020804
- The Owl and The Pussy Cat..... No. 020793

DEALERS—

If you don't act quick your neighbor will be selling Actuelle Records. Write to us at once for information regarding the Blue Ribbon Order.

PATHÉ FRÈRES PHONOGRAPH CO.

20 GRAND AVE.

BROOKLYN, N. Y.

WORLD FAMOUS RECORDS BY WORLD FAMOUS ARTISTS

The Tune That Sticks

TRICKS

The New Fox Trot Surprise by "Zez" Confrey Writer of **STUMBLING**

Very cute tricks, very cute tricks, very cute tricks they played, Wonderful tricks, quite a lot of wonderful tricks,

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

MESSAGE OF CHEER TO CREDIT MEN

Says Industry Is Prepared for a Slow but Sure Improvement—Deplores Strikes—Credit Conditions Show Decided Improvement.

ATLANTIC CITY, N. J., October 6.—"The commercial wreckage has been cleared away and we are ready for a slow but sure improvement in business," declared J. H. Tregoe, of New York, executive head of the National Association of Credit Men, at the annual meeting here.

"We are all set for a complete recovery, but, as the National Association of Credit Men has been pointing out during the past few months, there is no boom in sight," Secretary Tregoe continued.

"The strikes are settled for the time being, but I cannot feel that the strike problem in this country has been settled at all. The strike is a clumsy, costly and ineffective method of adjusting trade disputes. Like every other archaic piece of mechanism it will disappear. Meanwhile the credit man's gospel of co-operation and hard, intelligent work can perhaps help to get things right.

"Credit conditions have improved partly because of the liquidation of hundreds of businesses founded on false theories and suffering from reckless management. The extravagance of the past few years has been wiped out and business and agriculture have paid a heavy bill for their improvidences. By the exercise of economy and by the good crops of the present year the farmer is coming back into the market. This can but have the most healthy effect upon general business.

"The National Association of Credit Men feels extremely confident of the future of the nation's business, but we are under no delusion. We know that prosperity, when it comes, will be the result of continuous and thoughtful labors on the part of all elements of business."

PHONOGRAPH SHOP PLANS NEW STORE

Victrola and Sonora Dealer, of San Francisco, Making Extensive Changes in Equipment to Permit of More Efficient Service

SAN FRANCISCO, CAL., September 28.—The Phonograph Shop, 109 Stockton street, Sonora and Victrola dealer, this city, is completely remodeling and will be ready for the opening of the new store about October 1. Very decided changes will be made in the present equipment and furnishings and the entrance and show windows are being decidedly changed to give them a more refined and roomy appearance. An entire new scheme of decorating will be adopted and the method of lighting the individual record rooms will be with pedestal lamps instead of the customary ceiling lights.

The system of handling the Victor and Vocalion Red records has also been changed very materially, which will also aid the service given the patrons.

A very material increase in business should result on account of these substantial changes.

DESIRES TALKING MACHINE PARTS

WASHINGTON, D. C., October 3.—A mercantile concern in England is in the market for phonographs and accessories, such as spring motors, tonearms, sound boxes and needles, according to advices received by the Bureau of Foreign and Domestic Commerce here. Quotations are desired on the different grades from the cheapest to the best, c. i. f. Liverpool. Terms cash against documents. Further information can be obtained by communicating with the Bureau or any other of its district offices and referring to File No. 3693.

What love is to the heart, that music is to the other arts and to man, for music is love itself.—Weber.

SHOW TALKING MOVIES IN BERLIN

Public Presentation of German Invention in German Capital Arouses Wide Interest—Same Principle as DeForest's Invention

Talking moving pictures, presented for the first time in the Alhambra Theatre, Berlin, Germany, are arousing wide interest in that country among scientists. Among those who watched the initial performance was Professor Albert Einstein. The invention, the work of Hans Vogt and Joseph Masolle, is similar in principle to that recently announced by Lee DeForest, who is planning to present his invention in New York in the near future.

Although the German invention leaves much room for improvement, the synchronization between the picture and various sounds, such as music and the human voice, was perfect. During the demonstration it was found that violin music was reproduced more efficiently than other sounds. The human voice was far from perfectly reproduced and much improvement must necessarily be made before the invention will be feasible for use in theatres.

As in Mr. DeForest's invention the sound is literally photographed on the same film which is used to record the action. The microphone vibrations of sounds cause violet rays to record on a selenium tube, and thus when the film is projected the sounds issue from the film in perfect synchronization with the action.

EXCELLENT VICTOR PUBLICITY

WILMINGTON, DEL., October 3.—Considerable publicity was obtained by the Gewehr Piano Co., Victor dealer of this city, at the State Fair through the medium of questionnaires which were distributed to the large number of people present. The company also distributed prizes consisting of a Victrola and many records.

Beautiful in Design

No Loose Parts

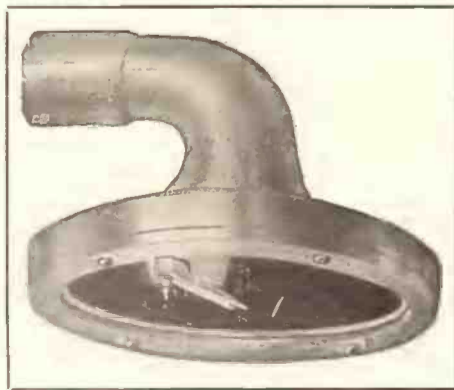
Perfect in Tone

Flexible Stylus

THE

"VICSONIA"

REPRODUCER



A recognized medium for the PERFECT playing of EDISON DIAMOND DISC records on VICTROLAS or GRAFONOLAS. Made in Nickel and Gold Plate

Sample Reproducer in Nickel Finish Sent on Receipt of \$4.50

VICSONIA MFG. CO., Inc., - 313 E. 134th Street, New York, N. Y.

IMPROVING VOCAL MUSIC BY RADIO

Frank La Forge, Pianist and Musical Coach, Advances Interesting Theory of Value of Radio in Improving Articulation

A novel yet convincing theory of broadcasting's direct benefit to vocal music is offered by Frank La Forge, pianist and well-known musical coach, in the current issue of Wireless Age.

Mr. La Forge calls attention to the fact that so much of a concert is lost to the audience at present due to careless diction on the part of the singer. Having the music and his personality to rely on, he or she is content to let the lyric go by default, thus frequently losing the best and most beautiful part of the song. Mr. La Forge believes that broadcasting will develop a school of more careful elocutionists, since by radio it is altogether necessary that the words be clearly articulated in order to obtain the maximum of pleasure from the concert. He says in part:

"When we have a concert or an opera or a musical comedy, or any entertainment where the one who entertains is visible to the audience, proper voice cultivation is not by any means the only point of importance. The audience can see the singer, it can see the action, but in a large measure the American audience has not placed a great amount of importance on the words of the song. In the case of the radio-telephone, however, everything except the actual voice is eliminated and for that reason it is highly necessary, in order to give the audience the pleasure it expects, for the singer to have proper diction, in order that every syllable, and I might say every letter of every word, may be made audible. Too many singers cannot do this.

"In fact, faulty diction is general not only among entertainers, but is common throughout our country in every walk of life. The next time some one telephones listen a little more sharply than usual and discover for yourself how clumsily the speaker on the other end slides over important consonants. Vowels invariably are easy to be understood, but when it comes to pronouncing consonants clearly American people fail.

"Unless the artists who sing over the radio-telephone are experts in the art of proper diction, radio audiences will soon tire of hearing them. And there is nothing that the audience can do about it."

Let not a day pass, if possible, without having heard some fine music, read a noble poem, or seen a beautiful picture.—Goethe.

FACTS FOR DISCOURAGED SALESMEN

Insurance Salesman Gives His Viewpoint on Action When He Fails to Make a Sale—Law of Averages Obtains as a General Rule

Talking machine salesmen who are easily discouraged when they fail to close expected sales should take a lesson from the experience of a successful live insurance salesman, who, in a talk with one of the executives of the Putnam-Page Co., Peoria, Ill., remarked: "I do not get discouraged if I go some time without making a sale. Immediate earnings per call over monthly and quarterly periods remain practically constant. I first discovered this in book selling. My earnings then averaged one dollar to a call. If I made 150 calls a month, I made \$150; if 175 calls, \$175, and so on. It was really surprising how steadily the average was maintained.

"In insurance my average remains equally constant, around \$17 a call. It hardly varies over quarterly periods, except for a slight gradual gain due to increasing experience.

"So when I make a dozen calls without a sale I feel as if I had earned the money just the same. I have gone for as long as three weeks without a sale; but so often had I seen the rule of averages work out that I did not feel downhearted. And sure enough, I made my average for the quarter."

This plan would help any salesman and be particularly encouraging to the talking machine salesman who becomes despondent once in a while when he can't close that sure-fire sale.

BUYS OAKLAND VICTOR BUSINESS

The Oakland branch of the California Phonograph Co. was purchased recently by Harry N. Chesebrough. The new proprietor has remodeled the store, adding new record demonstration rooms and enlarging the record stock. Victrolas and Victor records will be featured.

D. A. CREED VISITS VICTOR CO.

A recent visitor to the Victor Talking Machine Co. headquarters in Camden, N. J., was Daniel A. Creed, vice-president of the Chicago Talking Machine Co., Chicago, Ill. He also stopped at the headquarters of the New York Talking Machine Co. for a conference with Arthur D. Geissler, president.

The John Breuner Co., of Oakland, Cal., has inaugurated a special display and selling campaign on the Walter Camp Daily Dozen records, which are very popular in that territory.

MUSIC APPRECIATION FOR CHILDREN

Victor Shop, of Lebanon, Ill., Starts Classes in Music Appreciation for Children

LEBANON, ILL., October 4.—The Victor Shop here has started a class in music appreciation and exercises for children ranging in age from six to fourteen years, under the supervision of Miss Estella Heumann.

The Board of Education of the Lebanon public school has given the privilege of using the school hall, where Miss Heumann will meet with the boys and girls every Wednesday morning at the hour of nine o'clock.

The purpose of this work is to interest little children in good music. This is accomplished by the use of Victor records and by telling a story pertaining to the selection in question.

Exercising to music is another feature of the program, using the Victor exercise records. Marching and singing is also introduced.

REVIVAL OF BUSINESS EVIDENT

Phil Ravis, Head of the Peerless Album Co., Tells of Conditions in the West—Everything Points to a Big Fall and Winter Trade

Phil Ravis, head of the Peerless Album Co., 636 Broadway, New York City, recently returned from a trade trip through the Middle West. He stated that business is taking on renewed activity in all of the territory which he visited and there seemed to be very little doubt that the Fall months would see a revival of business such as we have not had for two or three years.

Among other places Mr. Ravis spent some time in Chicago making his annual call on his friends in that city. Here he found dealers particularly enterprising and most optimistic as regards the Fall outlook. He urged dealers everywhere to stock goods well in advance. Those who do not plan ahead will find a shortage of products in some lines.

Mr. Ravis took particular pleasure in introducing the new Peerless record-carrying case. The sales of this new product are already quite active and many dealers, he said, are finding it an additional money-maker. The record-carrying case can also be used for sheet music and player rolls and many dealers are making sales for such use by purchasers. It will accommodate twenty-five ten or twelve-inch records, is substantially built with brass trimmings, with double strap fasteners and a suit case handle.

The arrival of cooler weather should stimulate salesmen to renewed efforts in selling records.



JUST OUT POPULAR ITALIAN RECORDS LATEST RELEASES

10 Inch Records at 75c. Each

- 1065—'O Viaggio 'E Nozze—Song, R. Ciaramella
- Rafela Rafe'—Song, R. Ciaramella
- 1071—'A Santanotte—Song, R. Ciaramella
- Serenata S margiassa—R. Ciaramella
- 1073—Dichiaramento—Song, R. Ciaramella
- 'A Felicità' D' 'O Matrimonio, R. Ciaramella

- 1075—L' America—Song, Cav. Uff. G. Godono
- Addio Monella—Song, Cav. Uff. G. Godono

12 INCH RECORD AT \$1.25

- 10005—Napule E. Maria—Song, Cav. Uff. G. Godono



New Hits Released the 15th of Each Month

- 198—Canti Nuovi—A. Gill—Word Roll.....\$1.25
- 043—Napule Me Chiamma—F. Pennino..... 1.25
- 197—Ddoie Serenate—E. A. Mario—Word Roll 1.25

- 236—F' Piccerella — Bovio-Valente — Word Roll 1.25
- 196—Stringimi Forte—Becucci—Polka..... .90
- 203—Su Le Rive Di Trieste—Waltz..... .90

- 232—T'amo Ancora—F. P. Tosti—Word Roll 1.00
- 233—Amor Ti Chiedo—Se Tu M'amassi—Word Roll 1.25
- 235—Addio—F. P. Tosti—Word Roll..... 1.00

DISCOUNT TO DEALERS — ASK FOR CATALOGUES

DISTRIBUTED BY

ITALIAN BOOK CO., Music Dept., 145 Mulberry St., NEW YORK, N. Y.

VOCALION

PHONOGRAPHS

TEN distinctive new Vocalions, of console period design, have been released for the Fall trade—corresponding to the upright models of the same type. Three styles are here illustrated, conforming in every detail to the characteristics of the period.



Style 1630

ALL Period Vocalions are equipped with the wonderful Graduola tone-control exclusively Vocalion. To offer customers this artistic means of giving their own expression to the selection played, is to offer them a phonograph that is a *true musical instrument*.



Style 1632



Style 1628

THE complete Vocalion line of phonographs and records has more to interest the average buyer than any other on the market. Made by the greatest manufacturers of musical instruments in the world, Aeolian ambitions for its products are constantly devising new and advanced mediums for developing the Vocalion and Vocalion Red Records to the highest degree of modern phonographic achievement.

WRITE FOR DETAILS REGARDING THE VOCALION PROPOSITION

THE AEOLIAN COMPANY

NEW YORK

CHICAGO

ST. LOUIS

VOCALION

RED RECORD ARTISTS



MAY PETERSON



VLADIMIR ROSING



GRACE KERNS



MAURICE DAMBOIS



ROSA RAISA



GIULO CRIMI



NELLIE KOUNS



COLIN O'MORE



SARA KOUNS



GIACOMO RIMINI



EVELYN SCOTNEY



JOSEPH SHLISKY



VIRGILIO LAZZARI



JOHN CHARLES THOMAS



MARIE SUNDELIUS

DISTRIBUTORS

Vocalion

WOODSIDE VOCALION CO.,
154 High St., Portland, Me.
LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.
PENN VOCALION CO.,
16 W. King St., Lancaster, Pa.
CLARK MUSICAL SALES CO.,
324 N. Howard St., Baltimore,
Md.
O. J. DEMOLL & CO.,
12th & G Sts., N. W., Wash-
ington, D. C.
VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland,
Ohio.
VOCALION CO. OF OHIO,
420 W. 4th St., Cincinnati, Ohio.
LIND & MARKS CO.,
530 Bates St., Detroit, Mich.
THE AEOLIAN CO.,
529 S. Wabash Ave., Chicago, Ill.
LOUISVILLE MUSIC CO.,
529 S. 4th St., Louisville, Ky.
THE AEOLIAN CO.,
1004 Olive St., St. Louis, Mo.
GUEST PIANO CO.,
Burlington, Iowa.



FRANK BACON



SASHA CULBERTSON

MUSIC MASTERS OF THE WORLD

*Supreme in Their
Chosen Fields*

DISTRIBUTORS

D. H. HOLMES CO.,
New Orleans, La.
STONE PIANO CO.,
 Fargo, N. D.
STONE PIANO CO.,
826 Nicollet Ave., Minneapolis,
Minn.

Vocalion Records

MUSICAL PRODUCTS DIS. CO.,
37 E. 18th St., New York City.
A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.
GIBSON-SNOW CO.,
306 W. Willow St., Syracuse,
N. Y.
SONORA DIST. CO.,
505 Liberty Ave., Pittsburgh, Pa.
HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.
STREVELL-PATERSON
HARDWARE CO.,
Salt Lake City, Utah.
MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.
THE MAGNAVOX CO.,
616 Mission St., San Francisco,
Cal.



Have you seen the Columbia Black Board Sign? It adds a touch of "Special" to your window.

Your sales message in chalk on this "News Bulletin" attracts attention and sales. 75c. from your Columbia Branch.

**Columbia Graphophone Co.
NEW YORK**

GREATEST ECONOMIC REVIVAL NATION HAS EVER KNOWN

Reasons Why Retailers of Talking Machines and Records Should Be Alive to the Opportunities Confronting Them—Spirited and Timely Message From Unit Construction Co.

A spirited message of optimism is to be found in a recent communication from the Unit Construction Co., Philadelphia, Pa., manufacturer of Unico equipment for talking machine warehouses, which was sent to the talking machine trade. The practical settlement of the various strikes is summed up in the following expression: "American industry has overcome the last obstacle in the way of the greatest economic revival the nation has ever known." It is pointed out that this economic revival is getting under momentum just sixty days in advance of the greatest annual harvest period for retail musical merchandise, embracing the three months starting November 15 and extending to February 15. It is claimed that 50 per cent of the total annual retail business of the music trades is normally accomplished during this period. For the merchant who is properly prepared it is predicted it will be a reaping of profits in all probability exceeding those of any previous years of experience; for the "I'll wait and see" merchant it will be a season of regrets and lost opportunities.

Preparedness is described as consisting, first, of a sales organization that is sold on the fact that business revival has actually arrived; second, a sufficient stock of merchandise to supply the increased demand; and, third, sales facilities,

modern and efficient, and ample enough to back up the sales organization and properly house and display the merchandise, thus rendering satisfactory service to the customer.

It is reported that during the past sixty days far-seeing merchants have been putting their houses in order. This activity has not been confined to any one section of the country, nor to any particular class of dealer. Over 100 orders for Unico equipment were received at the headquarters of the company in a period extending from August 1 to September 15. These orders were received from fifty-eight cities in twenty-five States and ranged in value from \$100 or less to \$40,000 each. The Unit Construction Co. has now eleven branches situated at strategic points throughout the country, thus making possible a maximum of service to every dealer, no matter where located. All these branches are going energetically after business with excellent results. It is stated that a large stock of Unico equipment in a wide variety of designs is on hand, completely finished and ready for immediate shipment, allowing instant improvement of talking machine warehouses of a given dealer in advance of Fall and holiday activity. This is ample evidence that forward-looking dealers are preparing for a busy Fall season.

SALES TALK ON RECORDS EFFECTIVE

Stove Company Supplies Dealers With Sales Talk on Talking Machine Records—Dealers Pay for Privilege—New Field of Operation

From time to time the use of talking machines and records by large concerns to stimulate sales of their products have been brought to light, especially more recently, indicating that the talking machine is becoming constantly stronger in the field of commerce along other lines than the sale of these instruments as reproducers of music. One of the most recent concerns to realize the value of talking machines and records in sales promotion work is the Estate Stove Co., of Hamilton, O., manufacturer of the Estate Heatrola, a heater for the home which is very much similar in appearance to the talking machine.

The product of this concern is handled by many furniture and hardware stores, a majority of which also handle a line of talking machines. Accordingly, the Estate Stove Co. boiled down its principal selling points to a concise selling talk, which was recorded on an ordinary talking machine record. These records were distributed to a number of dealers, who found them a valuable aid in making sales of the company's product. The plan became so popular and the demand for records so great that the company had no difficulty in obtaining 75 cents for each record. The company, which makes a specialty of demonstrations at country fairs, is planning to use the talking machine in this connection. Each one of the demonstrators is to be supplied with the record and a talking machine, which, the company is confident, will make the demonstrations much more effective.

BRUNSWICK TEACHES BIRDS TO SING

There is a man in St. Louis who is using a Brunswick talking machine to teach canaries how to sing. He bought it the other day at the store of the Lehman Piano Co. He told Mark Mayer, who made the sale, that the canaries were so encouraged by the talking machine that they started to sing three months sooner than they otherwise would.

It is obvious that an airship will fail if its propelling power ceases. It is just as obvious that the salesman or dealer who is not continually thinking out new ideas and moving forward in a business way cannot fail to cease functioning successfully. There is no room in modern business for dead wood.

**REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD**

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845

Four-Minute Conference on Business Topics

No. 6—Your Job—And What It Means

[This is the sixth of a series of four-minute conferences on topics of direct interest to business men in the talking machine trade which have been prepared for this publication by Lester G. Herbert.—Editor.]

Every person who is at all worth while has a job of some kind which is his to do. It doesn't make any difference whether we are rich or poor, or located in a small community or a large one. There is some task—some big life task—which Fate designs we shall perform, and if we do not do it then the balance of the whole universe is thrown out of kilter. Either our work is left undone or someone else has to do it and neglect his own part of the world's work. It is a mighty responsible thing to be alive, and no individual who is self-respecting wants to be a shirk.

Sometimes we feel that we could do better at somebody else's task, but we should remember this—*everyone gets dissatisfied sometimes, but the right sort of a man will succeed anyway.* So it is up to you and to me to make good where we are, or to get out of this position and into another where we can justify our own belief in ourselves.

Your job is you. It expresses your ideals, your business integrity, your vision, your ambition, your initiative, your stick-to-it-iveness, and your ability actually to do things. When you find fault with your job you find fault with yourself, for big men make big things of little jobs.

Let me repeat—your job is YOU! It doesn't make any difference whether you are manufacturing a jack-knife or a pair of shoes, or selling automobiles, or drugs, or furs, or houses, or talking machines. Your job will never be bigger than you are!

A job is big or little according to the man who is behind it and according to his ideas of service. The individual who is selfish, ready to call what he has done in a half-hearted manner "Good enough," or willing to satisfy himself with the argument that he has done as well as the people around him, will never claim a very big job for his own.

This is a wonderful time in which to live! It is a time when men can make their efforts count, and the harder the task the less the competition in doing it.

Some people fail because they have not a clear-cut idea of just what their job is. They have drifted along from day to day and year to year. They do not see their way out of the blind alley in which they are situated, and so they do not see the glory of the opportunity which is theirs. They do the work of the day because they must eat and be clothed and housed—and that is about all it amounts to.

But someone else says to himself, "I will make every home in this community happier and its outlook wider because I will put that which is worth while within the reach of all"—that man gets rich. He is rich in happiness as well as cash. He has a vision of service and he carries it out. People know about him because he is doing a big job and doing it in a man's way. But some of the very ones who envy him would not be willing to put the same effort, the same sacrifice and the same sincerity into their own tasks.

YOUR JOB IS YOU! ARE YOU DOING YOURSELF JUSTICE?

ISSUES "RUB-IN" POST CARDS

Richardson Illustrating Co. Introduces Interesting Novelty for Victor Dealers

The Richardson Illustrating Co., New York, has just produced a series of unique "rub-in" postcards for the use of Victor dealers in local advertising. There are six cards in the set, each of attractive design and each with return card attached. On the cards is a stippled field which, when rubbed with a coin, develops a picture of an artist, a Victrola or a record. The cards are particularly desirable for reaching and interesting not only the children, but the grown-ups as well. They are most artistically conceived and should make a strong appeal.

WM. BRAND ON VISIT TO EUROPE

William Brand, head of Wm. Brand & Co., well-known importers of mica and novelties, sailed from New York on Saturday, September 23, on the SS. Olympic and will make a six weeks' tour of England, France and Germany. While in Germany he will visit the plant of the Carl Lindstrom Co., for which concern his company is the American agent.

WILMINGTON FIRM CHARTERED

The National Distributing & Sales Corp., of Wilmington, Del., has been granted a charter of incorporation in Delaware with a capital of \$500,000 to manufacture talking machines.

WM. P. BERRY GOES TO SALT LAKE

Well-known Talking Machine Manager of New Orleans Takes Charge of Glen Bros.-Roberts Piano Co. Department in Salt Lake City

NEW ORLEANS, LA., October 2.—New Orleans has lost one of its leading Victor sales managers in William P. Berry, of the Dwyer Piano Co., who left on September 25 to take charge of the talking machine department of the Glen Bros.-Roberts Piano Co. in Salt Lake City.

After two years in service, eleven months of which were spent overseas in command of the 1105 Aero Squadron, Mr. Berry entered the employ of the Victor Co. as factory representative in the Southern territory. In 1920 he changed to Philip Werlein, Ltd., as traveling representative. Later, when Dwyer secured the Victor agency, Mr. Berry took charge of the department.

Not only has he built up the Victrola department to its present standing, but he also took over the player rolls and has made a live and going department there.

His club plan to stimulate sales of records among the older customers is his latest success. Mr. Berry has made many friends here and it is with regret that they see him go.

He leaves to take charge of a much larger department, which handles Victor, Columbia and Edison machines. He will be succeeded at Dwyer's by Frank Allen, present assistant sales manager of Maison Blanche music department.

BANNER 50c RECORDS

The Story of a Dealer who "Sidestepped" the 50c Record!

Brown was deaf to the great demand for a good 50c record. His partner was blind to the fact that people insisted on getting it.

But the people who bought the records would not be denied. They speedily shifted their preference to Smith, who did handle a good 50c record.

And Smith profited handsomely! More people came to his store. People bought more records there—not only of the 50c popular numbers, but the high-priced "blue ribbon" classics.

So much for that. Smith did the business and Brown the grumbling.

But there are many "SMITHS." They are taking advantage of the great national demand that exists for the good 50c record—a demand purely the result of offering an equally good quality at a lower price—made possible by a wide elimination of jobbers' profits and excess overhead—manufacturer direct to dealer.

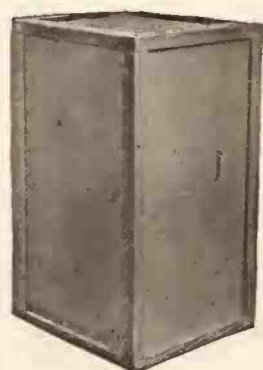
Of course we refer to BANNER 50c RECORDS. They are helping many dealers to a bigger and more profitable business. They will help you be the "MR. SMITH" of your town.

Send for BANNER RECORDS. (you will find a November list in the last pages of this publication). Test their quality. Test the demand for them.

Write Today!

PLAZA MUSIC CO.
18 West 20th Street New York

BANNER 50c RECORDS



PHONOGRAPH CASES RADIO CASES

Reinforced 3-ply Veneer

The Standard Case for Talking
Machines and Radio Sets

Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

DAN JONES NOW A PROUD DADDY

Local Paper Takes Due Cognizance of Arrival of Boy at Home of Talking Machine Man

Judging from the following item, which appeared in the Martins Ferry, O., Daily News on September 8, the arrival of a son in the family of a talking machine man in that town means something:

"His Master's Voice"

"Did'ja notice the broad, all-inclusive smile that enveloped the Victrola Department in Noble's store this morning? Like many other events of importance, there was a reason. Dan Jones, who warbles with no mean ability, was uncertain whether the 'event' would be a second Caruso or a Galli-Curci. The first lusty trill of the boy last evening convinces the family the new son was a chip o' the old block and that Dan was, at last, listening to 'his master's voice.' 'Twas a baritone and not a soprano. Mother and son are doing nicely."

RECORD OF HAND SAW MUSIC

An Interesting Novelty Found in the Vocalion Record List for October

A distinct and interesting novelty in the Vocalion record list for October is the successful recording of the music produced by "playing" a hand saw with a violin bow. The feat of playing a saw has been observed in vaudeville on numerous occasions, the saw being bent back and forth to produce the various tones, but this is believed to be the first instance where such music has been successfully recorded. The saw is played by Sam Moore, with guitar accompaniment by Horace Davis, the selections being "Mother Machree" on one side and "Mighty Lak a Rose" on the other.

A sad spectacle is the man who gets into a rut. He does the same things in the same way with monotonous regularity and ultimately the sheriff puts the lock on the door of another failure.

BRILLIANTONE NEEDLE SALES GROW

H. W. Acton, of Brilliantone Steel Needle Co., Points to Favor of American-made Needles Over Those of Foreign Manufacture

Harry W. Acton, secretary of the Brilliantone Steel Needle Co., reports that the tremendous demand existing for Brilliantone steel needles which has been evidenced within the last few months is steadily increasing. In a conversation with a representative of The World Mr. Acton remarked: "The popularity of the American-made needle over needles imported from other countries with the buying public is not only evidence of loyalty to American-made products, but is, moreover, a tribute to the superiority of the American-made needle. The needle industry is one of the many in which this country excels. Many attempted inroads by foreign manufacturers have been made, but both the trade and the public seem to insist upon domestic needles. The made-in-America stamp on the needle package has become a guarantee of the uniformity of both length and quality. It is only when foreign merchandise is received in this country in bulk and packed in this country that the public is confused. The law governing the marking of foreign-made merchandise unfortunately does not extend this far. If the imported needles are received in separate packages the law provides that they must be marked, 'Made in _____,' supplying the name of the country of manufacture. But where both shipments are received and the contents packed in this country this marking is not mandatory, and thus many purchasers, believing they are buying American needles, are receiving foreign-made merchandise. We are realizing more and more the importance of a well and favorably known trade name. The entire talking machine trade and the public in general are well aware that Brilliantone needles are made in America. This, undoubtedly, accounts for the tremendous demand for our product. Brilliantone needles are not only made in America, but are made by what is claimed to be the oldest established firm in the world manufacturing talking machine needles. They are made at the plant of the W. H. Bagshaw Co., of Lowell, Mass., who have a half-century of needle making behind them. We are experiencing exceptionally good business at the present time and every indication points toward the steady continuance of this demand."

DENNIS CO. FEATURES BRUNSWICK

HILLSBORO, TEX., October 3.—Brunswick phonographs and records will be featured in a handsome new phonograph department recently installed by the Dennis Furniture Co. here. Modern equipment, including soundproof record demonstration booths and display space for the machines, has been installed. The entire department is finished in old ivory and presents an inviting appearance to customers.

"TALKER" MARKET IN MEXICO

WASHINGTON, D. C., October 3.—A mercantile concern in Mexico is in the market for talking machines, typewriters, etc., according to advices received by the Bureau of Foreign and Domestic Commerce here. Purchase of goods and agency desired. Quotations f. o. b. New York or Laredo. Terms, cash against documents in Mexico. Further information can be secured by communicating with the Bureau or any of its district offices and mentioning File No. 3556.



A photograph showing the heart of the Manhattan Radio Headset—the coils and the magnet.

It's What's Inside the Receiver Case that Counts

REMOVE the cover of a Manhattan Radio Headset. Note the large horse-shoe magnet. It is made of Tungsten Steel—the most expensive material for permanent magnets, and the best because of its "hardness and property of retaining magnetism indefinitely."

In the center of the case is the electro-magnet with its pole-pieces made of Silicon Steel. Energy received from a wireless message is exerted on the diaphragm through the pole-pieces. If the pole-pieces absorb any of this energy, the pull on the diaphragm is less and the performance of the Headset weakened. Silicon Steel pole-pieces cut down energy loss, and give strong signals.

These are two points in the interior construction of Manhattan Headsets which make for superiority.

The country-wide Red Seal Battery "Finish-the-Sentence" Contest is on now, right at the peak of the radio season—Nov. 1—Nov. 15. Radio sets and Manhattan Headsets are the prizes. Carry Manhattan Radio Headsets on your shelves and display them in your windows with the Contest Window Display. Use the Contest to sell Manhattan Headsets as well as Red Seal Batteries. If your stock is low, wire your jobber TODAY for an additional supply before it's too late.

MANHATTAN
ELECTRICAL SUPPLY CO., INC.
Makers of the famous Red Seal Dry Batteries

NEW YORK
17 Park Place

CHICAGO, ILL.
114 So. Wells St.

ST. LOUIS, MO.
1106 Pine St.

SAN FRANCISCO
604 Mission St.

Next month we will tell you more about the "heart of the Manhattan Headset."

No. 2501—3000 Ohms
\$7.00



No. 2500—2000 Ohms
\$6.00

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD



Sacred Harp Singers

Now Record for Brunswick Exclusively

The Officially Selected Chorus of the United Sacred Harp Musical Association, commonly known as the "Sacred Harp Singers," has become an exclusive Brunswick organization.

The formation of this society, which is non-denominational, dates back to the Pilgrim Fathers.

Its choirs retain the original close harmony of the Pilgrims, rendering their songs without musical instruments of any kind, the singers getting the proper key and pitch by running the scale.

The Sacred Harp Singers' Records will be of interest not only to the 5,000,000 members of the society, but to all lovers of good music. For in their own particular field the Sacred Harp Singers are acknowledged supreme. Many of the songs in their official hymn book were first sung in the New World by the passengers of the Mayflower. The first recordings, listed below, are typical examples.

The sweeping melodies of this Chorus, the most famous of its kind in the world, amazed opera singers and musical critics on its recent visit to New York.

For a long time the Sacred Harpists were opposed to the phonograph as a musical instrument, but finally consented to record their truly marvelous choral singing in Brunswick Studios.

*Brunswick Records can be played on any phonograph
Brunswick Phonographs play all records*

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

CHICAGO NEW YORK CINCINNATI

New England Distributors:
Kraft, Bates & Spencer, Inc.
1265 Boylston Street, Boston, Mass.

Canadian Distributors:
Musical Merchandise Sales Co.
79 Wellington Street, West, Toronto, Ont.

- 5150—New Britain, C. M.
Canaan's Land, C. M.D.
- 5151—Soft Music
Pleyel's Hymn, C. M.
- 5146—Penick, C. M.
The Christian Warfare
- 5147—Easter Anthem
Antioch, L. M.

BRUNSWICK PHONOGRAPHS AND RECORDS

Is Leona Williams in collusion with her Dixie Band or in collision with them? Talk about gorgeous jazz—rip-roaring, rollicking, syncopated racket—"Sugar Blues" and "The Meanest Man in the World" are a pair of aces. Both selections on one record. A-3696. The line forms on the right and don't crowd.

**Columbia Graphophone Co.
NEW YORK**



DR. DE FOREST EXPLAINS DETAILS OF TALKING MOVIES

Inventor of "Phonofilm" Busy in New York Studio Perfecting Talking Film for Exhibition in New York Soon—Details of Process Used to Synchronize Film and Sounds

Dr. Lee de Forest, inventor of the audion tube, who recently announced that he had developed the talking film to a state suitable for public exhibition, arrived from Germany recently and is now busy preparing his first talking films.

These will consist of monologues, dialogues, violin solos and other musical pieces, which will be worked out in co-operation with Hugo Riesenfeld and other theatrical and motion-picture men. Films will talk in public for the first time in about two months, probably at the Rialto Theatre, according to Dr. De Forest.

In regard to the German invention, an account of which appears in another section of The World, Dr. De Forest said: "Their process differs from mine in several respects. They use a mouthpiece to catch the sound, for instance, while I use a vibrating disk of parchment. They also render the sound differently. They follow my device closely, however, in photographing sound waves on the film and translating them into electrical waves, then photographing them and translating them back into sound waves."

In Dr. De Forest's invention the sound waves first hit the parchment disk, which vibrates at the faintest sound. At each fluctuation of sound this disk modifies a high-frequency electrical current. This current passes through a tube about the size of the little finger. This tube is full of a gas which gives an intense, bright light as it is ionized by the electrical current. The light varies with every variation of the current. Thus, in its turn, the light reproduces the pattern of the sound waves.

This tube emits light by a tiny slit, which is about a tenth of an inch long and an imperceptible fraction of an inch in width. This light falls on the right side of the film between the scene photographed and the perforation. Constantly fluctuating with the sound waves, this light registers every fluctuation of sound on the film. It registers the high-pitched notes on the film at the rate of about 3,000 a second. That means that, in one second, each of the vibrations of the parchment disk is transferred to the current and that the light brightens and wanes 3,000 times in a second and that the film records them at the same rate. These appear like lines, one-tenth of an inch long. So fine that they might have been drawn with a needle or a diamond. They seem to be horizontal lines, one on top of the other, each bright line separated by a dark one. The dark line is only

dark when, speaking comparatively, it registers the lesser light of the lamp at the period of its decline, which period may be one-three-thousandth part of an inch.

On the film beside these lines is photographed the motion-picture part of the film. Each picture records scores of vibrations of the actor's voice. They must be developed and printed together. Great care is needed in obtaining uniformity in developing and printing, as the voice lines are blurred if they are overdeveloped and rendered feeble if they are underdeveloped.

The reconstruction of the voice or the notes of music from the strip of celluloid is another interesting process. An intense light is passed through the moving strip on which appears the track of the voice or the horizontal lines which represent the sound waves. The dark and light lines modify the light passing through it, as it was originally modified in the gas tube. This light, with its infinitely fine fluctuations, falls on photo-electric cells. These are cells with chemicals which have the strange property of being non-conductors of electricity in darkness, but good conductors in light. The electrical current passing through them is constantly modified by the fluctuation of light. It again reproduces the sound wave.

The audion amplifier, invented by Dr. De Forest, is used to give power to the vibrations which originally appear in the sound disk. Earlier in the process the vibrations are exaggerated several thousand times in order to give the sharp changes necessary to produce the sharp fluctuations in the light in the gas tube.

The audion amplifier is required again in the latter part of the process. After the photo-electric cells have transformed the lines on the film into vibrations in the electric current, the vibrations are again exaggerated a thousand times more. This raises them to a strength which enables them to operate the loud-speaking telephone devices, exactly as is done in long-distance telephoning. In the early and the latter part of the process the amplifiers are used to multiply the original strength of the

vibrations by about 10,000,000 times. This amount of multiplication, however, only reconstructs the human voice or musical note to its original power.

Selenium cells are not used. These used to be considered miraculous, because of their power of resisting electricity in darkness and conducting it in light—a property used in wireless torpedoes. The selenium, however, is coarse and unsatisfactory in comparison with the new photo-electric cell, whose composition has not been made public.

"So far the work has all been on the technical side," said Dr. De Forest. "From now on I will work in my studio here with motion-picture men, actors, speakers and others, working out the technique of acting for the talking film. The talking films which I have now are rough-and-ready affairs of our laboratory which would prejudice the invention if I put it before the public.

"The development of technique will take much time and thought. The question how far the actor or actress should stand from the vibrating disk is one thing. Conditions providing absolute silence are necessary. The slightest sound is registered and becomes a disturbance. During a song by my wife on the film I said 'Louder!' once or twice in a small voice, but it sounds like a shout on the films.

"For a while I had great difficulty because the camera registered its own clicking and all the other sounds of its internal mechanism. I managed to hood it and keep this out. Absolute silence, not even a whisper, will have to be the rule in studios where talking-films are taken.

"One roll of film will record a whole opera or symphony. Such a film would be about fourteen inches in diameter.

"Until very recently I have found phonograph manufacturers cold on the matter. Recently I have been receiving inquiries. The motion-picture men have been prejudiced against the idea because efforts to hitch up phonographs with films have been unsatisfactory. The photographing of the voice on the film, however, produces a different effect."

The A. I. Ross Music Store, Victor dealer of Queens, N. Y., has added a stock of musical instruments.

**REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD**

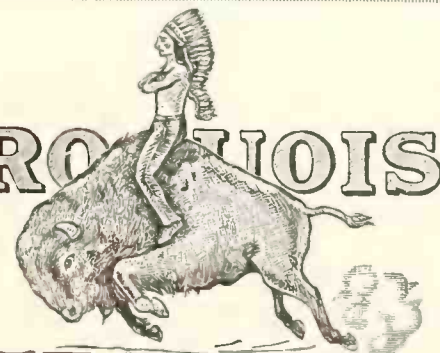
Okéh Records

**OUTING PORTABLES
GRANBY
PHONOGRAPHS
MASTER TONE
TALKING MACHINES
NEEDLES**



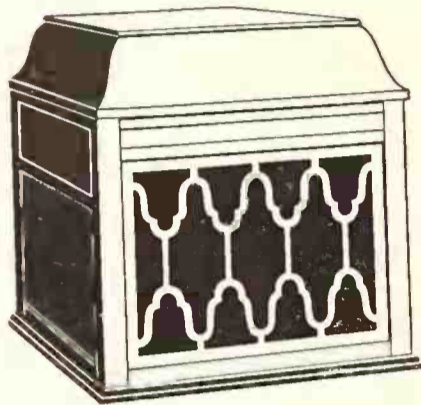
Okéh — Truetone — Wall-Kane
Tonofone — Gilt Edge
Delivery Bags, Accessories, etc.
Complete Stocks—Prompt Service

IROQUOIS

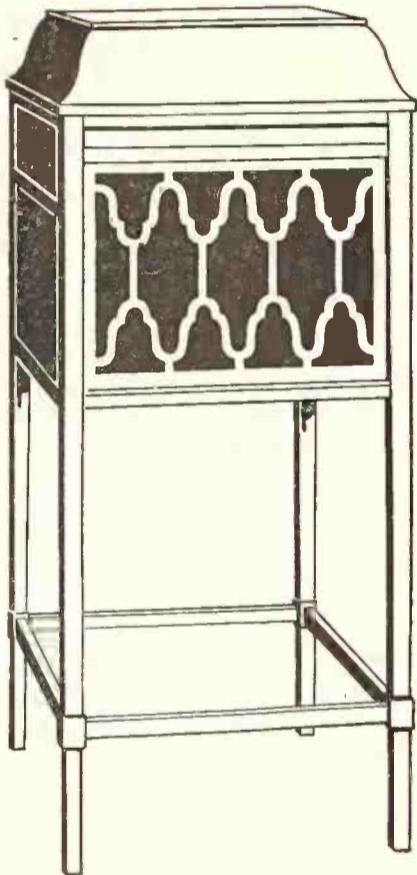


**IROQUOIS SALES CORPORATION
Wholesale Distributors
210 Franklin St. BUFFALO, N. Y.**

The Same Remarkable Phonograph In New Models of Moderate Price



London No. 1



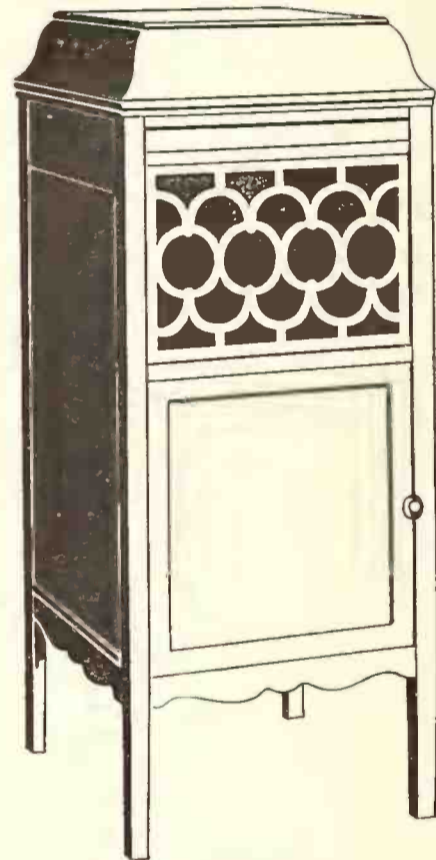
London No. 2

London No. 1 **List Price \$60.00**
 Width 17½ inches
 Depth 18½ " "
 Height 19½ " "

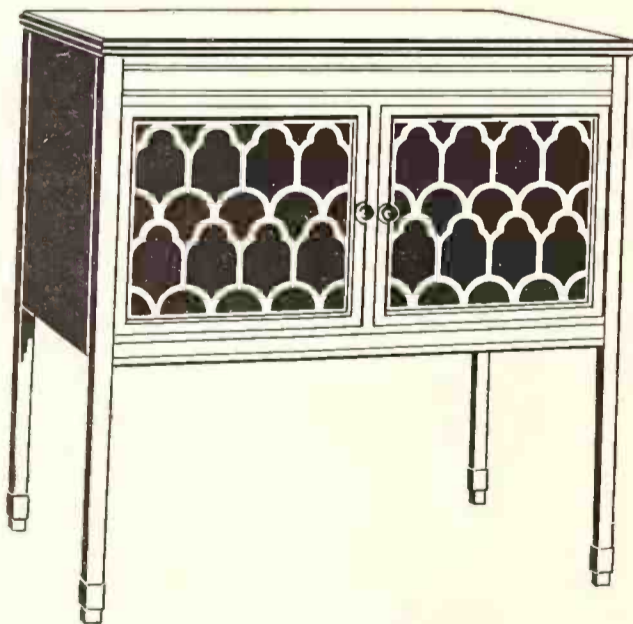
London No. 2 **List Price \$75.00**
 Width 17½ inches
 Depth 18½ " "
 Height 40 " "

London Upright **List Price \$100.00**
 Width 17½ inches
 Depth 18½ " "
 Height 42½ " "

London Console **List Price \$135.00**
 Length 35 inches
 Depth 20½ " "
 Height 35 " "



London Upright



London Console

The NEW EDISON London Group

HERE is the New London Group, recently added to the Edison line.

With the addition of these models, the New Edison supplies the needs of every class of phonograph business, from the moderately priced table instrument, London No. 1, to the more expensive consoles in period design.

Every home on the nation's Main Street is now a prospect for a New Edison sale. The London Group removes the price barrier, and offers a field practically unlimited in sales possibilities.

And, as the musical perfection of the New Edison is maintained throughout every model which bears the Edison name, you may recommend the London Group to music-lovers with assurance of unmatched phonograph value.

THOMAS A. EDISON, INC.

ORANGE, NEW JERSEY

WARNING! This Melody is Contagious!
Once you get it you can't forget it!

COAL BLACK MAMMY

Europe's Latest and Biggest Fox Trot Tune

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

Cause I'm goin', yes, I'm goin' with a love that's ever growin' to that Coal Black Mammy o' mine—

NEW WANAMAKER MUSIC DEPARTMENT

Talking Machine Section of the John Wanamaker Store in New York in Spacious Quarters on Mezzanine Floor—Large Record and Machine Stock Is Admirably Displayed

The talking machine department of the John Wanamaker store, New York City, is now comfortably located in spacious quarters on the mezzanine floor in space formerly occupied by part of the piano department. Through this move the entire music department of the Wanamaker store is now concentrated on one floor. The talking machine department about a year ago was moved to the eighth floor, but the separation of the units of the music department was not found to be helpful to business.

The talking machine department is not only attractive, but admirably arranged. There are five large rooms, handsomely furnished, in which the various machines, including the Victor, Brunswick, Sonora and Cheney, are demonstrated. These rooms have been constructed along the walls of a larger room in which the different types of instruments are on display. A feature of the department is the record racks, which were designed by H. L. Bertine, manager. A stock of more than 30,000 Victor and Brunswick records is handled and instead of the usual service counter small tables have been placed outside the racks. On these tables

are the latest lists of records and customers, after making the selection from these lists, have their wants quickly supplied. On both sides of the record racks are sound-proof hearing rooms for record demonstration purposes. The move has already been amply justified by increased business.

STREAMERS FOR DISPLAY PURPOSES

The Banner record division of the Plaza Music Co., New York City, is issuing each month five window streamers which feature the biggest popular hits of the season. This publicity material is most attractive and is in several colors. The illustrations are of the same peculiar and striking character that has marked this company's advertising matter for some time.

It is planned to induce the dealer to use this set of streamers each month and, as they will be issued along the general style as the initial shipment, it is expected the public will look forward to these announcements as a guide for its record purchases.

In addition to the above there are to be supplementary streamers of a smaller size and the usual catalogs, cards, etc. This is a new service which has been planned with great care and the sales organization of the Plaza Music Co. is under the impression that it will be most valuable to the trade.

CULP BROS. HEAD GROWING FIRM

Established Only Six Years and Enjoy \$200,000 Annual Business in Musical Instruments

FT. SMITH, ARK., October 7.—The Culp Bros. Piano Co., Inc., was organized here in July, 1914, and since that time the business has steadily grown to a volume of approximately \$200,000 annually.

When the company was formed the main retail house was established at 1104 Garrison avenue, and since that time branch houses have been located at Russellville, Ark., Hartshorne and McAlester, Okla. Each of the stores does a splendid business, which is steadily increasing.

W. M. Culp is in charge of the store at Russellville, H. C. Hullender at Hartshorne and C. K. Culp at McAlester. J. H. Culp and B. D. Culp, Jr., are in charge of the Fort Smith house.

The Culp Co. handles exclusively the Hallet & Davis, Packard, Chase Bros., Hobart M. Cable, Story & Clark and Cable pianos. The following line of talking machines is handled also by the Culp Co.: Hallet & Davis, Brunswick and the Columbia Grafonola.

In connection with the retail music house a complete repair shop for pianos and talking machines is operated in Fort Smith, under the direction of B. D. Culp, Jr., and J. E. Dotson.

"TALKER" MADE FROM CIDER BARREL

Instead of the Liquid That Cheers Music Flows From This Unique Instrument

Something strictly new in musical instruments has been evolved by William T. Weinschank, of Chicago, who converted a cider barrel into an attractive talking machine at a cost of only \$11.75, according to the Popular Science Monthly.

After thoroughly cleaning the barrel Mr. Weinschank cut double doors in the top side with a keyhole saw and swung the doors on hinges. A second-hand spring motor and tone arm suspended from the inside of the barrel completed the works. The crank protruded from one end.

To give the talking machine a finish the barrel was placed on a special support into which the circular heads fitted, and, as a final realistic touch, a spigot was added.

R. W. PORTER BACK FROM CANADA

R. W. Porter, field sales manager for the Columbia Graphophone Co., New York, is again back at his desk at Columbia headquarters after an extended trip throughout Canada. He reports that general conditions in Canada look very bright and all indications point to one of the best Fall and Winter businesses Canada has enjoyed for some time. Business, he states, has taken a decided boost in the Dominion and Columbia dealers are bound to reap a harvest in sales if they carry out the campaigns which they have planned for Fall and Winter.

BRUNS MADERITE

Cover, Straps Attached

QUALITY PLUS At Moderate Prices

Prices on BRUNS MADERITE Phonograph Moving Covers have been lowered but the quality is of the same high standard. . . .

BRUNS MADERITE Moving Covers are made of excellent materials throughout—strongly constructed to give maximum service and satisfaction.

Quality considered, BRUNS Moving Covers are now more reasonably priced than others. We maintain, though, that nothing really good can be had cheap. Cheapness is the antithesis of quality. We aim to give the best possible value consistent with highest grade material and workmanship—less we can't do—more you can't ask.

Literature and prices furnished on request. Order direct or through your jobber.

A. BRUNS & SONS
Manufacturers of Everything Made of Canvas
50 Ralph Ave., Brooklyn, N. Y.

A. BRUNS & SONS
50 RALPH AVE.
BROOKLYN
N. Y.

Interesting Analysis of Reasons Prompting Customers to Patronize a Store :: By F. H. Williams

"Of course we are constantly getting new customers at our store," said a successful talking machine dealer, in the course of conversation with the writer. "But what brings these customers to our store? Is it our advertising? Is it our location? Or what is it?"

"Recently I have been doing some thinking along this line and I felt that if I could determine just what was most instrumental in bringing new customers to the establishment I would be able to better conduct my store promotion work so as to increase my business.

"With this idea in mind I recently questioned 100 new customers, as they came to my store over a considerable length of time, as to what had brought them to the store. I was very much interested in the answers they gave me and they were very valuable. I'm going to tell just what this investigation showed because, I am sure, it will also help other dealers in talking machines and records throughout the country who are looking for merchandising helps.

"Fifty-one of the 100 new customers said that they came to my store because it had been recommended to them by friends or relatives. This shows pretty conclusively that care and courtesy and service in handling present customers is not only worth while because it assures you of more trade from these customers in the future, but it is also worth while, because the better impression the store makes on its present customers the stronger boosters these customers will be for the store and the more recommendations for the store they will give to friends and relatives with the result that more of these friends and relatives will come to the store.

"Some of the 100 new customers stated that they were attracted to my store by the advertising we've been doing. This was a very gratifying discovery because it showed me that my advertising is not only effective in selling machines and records to people who are already in the habit of patronizing my store, but is a real aid in selling to new customers. I had for a time been rather dubious as to the wisdom of continuing my advertising, but this convinced me that it was worth while to keep on with this form of publicity.

"Nine of the 100 new customers stated that they came to my store in response to a direct

mail advertising campaign which I had conducted among the club women of the city. I had secured the names of local club women from the annual programs which the local clubs publish and had then circularized these women with advertising telling about machines and new records and emphasizing the value of the talking machine in the home in helping to entertain club meetings. Of course, many of the women circularized were already patrons of my store, so this evidence that many new customers had been made by this publicity was gratifying.

"Eight of the 100 new customers stated that they came to the store because my location

Investigation Discloses Drawing Power of Satisfied Patrons, Ads, Window Displays, Good Location, Etc.

was most handy when they were downtown on regular shopping trips. Which indicates that the store's location is highly important.

"Eight of the 100 new customers declared that they had been attracted to my store by my window displays.

"Five of the 100 new customers declared that the reason they had started patronizing my store was because they had been attracted by a special musical program I had recently staged.

"The others among the new customers were unable to assign any definite reason why they had started patronizing my store. But they had started and that was sufficient.

"All of which was exceedingly interesting to me and very valuable in showing me just what forms of promotion and publicity to which I should pay the most attention.

"I am passing the result of this little investi-

gation along to other talking machine dealers with the recommendation that they conduct a similar investigation in their own stores."

OPENS BRANCH STORE IN READING

Reifsnnyder's Music House Holds Formal Opening of Fine New Store

READING, PA., September 30.—Among the new business concerns to enter the local field is Reifsnnyder's Music House, 951 Penn street. Perry B. Reifsnnyder, proprietor. Besides the Reading store he conducts a large establishment on Market Square, Lebanon.

A formal opening of the new store was held and in celebration of the event souvenirs were presented. The spacious display room presents a beautiful scene with rows of exhibits of various models of three of the leading piano makers of the country. A big display of talking machines is also made. Mr. Reifsnnyder has gone to considerable expense in making necessary renovations to his new establishment, including changes to the front, private talking machine booths, illumination, etc.

VICTOR DEALER PUBLICITY HELPS

Victor Talking Machine Co. Sends Varied Dealer Publicity to Dealers Each Month

Some excellent posters and other advertising material have been sent out by the Victor Talking Machine Co. to dealers for use in pushing October records. The advertising matter includes two domestic hangers, one foreign hanger, window streamers and proofs of the Victor magazine, foreign paper and educational advertisements.

During October the Victor Talking Machine Co. will use back covers of a number of popular magazines with national circulation. In addition special copy has been prepared for educational magazines in which the value of the Victrola as an educational medium is emphasized.

A talking machine and piano store has been opened in Shelbyville, Ind., at 38 East Broadway, by Omar Bausback, who was formerly connected with the Pearson Piano Co.

ORIGINAL ARTISTIC DECORATIONS

ON

TALKING MACHINES



*Japanese and Chinese Lacquer Works
Louis XIV, Colonial, Old English,
Chinese, New and Antique Reproductions.*

*Period Designs in New and Antique
Finishing*

Polychrome Works

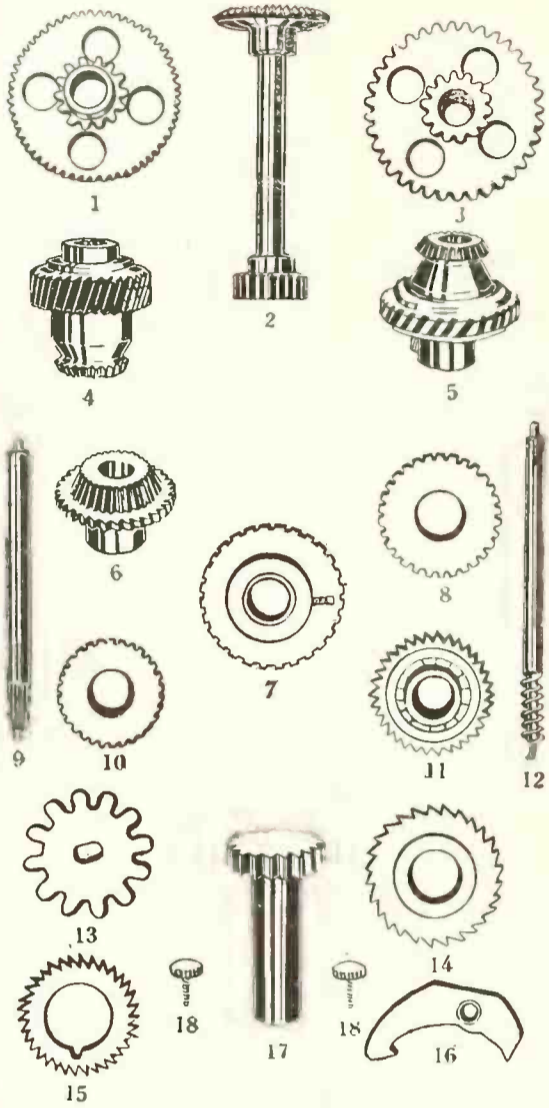
Expert Gilding

All work hand-painted and fully
guaranteed

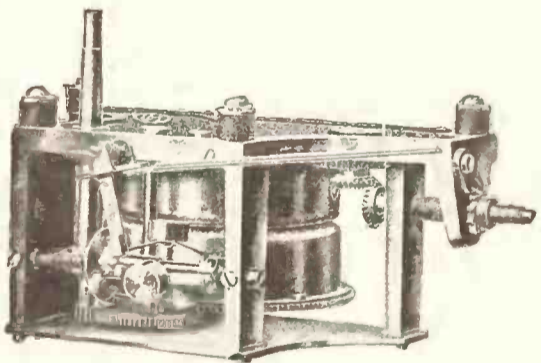
Write for prices and particulars

Rudolph Sobichek
Works of Art
123 Fifth Ave.
Telephone, Lexington 2643.

Repair Parts



Liberty Motors
Price \$6.00
Complete



Write for Catalog
and
Full Particulars

**PLEASING SOUND
 PHONOGRAPH CO.**

204 East 113th Street, New York City

"TALKER" AIDS BUSINESS STUDENTS

Schools in Milwaukee Adopt Talking Machines to Speed Up Typewriter Students

Several schools in Milwaukee, Wis., have adopted the "Remington Blues" as part of their regular business course, and, according to teachers in these schools, the system is a decided success.

The plan is to have a talking machine near the desk at which the stenography student is at work. At the start of an exercise the machine is started, and, according to the tempo of the music, the exercise is completed. Thus, on sedate business letters, which require extra accurate work, some selection like "Down by the Old Mill Stream" is played. If the letter is a peppy sales creation the latest jazz selections are chosen. And students and teachers find that the work of learning the various exercises is simplified.

The head of one business college where the music method is used was emphatic in her praise of the system.

"We find that with the rhythm of the music as a guide the students sooner get the swing of the exercises, and the work is done more accurately with less attendant fatigue. As the student advances in the work the music is played faster. We have used the musical accompaniment method for several years and the results are most gratifying."

Another instructor believed that the otherwise tedious process of teaching the typewriting lessons was shortened by the addition of music. "As the work progresses we play faster selections, until our pupils are able to keep pace with the normal tempo of the most rapidly played selections."

UNESSENTIAL DETAILS IN SELLING

Salesman Who Enlarges on Minutest Details of Talking Machine in Trying to Make a Sale Bore Patrons and Drives Them Away

Insulting the intelligence of customers is unconsciously done by many salesmen in their zeal to make a sale. When a prospect enters a talking machine establishment for the purpose of looking over the line of machines it should be assumed on the part of the salesman that the person is at least familiar with certain details concerning the instruments. There are few people to-day who do not roughly understand the operation of a talking machine, and when the salesman presumes to go into too many minute details he not only makes a bad impression on the customer, but there is also danger that too much talking, instead of intensifying the interest of the prospect, will bring about a contrary condition and the sale could easily be lost. Concise, intelligent presentation of the facts is what the average busy man or woman desires above all else.

COLUMBIA BRANCH IN NEW HOME

The Columbia Graphophone Co., New York City, has made the announcement that the New Orleans branch of the company is moving into larger and more commodious quarters on Peter street. This new move was made to enable this branch more adequately to take care of its steadily increasing business and to give the dealers in the South a more thorough and efficient service. Up-to-date equipment has been installed, a feature of which will be a much enlarged Dealer Service department that will be of considerable help to dealers in this territory. With these increased facilities to take care of dealer business, a prosperous Fall and Winter business is expected.

John McCleary, Sr., formerly with Goggan Bros., of Houston, Tex., is preparing to open a piano business in Brownsville, Tex., in connection with the business of John McCleary, Jr., a Victor talking machine dealer in that city.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect
 We get the best India Mica directly.
 We supply the largest Phonograph Manufacturers.
 Ask for our quotations and samples before placing your order.

American Mica Works
 47 West St. New York

ACTIVITIES OF COLUMBIA ARTISTS

Al Jolson on Tour With "Bombo" Company—Eddie Cantor Moves to Chicago—Ray Miller and Ted Lewis Make Hit in Gotham Theatres

Considerable news of interest has been emanating from the Columbia Graphophone Co. headquarters recently pertinent to the activities of exclusive Columbia artists, well known through their recordings in the past year.

Al Jolson has left New York on a tour with his company of "Bombo," appearing in Youngstown, O., after which he moved to Chicago for an extended stay there.

Eddie Cantor with his show, "Make It Snappy," has left New York for Chicago, where he opened with this successful production at the Majestic Theatre. He is booked for a long period in Chicago, probably for the entire Winter and, no doubt, will receive a hearty reception from the Chicago public, which is now familiar with several numbers of this show, which he has recorded on Columbia records and which have been on sale for some time.

Ray Miller and His Black and White Melody Boys have made a decided hit in their appearance at the Fox Fourteenth Street Theatre, New York. After fulfilling this engagement they have been booked to appear at the Fox Audubon Theatre, Washington Heights.

Ted Lewis and His Jazz Band, who have been appearing at Keith's Palace Theatre, New York, have scored big as a record seller.

MASTER RECORD CORP. CHARTERED

The Master Record Corp., of New York City, has been granted a charter of incorporation under the laws of New York State, with a capital of \$10,000. The incorporators are W. Newton, J. Palkovics and I. Sherman.

Victor Wholesalers



**The House
 of
 Mellor
 in
 Pittsburgh
 since
 1831**



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

FLETCHER REPRODUCER

Scientifically

Constructed



Gives Perfect
 Reproduction
 of Voice
 or Instrument

Volume and
 Perfect Detail



Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records

ACTUAL SIZE

Carried in Stock for Victor and Columbia

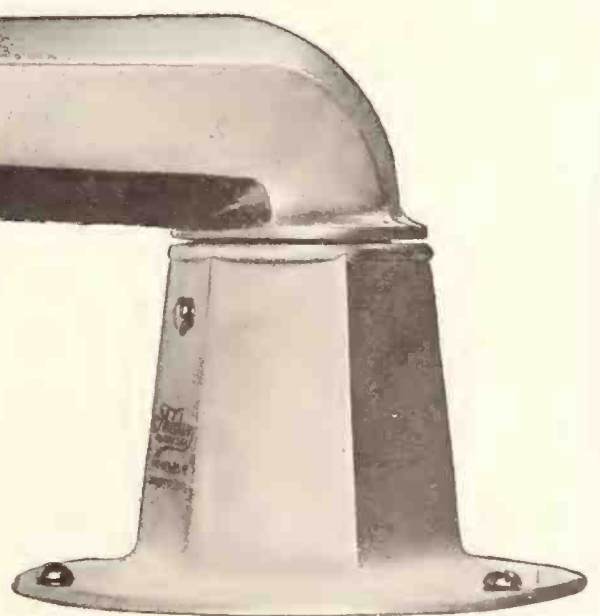
THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



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

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



FLETCHER-WICKES COMPANY
 6 EAST LAKE ST. CHICAGO

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

QUALITIES WHICH SALES MANAGERS SHOULD POSSESS

Quiet, Unassuming Manners, Plus the Ability to Direct the Work of the Salesmen, Are Characteristics Which Are Much More Valuable Than the Ability to Domineer and Bluster

"If I were looking for a new sales manager," declared a prominent executive in another line of business, "I would select the fellow who is apparently quiet and unassuming, and who tells the salesmen under him how to get more business rather than simply ball them out for not producing greater results.

"If there is anything that is disgusting to the executive who has had to do with the handling of men it is the domineering, loud-mouthed type of so-called sales manager who believes that he is scaring his men into getting better results when as a matter of fact he is simply building up a wall of enmity or making himself a laughing-stock. This type of sales manager rarely has a constructive selling idea to offer his men, and it is most likely that his bulldog attitude is simply a cloak for inefficiency.

"It is a recognized fact that the greatest selling effort is developed where the salesman is working either on salary with commission or on straight commission, under which condition he can see his income grow with every sale. The sales manager who believes that he can drive that type of salesman to greater effort by sarcasm and loud talk is simply fooling himself. Such a sales manager cannot under any condition hold the respect of his staff. They are working not for him, but for the commission, and when the pinch comes are going to make that attitude plain.

"The most successful sales manager I ever knew was the fellow who never raised his voice and forgot there was such a thing as sarcasm, which is always repugnant to any man of intelligence. This man knew his line and the territory in which it was sold, and best of all he knew his salesmen.

"At the regular meetings and in the regular house correspondence to the salesmen on the road there was evident no domineering attitude.

If the sales seemed to fall off in a certain locality the man in that territory was not simply balled out and told to do better. Instead he was asked frankly for any reason that he might assign for the drop in business and then was given real constructive suggestions as to how to proceed in an effort to recover the ground. It was felt that the salesman did not need any more stimulus to increased effort than a glance at his dwindling commission sheet. What he needed was good advice, and that was what the sales manager gave.

"The efficient management of salesmen just now is a problem of great importance. In many lines of business orders are not so easy to get as they were in the past. Conditions have changed, and changed radically both in the wholesale and retail fields, as well as in the attitude of the public. The sales manager, therefore, who keeps his men irritated and 'sore' by his loud talk and sarcasm, instead of giving them instructive suggestions, which probably is beyond his ability, is simply tearing down rather than building up. What is needed is a man who has an understanding of the situation, has a certain streak of sympathy for the individual salesman who is really trying, and can draw upon his own experience and study for practical helps and suggestions that will enable the salesman to get his share of business."

The foregoing sermon on the sales manager applies quite as much to the talking machine trade as it does to other lines of business. The selling organization that is getting results and making itself felt almost without exception has as its head a sales manager who is not content to sit at his desk and tell his men what they ought to do, but goes out with them if necessary and shows them how to do it.

The average salesman working on commission, whether or not he draws a salary with it, should not need any argument as to the necessity

for going out and working energetically to close sales. His desire for a larger income should provide that incentive, and if the lure of having some more money to spend does not move the salesman to real effort then he should be replaced by a live man. Such a condition cannot be remedied by the sales manager's conversation, but requires more drastic action.

SOME PLEASING FALL POINTERS

B. R. Forster, president of the Brilliantone Steel Needle Co., New York City, reports increasing business throughout the West and Middle West, from which territory he is now returning. He experienced everywhere a general optimistic outlook regarding Fall business.

V. C. Kent, who covers the New England territory for the Brilliantone Co., reports that the cessation of strikes has greatly improved business in that territory and dealers are placing good orders for the Fall and holiday trade.

Stanley Risser, metropolitan representative of the company, is proving that there is enough good business within fifty miles of City Hall to keep a good man busy. Dealers in this territory are placing heavy orders for Fall business. The volume of business of the Brilliantone Steel Needle Co. during the past month has set a new record and the outlook for the future is equally bright.

EDISON SHOP OPENED IN TOPEKA

TOPEKA, KAN., October 5.—The Topeka Music Co. is the name of a new music store which has established quarters at 633 Kansas avenue, this city. Edison phonographs and records and a line of pianos are handled. Fred G. Mortiboy, formerly manager of the phonograph department at the Crosby Bros. Co., here, is manager of the new concern.

A talking machine concern, to be known as the Continuous Phonograph Player, Inc., has leased quarters at 1302 Filbert St., Philadelphia.

What Is the Speed Limit Around Here?

Collings & Company's high-powered motor trucks make all of our Northern New Jersey and Northeastern Pennsylvania territory practically "next door" to Newark.

What the trucks don't cover, the railroads do—so efficiently that our orders are commonly delivered "same day" and at least "next morning."

A good deal of our steadily increasing business (which means the increasing business of our patrons) comes from the rapid transit that says "Here it is" instead of "We expect to ship."

"BUY Where You SELL—COLLINGS Covers Your Wants"

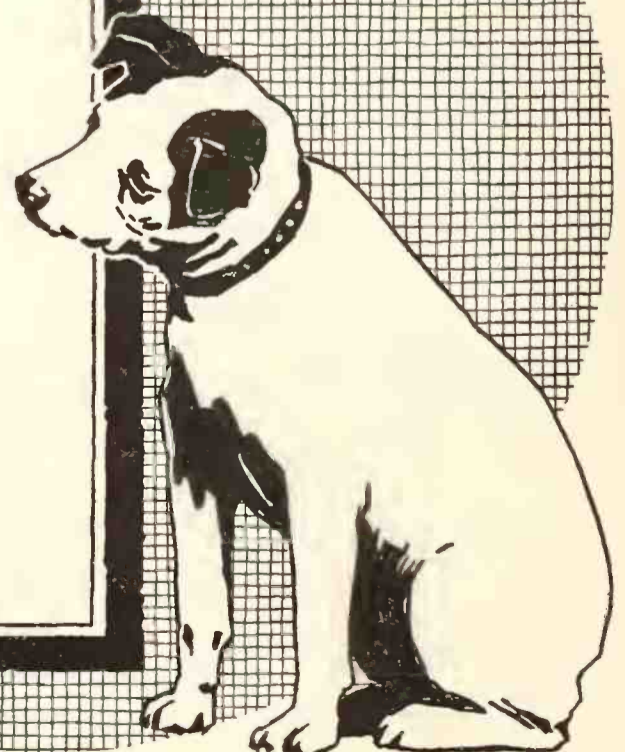
COLLINGS & COMPANY

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.



*A n
a n n o u n c e m e n t
o f n e w a n d i m p r o v e d
r e c o r d s*

HERE is *real* money for every progressive record dealer.

This record is practically free from surface sound. It can be played at least twice as many times as *any* other standard record. It retails for ten cents less than any other popular standard-make record.

Immediate delivery on *any* quantity of old and new popular hits and hundreds of standard selections—wonderfully rendered. Complete your stock with fast selling Globe records. Satisfy your fastidious customers.

No other record sells so easily, is so good looking, *sounds* so well, and gives the dealer so large a flow of continuous profits.

Live, profit-seeking dealers will write immediately for the most revolutionary selling proposition in the record business.

*Five
Exclusive
Features*

1. *New, improved type of record*
2. *Back to pre-war prices—65 cents*
3. *Practically free from surface noise*
4. *Greater durability*
5. *Special system of quick service*

Globe Distributing Corp.
30 Church Street New York

better than
STANDARD
65¢

GLOBE
RECORDS



MEETING WITH FAVORABLE RESPONSE

Revival of 75-cent Popular Record Catalog by Emerson Phonograph Co. Liked by Dealers

A. Abrams, president of the Emerson Phonograph Corp., states that the revival of the Emerson 75-cent popular record catalog has met with a most favorable response from the trade. The Emerson Co., which has a most comprehensive catalog of standard, operatic and foreign records, was induced to again issue popular songs and dance selections upon the earnest solicitation of many Emerson dealers. Since that time other dealers have shown interest and new accounts in varying quantities are being opened from day to day.

The popular records issued are all carefully selected as to merit and sales possibilities. It is the object of the company to give the trade who carry its standard catalog a popular record which will have a quick turnover and make the need for return of unsold records almost an impossibility.

The dealer is supplied each month with much advertising material and particular attention has been given to the use of hangers which incorporate the monthly list. These are invariably used in the window and about the store—particularly in the record booths where sales are made.

TERMINAL PHONO. SHOP CHARTERED

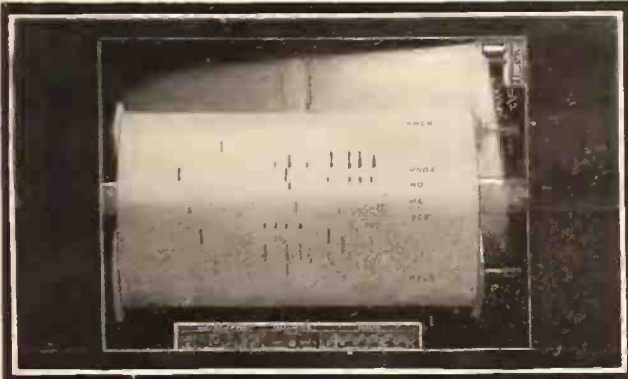
The Terminal Phonograph Shop, Inc., of Boston, Mass., has been chartered in that State with a capital of \$10,000. The incorporators of the concern, which will deal in talking machines and musical instruments, are Marion Dunn, Louis Rosenthal and Bernard K. Cohen.



Should be on Every



Phonograph and Player Piano



Beautifully finished in Nickel or Gold

It applies perfectly to every phonograph and player piano, no instrument is complete without it.

For phonographs this light makes cumbersome operations easy and simple in darkest corners where phonographs are usually placed. It prevents scratching of records and makes setting of automatic stop positive and simple.

For player pianos it is indispensable, gives an abundance of illumination for singing or inserting music rolls.

Easily and quickly attached, comes complete ready for use, no electricity or wiring necessary.

RECORD FLASHERS last indefinitely and are fully guaranteed. Batteries last from 6 to 12 months in service. Renewals can be had at 75 cents.

Prices { Nickel Plated with Battery - - \$3.00
Gold " " " - - 3.75

Special Discounts to Dealers and Manufacturers
Write for descriptive circular

Standard Accessory Corporation
Sole Manufacturers and Patentees

1015 Third St. Milwaukee, Wis.

SOME SALES STIMULATORS

Now is the time to make preparations for Fall and Winter concerts. Any dealer with sufficient space in his establishment should seat his customers comfortably so that they can get the most enjoyment from these concerts. During an operatic concert only those people with an inclination toward this music should be invited and the same applies to music of other kinds. The invitations should be made as personal as possible. A good plan is to have some one connected with the staff write them and they should be signed by the head of the firm. Special concerts might be arranged to which only persons who have not purchased machines but who are on the prospect list should be invited. This is an effective means of bringing the talking machine, and particularly the line handled by you, to their attention.

A plan which has produced excellent results in the stimulation of talking machine record sales was recently put into effect by the Tri-State Talking Machine Co., 103 South El Paso street, El Paso, Tex. Post cards are sent to all customers containing the list of special records released by the Victor Talking Machine Co. monthly. The list is neatly printed on the card, with the names of the selections in bold type so that they stand out. The plan is producing excellent results not only in sales but in bringing the company and its line to the attention of those receiving the cards.

A sales-producing plan recently put in effect by a talking machine dealer in a medium-sized town in connection with the building up of his prospect list consisted of making personal visits to those prospects who had failed to answer his inquiry as to whether they were interested in a talking machine. In this manner he secured certain information as to their worth as prospects and as a result many of the names on his list were dropped as worthless. Those who signified their interest in his line were approached by a salesman and a number of sales were made.

In every city where there is a large foreign colony the talking machine dealer can well afford to send out salesmen or canvassers who understand the language of these people to boost foreign records. It is a well-established fact that foreigners are more receptive to the approach of persons who understand their language and sales are more quickly closed.

The spirit of competition is keen with most men, and they will strive energetically for a small prize when more substantial inducements in which there is no element of competition would leave them cold. Prize contests among the salesmen are well worth the expenditure. Small cash prizes for the three salesmen doing the greatest volume of business during a monthly period are certain to result in stimulation of effort and more business.

Stop! Look! Buy! That is what the talking machine dealer tries to have passers-by do by means of his window. Remember the least expensive and most effective publicity, when properly carried out, is the window display. A moving object is bound to attract people and this plan has resulted profitably for many dealers. One merchant even put a number of live fish in a bowl in his window. Many people stopped to look and most certainly they saw not only the fish, but the machines and records which were displayed.

TO CONSIDER EXPRESS RATES

Interstate Commerce Commission to Hold Hearings Next Month to Consider Appeals of Shippers for a General Reduction

WASHINGTON, D. C., October 7.—Whether the present level of express rates is too high, as claimed by shippers, will be determined by the Interstate Commerce Commission as a result of hearings which will be started on October 30. The inquiry will go deeply into the question of express charges on all commodities in all sections of the country and will proceed along the line of the investigation of freight rates made last Winter which resulted in a decided reduction in those rates in July.

It has been complained by shippers using express service that express charges are still at their high level, although freight rates have been reduced approximately 10 per cent, and the same arguments which resulted in the freight reduction can be applied to express rates.

Mr. Edison Man:—

Don't Say

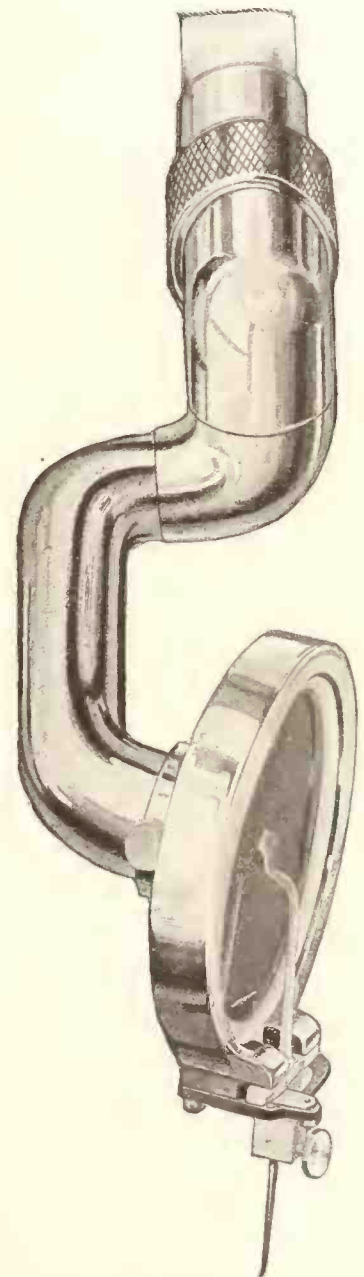
"KAN'T," say "KENT"

Write for catalog of complete line

The KENT No. 1

With "S" Sound Box

Has given complete satisfaction for years



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.



Unlimited resources of entertainment with the Magnavox Radio

AS long as radio is identified with the telephone headset, the public will prefer to secure wireless equipment at the electrical or radio specialty store.

The music dealer can build a successful radio business only by featuring *tone clearness* and *volume*—qualities found at their best in Magnavox Radio, the Reproducer Supreme.

Magnavox Radio is as important to radio as the phonograph is to music.



R-2 Magnavox Radio with 18-inch horn; this instrument is intended for those who wish the utmost in amplifying power; for large audiences, dance halls, etc.....\$85.00

R-3 Magnavox Radio with 14-inch horn; the ideal instrument for use in homes, offices, amateur stations, etc.....\$45.00

Model C Magnavox Power Amplifier insures getting the largest possible power input for your Magnavox Radio.

2 stage AC-2-C..... \$80.00

3 stage AC-3-C..... 110.00

Write for full information about Magnavox Radio—Nationally advertised in *Saturday Evening Post*, *Literary Digest*, *American Magazine*, etc.—and let us tell you how we help you sell it.

THE MAGNAVOX CO., Oakland, California; N. Y. Office, 370 Seventh Avenue

MAGNAVOX RADIO

The Reproducer Supreme

Everyone loves a good old-fashioned darky melody with the old-time banjo twanging. Harry C. Browne is an artist in this line, for he has made this type of music a special study. "I Loves You, Mister Coon" and "De Colored Barbecue" are just the kind of colorful harmony that makes old man Grouch take to the woods. A-3678.

Columbia Graphophone Co.
NEW YORK



START BIG BUBBLE BOOK CAMPAIGN

National and Local Advertising Include Broad-sides and Dealers' Helps in the Way of Hangers and Display Stands.

Harper & Bros., manufacturers and distributors of Bubble Book records for children, have inaugurated a campaign this Fall designed to help the dealer increase his sales during the coming Winter months. Intensive advertising is to be resorted to in the leading national magazines of the country, and local newspapers throughout the country will be used. Attractive literature has been prepared by the advertising department for the use of the dealer that is bound to create sales. Some of this literature is in the form of a four-page broadside featuring the fourteen Bubble Books now available for the dealer, executed in an attractive manner, showing the pictures of Bubble Book characters with a word of explanation underneath the picture of each book. This broadside also features Bubble Book selling helps that Harper & Bros. furnish their dealers. These selling helps include attractive display stands which hold six and twelve Bubble Books and can be placed on the counter of the dealer's store or in record-hearing booths.

Another feature of the intensive campaign which they have inaugurated is a very attractive hanger, just sent out to the dealers, showing a list of the entire Bubble Book catalog. A very attractive drawing by Rhoda Chace graces the top of this hanger, which shows a home scene with a talking machine and four children listening to Bubble Book records. This hanger is so designed that it will fit the regular rack which the dealer has in his store for announcing the new records by different talking machine companies.

Bruce McClure, in charge of the Bubble Book activities for Harper & Bros., reports that Bubble Book sales during the entire Summer have been very satisfactory, and that all indications point to a very active Fall and Winter. With this intensive campaign in full force and a co-operative service which the company is offering to its dealers this coming season will, no doubt, find Bubble Book sales materially increased.

SUFFERS HEAVY LOSS IN FIRE

Eberhardt-Hays Music Co. Sustains \$40,000 Damage in Disastrous Blaze

WICHITA, KAN., September 30.—The Eberhardt-Hays Music Co., located in the Odd Fellows Temple Building, 128-130 North Main street, this city, suffered damage estimated at \$40,000 by fire on Sunday of last week. For a time the total destruction of the store and building was threatened, but quick work on the part of the firemen subdued the flames.

The Eberhardt-Hays Music Co. is one of the best-known music houses in this part of the State. The policies of the firm have been instrumental in building up a large clientele.

McCOLEMAN MUSIC CO. IN NEW HOME

RAYMOND, WASH., October 5.—The McColeman Music Co., of this city, which was seriously damaged by fire recently, has reopened in the new Stenzel Building, at 229 Third street. The new quarters are unusually attractive and are ideal for the music business. A complete line of well-known pianos and talking machines, including Burnham Supertone phonographs, are featured. In addition a complete line of small goods and sheet music will be handled.

RECORDS OF MENDELSSOHN MUSIC

In his "Songs Without Words" Mendelssohn gives us his innermost ideas, and these are full of moral purity and poetic charm. For these reasons the songs have made their way into every musical household, and, as musical pictures, possess melody and delicious harmonies. These melodic gems are to be found in the regular lists of our leading record manufacturers and no library can be called complete without a goodly assortment of Mendelssohnia.

O. H. WILLIAMS MOVES TO BUFFALO

Rejoins Staff of Buffalo Talking Machine Co., the Prominent Victor Distributor

BUFFALO, N. Y., October 3.—The latest addition to the staff of the Buffalo Talking Machine Co., Victor jobber of this city, is O. H. Williams, who until quite recently was in the retail business in Brooklyn, N. Y., and who was also connected with the Victor jobbing firm of E. J. Chapman, of Rochester, N. Y. A number of years ago Mr. Williams was with the Buffalo Talking Machine Co. and he is, therefore, familiar with the territory served by it.

OPENS VICTOR DEPARTMENT

EDWARDSVILLE, ILL., October 2.—An attractive Victrola department has been opened by Ike Schwartz, proprietor of a large furniture house here. Mr. Schwartz has planned an extensive advertising campaign in the local newspapers in behalf of Victor talking machines and records.

Newest Model

Latest Improvements



The Modernola

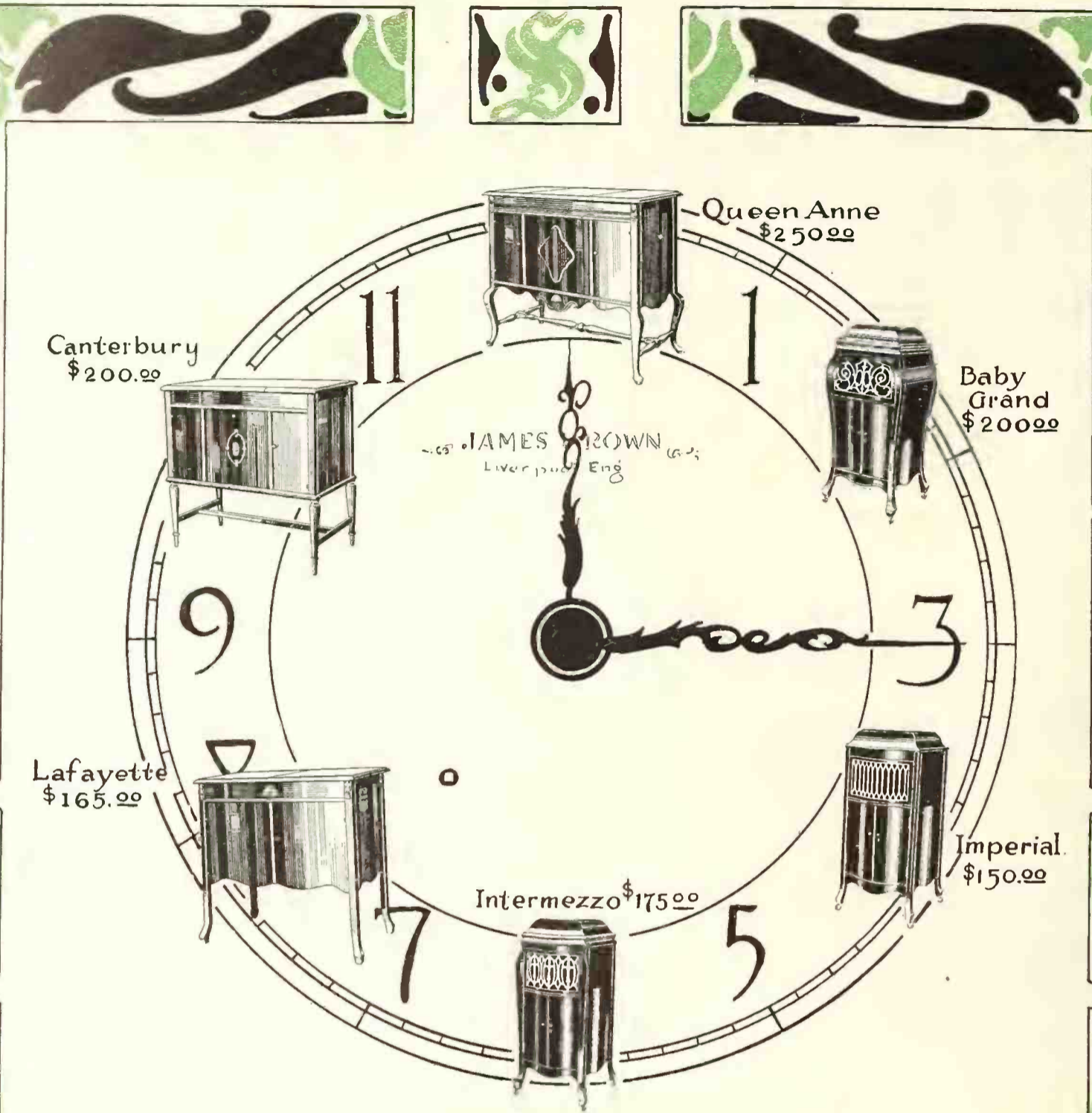
Most Modern of Phonographs

Something Different.
A Special Feature Machine.
Solid Woods—No Veneers.
As Good as the Best.
Better Than Many.

WANTED. A few more live dealers.
 Exclusive territory given.

Write Department H.

MODERNOLA CO., JOHNSTOWN, PA.
The Modernola Sales Co., Inc.
 929 Broadway, New York, N. Y.



The Right Time

to take out a Sonora agency is NOW, when the demand for Sonora—tremendously stimulated by our big advertising campaign—is reaching its peak.

How many phonograph buyers are passing you by because they don't see the Sonora sign on your shop and Sonora models in your window? Put them there and watch the tide turn. There is no time to lose if you want to make sure of having an adequate stock.

Wire or write to-day for particulars

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, President

279 BROADWAY, NEW YORK

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

"The Highest Class Talking Machine in the World"

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



Get in touch with the Sonora Distributor named below, who has charge of your territory, and learn particulars of the liberal Sonora proposition.

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.

Sonora Sales Co. of New Jersey,

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

Hessig-Ellis Drug Co.,

Memphis, Tenn.
 Arkansas, Louisiana, Tennessee, Mississippi.

Kiefer-Stewart Co.,

Indianapolis, Ind.
 State of Indiana.

Lee-Coit-Andreesen Hardware Co.,

Omaha, Nebr.
 State of Nebraska.

M. S. & E.,

221 Columbus Ave., Boston, Mass.
 Connecticut, Rhode Island, Massachusetts, Maine, New Hampshire and Vermont.

C. L. Marshall Co., Inc.,

514 Griswold St., Detroit, Mich.
 Michigan, Ohio and Kentucky.

The Magnavox Co.,

616 Mission St., San Francisco, Cal.
 Washington, California, Oregon, Arizona, Nevada, northern Idaho, Hawaiian Islands.

Southern Drug Company,

Houston, Texas.
 Southeastern part of Texas.

Southern Sonora Company,

310-314 Marietta St., Atlanta, Ga.
 Alabama, Georgia, Florida and North and South Carolina.

The Fox-Vliet Drug Company,

Wichita, Kans.
 Southern part of Kansas, Oklahoma (except 5 N.E. counties) and Texas Panhandle.

Doerr-Andrews-Doerr,

Minneapolis, Minn.
 States of Montana, North Dakota, South Dakota, Minnesota.

C. D. Smith Drug Co.,

613 Arcade Bldg., St. Louis, Mo.
 St. Joseph, Mo.
 Missouri, northern and eastern part of Kansas and 5 counties of N.E. Oklahoma.

Moore-Bird & Co.,

1751 California St., Denver, Colo.
 States of Colorado, New Mexico and Wyoming east of Rock Springs.

Strevell-Patterson Hardware Co.,

Salt Lake City, Utah.
 Utah, western Wyoming and southern Idaho.

C. J. Van Houten & Zoon,

720 S. Michigan Ave., Chicago, Ill.
 Illinois and Iowa.

Yahr & Lange Drug Co.,

Milwaukee, Wis.
 Wisconsin, Upper Michigan.

Sonora Co. of Phila., Inc.,

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

Sonora Dist. Co. of Pittsburgh,

505 Liberty Ave., Pittsburgh, Pa.
 Western Pennsylvania and West Virginia.

Long Island Phonograph Co.,

150 Montague St., Brooklyn, N. Y.
 All of Brooklyn and Long Island.

Greater City Phonograph Co., Inc.

311 Sixth Avenue, New York.
 Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie, including Greater New York, with the exception of Brooklyn and Long Island.

Interesting to Know What the Federal Trade Commission Says Business Men Must Not Do

George W. Harrington, of New York, writes to *Printers' Ink* under recent date in this wise:

"I haven't done nothin' that I know of—but every time I see a reference to the activities of the Federal Trade Commission I begin to wonder if maybe I am not next. It (the Commission, that is) appears to be breaking out in a new place all the time, and if this keeps up the American manufacturer will soon feel like a man on a tight rope over Niagara Falls.

"Seriously, however, I am very much in the dark as to the actual functions of the Commission, and most business men of my acquaintance are equally uncertain on the subject. I think you would do a service to many of your readers by publishing some authoritative information on this point. The lawyers know, of course—but a business man as a rule doesn't care to hire an attorney every time he wants to blow his nose."

The editor of *Printers' Ink* in the issue of September 7 prints the above with the following illuminative response which conveys much information of interest to members of this and other industries:

"Mr. Harrington's uneasiness with respect to the Trade Commission's activities arises from the fact that the commission is mainly operating in the field of business morals instead of dealing with specific offenses. Moral precepts cannot, as a rule, be expressed in absolutely definite terms and the limits within which they are operative cannot be staked out precisely in advance. No one can imagine in advance all of the possible methods of unfair competition which human ingenuity may devise, and any attempt to establish a precise definition of unfair competition would merely constitute an invitation to discover methods which would be outside of the definition. The Federal Trade Commission, therefore, is charged with the general duty of preventing 'unfair methods of competition,' and it is left to the conscience of the individual business man to determine whether the methods he is pursuing are unfair or not.

"The commission was created by an Act of Congress, approved September 26, 1914, and designed to supplement the existing anti-trust laws. The act declares in general terms that 'unfair methods of competition in commerce are hereby declared unlawful,' and goes on to prescribe minutely the powers and duties of the

commission, the privileges of appeal to the Federal courts, and so on. The Clayton Act, passed in October of the same year, also gave to the commission specific power to enforce certain sections of that law, and it also was granted certain powers under the Trading With the Enemy Act and the Webb-Pomerene Law, authorizing manufacturers to combine in seeking export trade. There are five commissioners, appointed by the President for a term of seven years.

"It should be noted that the commission is not empowered to restrain 'unfair competition,' but to prevent unfair methods of competition. It has no authority to punish, nor to impose

The Trade Commission's Functions and Great Activities Interestingly Defined for the Average Business Man

damages; thus its orders can only be enforced by an appeal to the courts. The limit of its power is the issuance of a formal order to cease and desist from certain specific practices, which, if not obeyed, must be appealed by the commission to a Federal court in order to secure enforcement. Any person against whom an order is issued also has the right to appeal to the Circuit Court, which is empowered to enforce, set aside or modify orders of the commission.

"Any individual can start the machinery in motion merely by writing a letter in which specific charges are made against some other

individual or corporation. If this letter appears to constitute a clear case of unfair methods of competition in interstate commerce it is docketed as an application for complaint and turned over to an examiner for investigation. Following this, it goes before a board of review, consisting of two lawyers and one economist, which makes a recommendation as to whether or not a formal complaint should be issued. The case is then studied by one of the commissioners to whom it has been assigned and who makes his recommendations to the full commission. After a discussion a vote is taken to determine whether or not a formal complaint will be issued. In order to result in a formal complaint it must be clear: (1), that the case involves interstate commerce; (2), that the methods reported are actually unfair; (3), that there is actual competition between the parties, and (4), that the case is of sufficient importance as to concern the public interest.

"When a formal complaint is issued, the proceeding becomes a public record, the respondent is given an opportunity to file an answer in writing, after which the case comes up for trial. If the respondent does not believe that the findings of the commission are justified, he has the right to appeal to the United States Circuit Court of Appeals.

"The practices which have already been condemned by the Federal Trade Commission as representing unfair methods of competition are listed in the 'Congressional Directory' as follows:

Misbranding of fabrics or other commodities respecting the materials or ingredients of which they are composed, their quality, origin or source.

Adulteration of commodities, misrepresenting them as pure, or selling them under such names and circumstances that the purchaser would be misled into believing them pure.

Bribery of buyers or other employees of customers and prospective customers to secure new customers or induce continuation of patronage.

The payment of bonuses by manufacturers to salesmen of jobbers and retailers to secure their special services in selling their goods, and making unduly large contributions of money to associations of customers.

Procuring breach of competitors' contracts for the sale of products by misrepresentation or other means.

Procuring the business or trade secrets of competitors by espionage, by bribing their employees, or by similar means.

Inducing employees of competitors to violate their contracts or enticing away employees of competitors in such numbers or under such circumstances as to hamper or embarrass them in business.

Making false or disparaging statements concerning competitors' products, their business, financial credit, etc.

The use of false or misleading advertisements.

Making vague and indefinite threats of patent infringement suits against the trade generally, the threats being couched in such general language as not to convey a clear idea of the rights alleged to be infringed, but nevertheless causing uneasiness and fear in the trade.

Widespread threats to the trade of suits for patent infringement arising from the sale of alleged infringing products of competitors, such threats not being made in good faith but for the purpose of intimidating the trade.

False claims to patents, or misrepresenting the scope of patents.

Intimidation for the purpose of accomplishing enforced dealing by falsely charging disloyalty to the Government.

Tampering with and misadjusting the machines sold by competitors for the purpose of discrediting them with purchasers.

Trade boycotts or combinations of traders to prevent certain wholesale or retail dealers or certain classes of such dealers from procuring goods.

Passing off products or business of one manufacturer for those of another by imitation of products, dress of goods, or by simulation of advertising or of corporate or trade names.

Unauthorized appropriation of the results of a competitor's ingenuity, labor and expense, thereby avoiding costs otherwise necessarily involved in production.

Preventing competitors from procuring advertising space in newspapers or periodicals by misrepresenting their standing or other misrepresentation calculated to prejudice advertising mediums against them.

Misrepresentation in the sale of stock of corporations.

Selling rebuilt machines of various descriptions, rebuilt automobile tires, and old motion-picture films, slightly changed as and for new products.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps

Distributors

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

C. L. MARSHALL CO., INC.,
Butler Bldg., Detroit, Mich.

W. D. & C. N. ANDREWS,
Buffalo, N. Y.

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

Prices of Covers

For table or small machines, without straps	Net \$3.65
For cabinet or large machines, without straps:	
Grade D, medium size	5.35
Grade D, large size	5.65
Grade K, medium size	6.65
Grade K, large size	7.35

Grade K has double-weight padding and each upright corner is reinforced with a 9-inch strip of quilting of same materials as body.

The medium cover for any make of machine corresponds in size to the Victrola Nos. 10 and 11, Edison Nos. 100 and 150, Columbia Nos. 75 and 100, Sonora, Baby Grand, Imperial and Troubadour. The large cover is for all larger cabinet machines of any make.

Ward's Detroit Cover With Straps Attached

The only cover on the market with this special feature. It eliminates all possibility of straps becoming misplaced or lost.

Medium size	\$6.65
Large size	7.00

Slip-on Dust Covers, for wareroom and home, medium size \$1.70. Large size \$2.00.

Also complete line of Covers for Console Model Machine. Prices on application.

THE C. E. WARD CO.

(Well-Known Lodge Regalia House)
101 William Street New London, Ohio
Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

Harassing competitors by fake requests for estimates on bills of goods, for catalogs, etc.

Giving away of goods in large quantities to hamper and embarrass small competitors, and selling goods at cost to accomplish the same purpose.

Sales of goods at cost, coupled with statements misleading the public into the belief that they are sold at a profit.

Bidding up the prices of raw materials to a point where the business is unprofitable for the purpose of driving out financially weaker competitors.

Loaning, selling at cost, or leasing for a nominal consideration pump and tank outfits to dealers on condition that they be used only for the distribution of the products of the particular manufacturer. Loans and leases of other equipment under similar conditions.

The use by monopolistic concerns of concealed subsidiaries for carrying on their business, such concerns being held out as not connected with the controlling company.

Intentional appropriation or converting to one's own use of raw materials of competitors by diverting shipments.

Giving or offering to give premiums of unequal value, the particular premiums received to be determined by lot or chance, thus in effect setting up a lottery.

Any and all schemes for compelling wholesalers and retailers to maintain resale prices on products fixed by the manufacturer.

Combinations of competitors to enhance prices, maintain prices, bring about substantial uniformity in prices, or to divide territory or business.

"The commission also has authority, under Section 6 of the Trade Commission Act, to make economic investigations; to gather and compile information concerning the organization, business, conduct, practices and management of any corporation engaged in interstate commerce except banks and common carriers. It has further investigatory powers in connection with violation of the anti-trust laws and the manner in which decrees of the courts are being carried out. The commission is also entrusted with jurisdiction over violations of those actions of the Clayton Act which refer to price discriminations, tying contracts, 'holding companies' and interlocking directorates. Its functions under the Trading With the Enemy Act and the Webb-Pomerene Law do not concern the present discussion."

Persistence in selling, as in every other endeavor, is a prime essential.

COMMUNITY SERVICE FEATURES "TALKER" IN PROGRAMS

Plans Musical Programs for Use of Community Service Organizations Throughout Country in Which the Talking Machine Plays Important Part—Programs Carry Lists of Records

The talking machine is made an integral part of the programs of Community Service, Inc., headquarters in New York of the various Community Service organizations in various cities, towns and villages throughout the country. The movement is one which should have the support of talking machine dealers everywhere and offers not only an opportunity for civic service, but in the music programs an opportunity for public musical education and increased sales of talking machines and records.

One of the plans outlined by the Community Service which already has been successfully used by various organizations, such as schools, churches, etc., consists of giving opera with the aid of the talking machine. The plan is as follows: The story of the opera is narrated and then the records of the various airs are played on the talking machine in their proper sequence. With the bulletin describing this plan the Community Service sends a list of the recordings of the various record manufacturing companies bearing on the opera. Some of the operas suggested are "Carmen," "Aida" and "Martha."

The Community Service has also prepared a program in honor of the late Stephen C. Foster, composer of many American folk songs, including "Old Folks at Home," "Old Black Joe," "My Old Kentucky Home," and many others, in which the talking machine plays a prominent part. Somewhat the same procedure is followed as in the presentation of the opera. Interesting facts concerning Foster's life are narrated by a speaker and the songs of the deceased composer are played on the talking machine and sung by those present. In this instance also the Community Service has listed the songs composed by Foster and suggests what records to buy. The list includes Victor, Edison, Columbia, Brunswick and Vocalion records.

One novel use of the talking machine was recently made by Community Service, of Texarkana, Ark.-Tex., under the direction of S. W. Papert. According to this plan several of the local instrumentalists and singers competed with famous artists in their respective fields as recorded on talking machine records.

This idea appealed to the local musicians, since it interested them to appear with famous artists, who performed by proxy through the talking machine. It also interested the public as the feature of a most unusual and delightful special concert.

The plan in brief is as follows: A record of a violin piece played by Jascha Heifetz was run on the talking machine. This was followed by the playing of the same piece by a local violinist according to a prearranged schedule. Next came a vocal record by Galli-Curci or Schumann-Heink, bracketed with the actual singing of the number by a local artist. In the sequence of numbers vocal and instrumental records alternated for the sake of variety. The stunt, needless to say, scored big.

FINE NUMBER OF "THE AEOLIAN"

Current Issue Devoted Largely to Paderewski and His Career

The current number of "The Aeolian," the house organ of the Aeolian Co., just issued, is a most impressive volume and indicates the success of the plan to broaden the scope of that publication. It is known as the Paderewski Number, and, in addition to several excellent portraits of the great pianist and Duo-Art artist, there appears a most interesting article on Paderewski from both the artistic and political angles, written by Pearl Spaulding, editor of "The Aeolian."

HALL FIBRE NEEDLES

A Necessary Accessory—Made in America

represent years of experience in tonal development. Personal inspection of each needle produced in our factory assures perfect reproduction and

GUARANTEES SATISFACTION

Every Talking Machine Owner a Customer

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.

33-35 W. Kinzie St.

Chicago, Ill.



Date.....

Jobber's Name

Address

Gentlemen:—Please forward via.....

.....CARTONS COMBINATION HALL FIBRE NEEDLES
25 pkg. No. 1—50 pkg. No. 5.

.....CARTONS NO. 5 PACKAGES HALL FIBRE NEEDLES
100 pkg. in carton.

.....CARTONS NO. 1 PACKAGES HALL FIBRE NEEDLES
50 pkg. in carton.

DEALER'S NAME

ADDRESS



That Rosa Ponselle was given a golden soprano voice should be exaltation enough for one family. That Carmela Ponselle, her sister, should be given a contralto of marvelous beauty is an unusual favor from the Fates.

The voices of Rosa and Carmela have in common the same wondrous kind of richness. "Where My Caravan Has Rested" is one of their glorious duets. 80392.

Columbia Graphophone Co.
NEW YORK

PLANS COMPLETED FOR RETAIL ADVERTISING CONTEST

Committee of Music Industries Chamber of Commerce Formulates Rules Under Which the Advertisements Will Be Judged—Twelve Awards Provided For

The final details of the Retail Advertising Contest proposed at the annual convention in June have just been completed by the Trade Service Bureau of the Music Industries Chamber of Commerce working with a special committee appointed by President R. W. Lawrence. The object of the contest is to stimulate better advertising in the music field and it is expected that as a result of the movement there will be available a collection of high-grade business-building advertisements, which will serve as a guide to advertising writers throughout the field.

The idea has been approved by the Associated Advertising Clubs of the World. It was announced at the conference of the Educational Department during the Advertising Clubs' convention in Milwaukee that such a contest had been undertaken by the Music Industries Chamber of Commerce and that a committee of advertising and merchandising experts would be appointed by the A. A. C. of W. to cooperate with a like committee from the Music Industries to judge this contest. All trade associations and Chambers of Commerce were urged to appoint Better Advertising Committees for the purpose of securing better adver-

tising in their industries or their communities.

Thus the music industries occupy the position of leading the way toward better advertising through trade association service. So far as can be learned no trade association has previously conducted such a contest.

Advertising Standards

The standards by which the advertising will be judged are announced as follows:

1. Sales Appeal—Creating interest, desire and action.
2. Prestige Value—Commanding confidence and good will.
3. Attractiveness—Attention value, illustrations, language and typography.
4. Truthfulness—Freedom from exaggerated price claims or quality comparisons; fairness to competitors.
5. Individuality—Evidence of originality and ingenuity in illustrations and copy; personality, persistence and continuity of character in expressing retail service.

Prize-winning Awards

The first prizes will be awarded to winners of the contest in the following divisions: Class A—Silver trophy to the winner in a city of more than 20,000 population. Class B—Silver

trophy to the winner in a city of less than 20,000 population, and ten honor award certificates in each class will be issued to those advertisers whose entries stand next highest in the opinion of the judges.

Rules and Regulations

1. The contest will be confined to newspaper advertising run during the year ending March 31, 1923.

2. All clippings must be submitted to the Trade Service Bureau, Music Industries Chamber of Commerce, 105 West Fortieth street, New York City, in time to be placed in the committee's hands not later than April 10, 1923.

3. Only the advertising of firms represented by membership in the National Association of Music Merchants at the time of the first announcement of the contest will be eligible.

4. Not less than twelve advertisements from a contestant will be considered. They may be a consecutive series or selections from the entire year's advertising. As many may be submitted as desired.

5. The judges reserve the right to include other advertising of the advertiser than that submitted.

Committees on Awards

The Chamber's special committee on the Retail Advertising Contest, working with the Trade Service Bureau, will pass on the merchandising merit of the advertising from the viewpoint of the music industry. The members of this committee are: Thomas H. Fletcher, Aeolian Co., New York City; C. E. Byrne, Steger & Sons Piano Mfg. Co., Chicago, Ill.; B. H. Jefferson, Lyon & Healy, Chicago, Ill.; H. E. Lawrence, Standard Pneumatic Action Co., New York City; A. L. Walsh, Thomas A. Edison, Inc., Orange, N. J.; Phillip Wyman, Baldwin Piano Co., Cincinnati, O.; Thomas F. Green, Silas E. Pearsall Co., New York City, and A. F. Price, Price & Teeple Piano Co., Chicago, Ill.

The special committee of the Associated Advertising Clubs of the World will pass on the advertising from the viewpoint of technique and merchandising appeal to the public. President Lou Holland, of Kansas City, has named: Jesse H. Neal, executive secretary of Associated Business Papers, Inc., treasurer of A. A. C. of W.; John Clyde Oswald, publisher of The American Printer, and Earle Pearson, Advertising Development Department, A. A. C. of W.

The judges' decision will be made in time for announcement of the winners at the 1923 convention in Chicago.

NEW SCRANTON FIRM CHARTERED

A charter of incorporation has been granted to the Jennings-Huenle-Donahoe Co., of Scranton, Pa., to deal in musical instruments and talking machines, with a capital of \$50,000. Incorporators are J. J. Donahoe, F. G. Huenle and R. Jennings.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment

Personal Appearance of

Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

Bookings now for season 1922-1923
Sample program and particulars upon request

P. W. SIMON, Manager
1658 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS

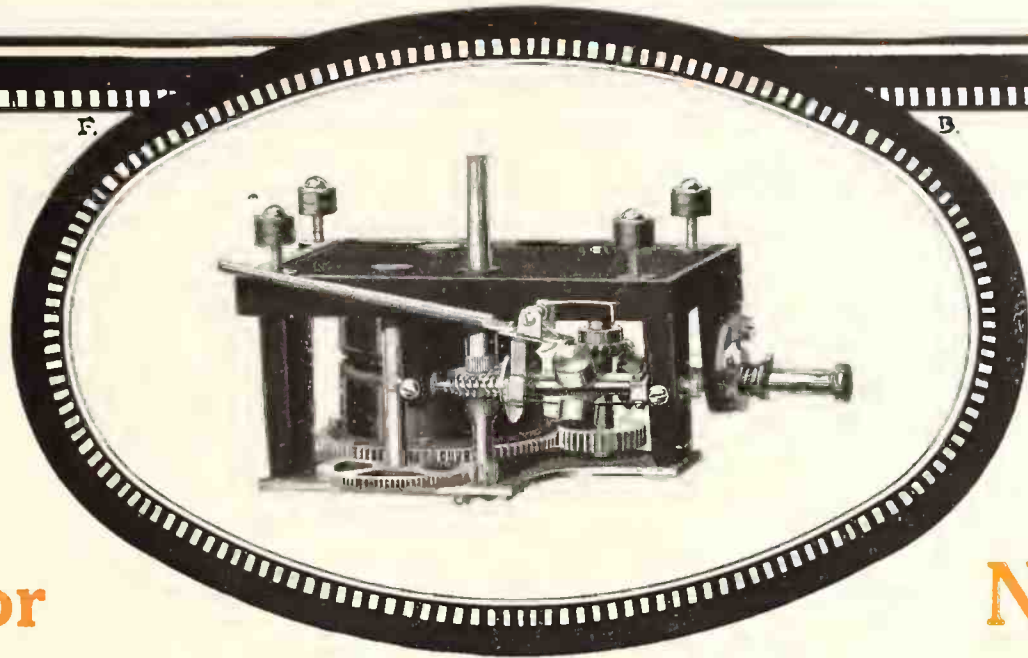


FRANK BANTA

Famous Ensembles including
Campbell & Burr - Sterling Trio - Peerless Quartet

QUALITY

Counts More Than Ever



Motor

No. 77

The Famous Motor of Quality

Noiseless, powerful, steady
and continuous

*In these times of keenest competition,
Machines equipped with*

HEINEMAN QUALITY MOTORS

will invariably be the winners

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street New York

HEINEMAN



MEISSELBACH

Featured by Paul Whiteman and His Orchestra in George White's "Scandals."

HOT LIPS

The New "Wang Wang Blues"
by the same Writer.

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

HEAR IT NOW!

He's got hot lips — When he plays Jazz, — He draws out steps, —

DRIVE ON RECORDS BRINGS RESULTS

Collings & Co., of Newark, Report Fine Business—Meeting Increasing Demand for Records From Dealers—Many Merchants "Hooking Up" With Concert Stars

September business with Collings & Co., the well-known Victor distributors, of Newark, N. J., showed a very heavy increase over any other month of the present year. This is true both in regards to sales of records and Victrolas. L. W. Collings, head of the company, is very much gratified at the continued growth of his firm as well as the increased volume of business during the present season.

Collings & Co. have given particular attention to the record end of their business for the past several months. The sudden increased demand for popular records was anticipated and quantity stocks were on hand, thus enabling the company to give unusual service to the dealer. This renewed activity in point of sales was well taken care of and the dealers' needs in Collings' territory were promptly met, thus bridging over the several weeks necessary to receive unlooked-for orders from the factory.

The sales organization of the company is imbued with a spirit of optimism which has been completely justified by the public's interest. It is now carrying on a campaign among dealers to give more attention to the various musical activities in their localities. It is Collings & Co.'s contention that "hooking up" and taking advantage of the appearance of concert stars, musical shows and other organizations of prominence will well repay the dealer. Many are responding to this campaign and this is particularly true with the coming personal appearance of Paul Whiteman, who is to bring his Dance of Rhythm Orchestra to Newark on October 31. The musical shows, "Rose of Stamboul" and "Spice of 1922," are also booked for Newark and other cities in this territory, and the United States Marine Band has also toured the State.

MOVE TO NEW QUARTERS

The Triangle Radio Supply Co., Inc., distributor of radio products, has moved from 122 Fifth avenue to 112 East Twenty-third street. The new location is on the ground floor of the building. This company was organized some time ago by Lambert Friedl, who is well known in the talking machine industry.

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD

FAIR TRADE AT SALT LAKE CITY

Music Week Plans Dropped — Radio Loses Ground—E. B. Jones Buys Lyric Music Co.

SALT LAKE CITY, UTAH, October 5.—The talking machine business in this city has been fairly brisk during the last month. The interest in radio has dropped, it seems, to a point near zero. One jewelry store that gave free radio concerts has dropped them because, as the president of the concern explained, there is no interest in them now.

A local optical company—the Young Co., located in the Judge Building—has put in a line of talking machines. This is the first optical concern here to sell musical instruments.

Music Week, which was to have been held the first week in October and which promised a short time ago to be something worth while, is to fall through, it seems. Fred Beesley, secretary of the Utah Association of Music Industries, tells your correspondent that nothing has been done toward putting on the final touches and he thought the affair would not come off.

Ezra B. Jones, who has been with the Glen Bros.-Roberts Piano Co., has purchased the talking machine business of the Lyric Music Co., Washington avenue, Ogden, and will conduct it from its present location. Sonora and Vocalion machines will be sold. C. L. Madsen, manager of the Lyric Co., will hereafter devote all his attention to the sale of pianos and will continue in the present store.

WILSON MUSIC CO. TO MOVE

STEVENS POINT, WIS., October 6.—The Wilson Music Co., G. M. Farrin, manager, which has been housed in the Boston Furniture Store, this city, has leased attractive new quarters in the Hotel Whiting. A full line of Victrolas, Victor records, pianos and player-pianos, etc., will be installed. Mr. Farrin expects to open about October 15.

ARTI-PHONE CO. OPENS BRANCH

New Kansas City Branch Will Distribute Arti-Phone and Strand Phonographs and Okeh Records—New Brunswick Consoles Displayed

KANSAS CITY, KAN., October 6.—The Arti-Phone Co., of St. Louis, Mo., has opened a jobbing branch in this city. The branch has secured the jobbing franchise of the Arti-Phone and the Strand phonograph and the Okeh records. The product of the Arti-Phone Co. is claimed to be a satisfactory product which is sold at a popular price. The company promises a vigorous selling campaign for its products.

One of the new attractions to be found in musical instruments in the shops this week was the new Chippendale consoles in walnut cases on sale at the Wunderlich Music Co.'s store and manufactured by the Brunswick Co. This model is exciting considerable interest.

INVENTORS BUSY ON TALKING FILM

Americans and Europeans Busy With Inventions to Synchronize Film and Sound

The zeal with which American and European inventors are turning toward the solving of the problem of synchronization of the moving picture film and sound has brought to light another system of talking pictures invented by Prof. A. L. Rankine, of England, who follows almost entirely the procedure of Prof. Tykociner, whose method was described in the last issue of The World.

Another Englishman, Grindell Matthews, has succeeded in working out a method of recording the voice of the moving picture actor by means of a small mirror which oscillates in harmony with the vibrations of the diaphragm of the microphone. Mr. Matthews uses separate recording devices for voice and picture. Other inventors in various parts of Europe are working on the same project.

TRUCKS

The Lea Phonograph and Talking Machine Truck must be used to be appreciated.

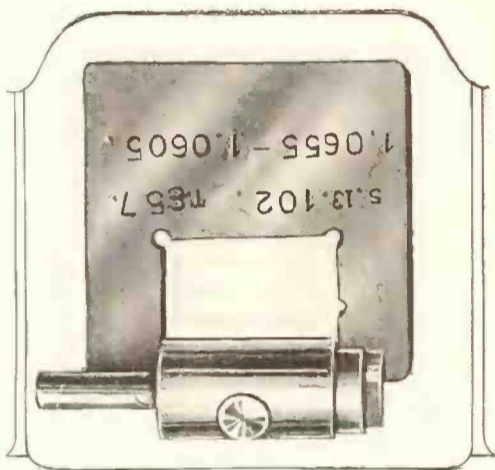
With it one man can handle the Edison Chippendale, Victor No. XVII, Cheney No. 6 Queen Anne and other large models. This truck also fits the smaller sizes.

It is only a one-man job to deliver your instrument from the showroom to any apartment floor.

Piano trucks, hoists, covers, straps, movers' supplies. May we send you a circular and prices?

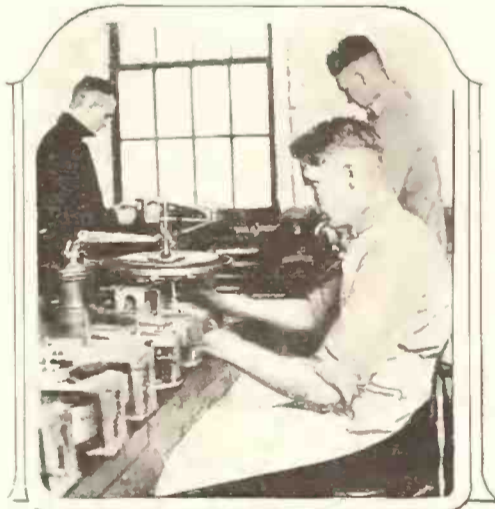
Made only by
Self Lifting Piano Truck Co.
FINDLAY, OHIO

"Genius is but the infinite capacity for taking pains"



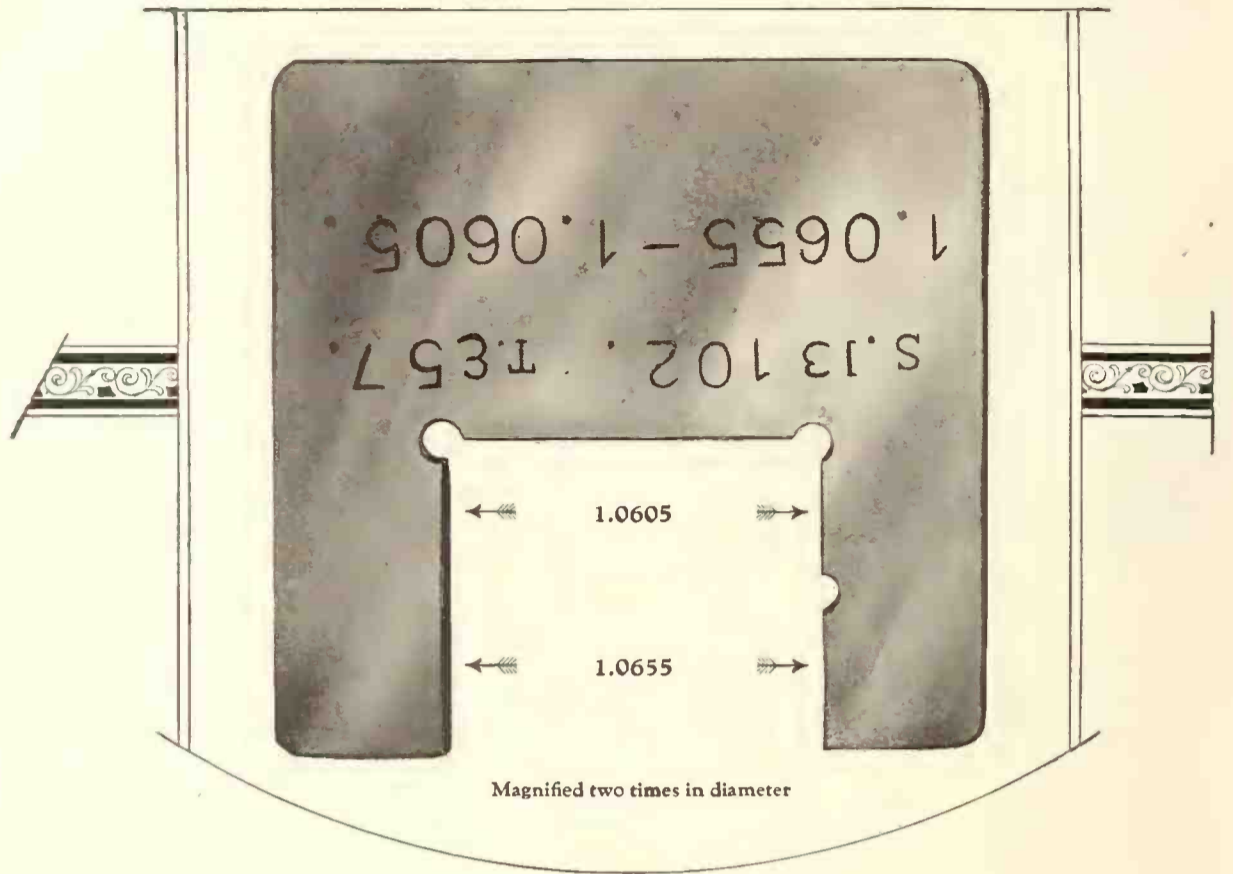
When accurately made, The Cheney drum shaft fits into the gauge as shown in the illustration. It must not be able to enter the opening above the notch, which is $5/1000$ ths of an inch smaller.

This is by no means the closest test in the Cheney factories. Some parts are held to a variation of not more than $3/4$ of $1/1000$ th of an inch.



The third test of The Cheney Motor

After passing the most rigid kind of tests for noise and duration of uniform pull, Cheney motors reach the third test for uniformity of speed and pull, under the hardest of actual playing conditions.



A Vital Difference of $5/1000$ of an Inch. Can You See It?

One of the Exacting Tests Which All Parts of Cheney Mechanism Must Pass

Above is a picture of one of the gauges used in the testing of Cheney motor parts. As is indicated by the illustration, there is a difference in the spread of the gauge above and below the notch of $5/1000$ ths of an inch.

The little picture at the left shows The Cheney drum shaft in the process of being tested on this gauge. The drum shaft must be so accurately made that it will fit into that part of the gauge which is 1.0655 inches in diameter, and will not fit into that part which is 1.0605 inches across.

Only $5/1000$ ths of an inch difference—about the diameter of a human hair—yet it is so vital a difference that unless the drum shaft measures to these specifications it is thrown out.

Such are the exacting standards used throughout in the manufacture of Cheney mechanism. They explain why The Cheney has achieved its reputation as the "Master Instrument."

THE CHENEY TALKING MACHINE COMPANY · CHICAGO

The
CHENEY
THE MASTER INSTRUMENT



SPECIAL RECORD AIDS SALES DRIVE

Tidewater Oil Co. Secures Dealers to Handle New Oil by Unique Campaign

Large corporations throughout the country, in search of unique advertising mediums which will prove worth while, are turning more and more to the talking machine. One of the most recent concerns to use this medium is the Tidewater Oil Co., manufacturer of Veedol lubricating oil, Tydol gasoline and Fordol, which is placing its proposition before prospective dealers by means of specially recorded talking machine records. Each salesman of the company was requested to send in a list of the twenty-five best Fordol dealer prospects, and to these was mailed a talking machine record on which were recorded the various good qualities of Fordol, a special oil for Ford cars, for which the company is seeking a large distribution.

The reasons given by the Tidewater Oil Co. for selection of talking machine records as a means of bringing its product before the dealers were that there are more talking machines in the United States than there are automobiles, and it was estimated that almost every dealer to whom a record was sent would have a machine, and those who did not would be able to play the record on a friend's machine. The big idea was that few dealers would throw the record away. The company depended on the curiosity of the dealers to play the records and, of course, once they were on the machine they would listen to the sales talk.

On one side of the record, under the title of "Carry Me Under Your Bonnet," was a short sales talk on Fordol which ended up with the sentence serving to win an introduction for the salesman who called a few days later. On the other side was a parody on a well-known song in which Fordol was played up, entitled "The Song of the Road."

C. B. Larrabee, who described the entire campaign in *Printers' Ink*, pointed out the possibilities in this form of advertising and emphasized its success as used by this company.

SPECIAL VICTOR RECORD RELEASE

Victor Co. Announces Four Records Listed in November Supplement for Early Release

Announcement is made by the Victor Talking Machine Co., Camden, N. J., that jobbers will be supplied with a special shipment of four records which are part of the November supplement for early dealer distribution. These records, which were made available to the retail trade in time to be placed on sale on October 14, are as follows:

- 18943 All Over Nothing at All (From "Spice of 1922")Aileen Stanley-Billy Murray
I'll Stand Beneath Your Window To-night and Whistle (From "Spice of 1922"),
Aileen Stanley-Billy Murray
- 18946 Chicago—Fox-trot,
Whiteman and His Orchestra
Early in the Morning Blues—Fox-trot,
The Virginians
- 18947 Suez—Fox-trot ...Clyde Doerr and His Orchestra
I Wish I Knew—Fox-trot,
Clyde Doerr and His Orchestra
- 18949 I'll Build a Stairway to Paradise (Featured by Paul Whiteman and His Orchestra in George White's "Scandals")—Fox-trot,
Whiteman and His Orchestra
You Remind Me of My Mother (From George M. Cohan's New Production, "Little Nellie Kelly")Whiteman and His Orchestra

SALE OF EROOKS MFG. CO. ASSETS

SAGINAW, MICH., October 3.—The assets of the Brooks Mfg. Co., of this city, including realty holdings, machinery, lumber and all other properties of the company, which were scheduled for sale on September 19, will be disposed of at a public sale on Thursday, October 5, according to a notice emanating from George A. Marsten and Paul H. King, referees in bankruptcy. The Brooks Co. was the manufacturer of the Brooks Automatic Repeating Phonograph.

STAGES VICTOR PUZZLE CONTEST

Spengel Furniture Co. Adds Many Names to Prospect List Through Children

HIGHLAND, ILL., October 6.—The Spengel Furniture Co. here used the new Victor cut-out puzzles in a very effective manner recently. An advertisement was placed in the local paper stating that to every child calling at the store would be given a puzzle and information concerning a contest to occur later. To every child responding was given one of the puzzles, of the same kind, and a card to fill out, indicating the desire to enroll for a contest later and, incidentally, whether there was a musical instrument in the home.

Two hundred children asked for puzzles. These ads continued to appear for one month, at which time the children enrolling received a letter asking if they still intended to take part in the contest and a card to return if they desired to. Of the ninety-eight cards returned fifty-three girls and thirty-five boys were present on the day of the contest. The three prizes, consisting of a Victrola IV and two toy talking machines, were awarded the winners.

VICTOR EDUCATORS IN MID-WEST

Members of the educational department of the Victor Talking Machine Co. have been busy throughout Illinois during August and September and their activities will continue through October. Many county institutes and Summer schools have been covered and the result should be an immense impetus to school business if it is followed up by the dealer.

A YONKERS INCORPORATION

The Yonkers Talking Machine Co., Yonkers, N. Y., has been granted a charter of incorporation, with a capital of \$25,000. A. and D. Gordansky are the incorporators.

NEW VOCALION DISTRIBUTOR

Moore-Bird Co., of Denver, to Carry on Extensive Campaign for Vocalion Records

The Aeolian Co. announces the appointment of the Moore-Bird Co., of Denver, Col., as distributor of Vocalion Red records. The Moore-Bird Co. is one of the largest phonograph distributing organizations in the Central West and a complete stock of records has already been shipped to them. An extensive campaign of development work in this territory is being planned by this concern.

MANY ARTISTS HOME FROM EUROPE

Mme. Gadski, Frank Damrosch, Elly Ney and Other Notables Back for Fall Season

Mme. Johanna Gadski-Tauscher, Victor artist, returned last week on the "Reliance," from a trip to Berlin with her daughter, Lotte, who, her mother announced, has become engaged to a young Berliner, Ernst Busch.

Other musical notables on the liner were: Frank Damrosch, of the New York Symphony Orchestra; Mrs. Damrosch and Miss Helen Therese Damrosch, Mrs. Ada Bodansky and her family and Albert Spalding, the American violinist and Edison artist, who has been abroad eighteen months traveling through Europe, where he said playing at concerts and festivals had to be done for "art's" sake because the remuneration from the American viewpoint was a mere pittance.

Other noted artists who arrived from abroad recently included Elly Ney, Brunswick artist, in company with her four-year-old daughter, and Leopold Godowsky, pianist, who also makes records for the Brunswick.

The Strong Record Co., of New York City, has increased its capital from \$500,000 to \$1,000,000.



OPPORTUNITY

THE Victor retailer with vision and foresight is facing the greatest opportunity in the history of the Victor industry. The Victor line is complete today in every detail, and the sales possibilities are unlimited.

Our organization is exceptionally well equipped to assist Victor retailers in making the coming season a banner one. May we tell you more about the practical value of our service?

BUFFALO TALKING MACHINE CO., Inc.
BUFFALO, NEW YORK

Bagshaw Says:

Bagshaw factories, the largest and foremost talking machine needle factories in the world, are now engaged to full capacity filling orders for the holiday trade. There is real danger that as the season advances the demand will exceed the supply. Which means that the man who does not stock up now on Bagshaw products will be "out of luck."

Bagshaw Says:

This fall's business will be a record breaker—especially for the wise dealer who knows how to take advantage of a good line of merchandise. If you want to meet your customers twelfth-hour rush with ample stocks figure up your Bagshaw requirements and *ORDER NOW*.

W. H. BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610

\$100 REWARD!

IMITATION may be the sincerest form of flattery. But it also is the means of deceiving the public and bringing a good product into disrepute. Brilliantone needles have not escaped this unscrupulous competition.

It has come to our attention that a few distributors of talking machine needles are packing nondescript foreign-made needles in Brilliantone boxes, offering them as apparently American-made needles. These inferior substitutes can be easily detected. They lack the playing qualities of Brilliantone needles. They vary in length and thickness. Many have turned or no points.

*When Buying Steel Needles
Be Sure That the Package
Reads "Made in America"*

We realize that our dealers have not the time to prosecute these dishonest concerns. Therefore, we will pay \$100 to anyone furnishing us with information that will result in the conviction of any person, firm or corporation for selling foreign made needles and purporting they are American made.

The Brilliantone offer of imprinting your name on tin boxes on orders for 1750 or more tin boxes has not yet been withdrawn. Are your customers seeing your name every time they play their phonograph?

*Order Now for the
Holiday Rush*

Advance orders already indicate that we shall be unable to guarantee delivery on last-minute holiday orders. To insure a plentiful supply of Brilliantone needles for your holiday trade order now.

(The Oldest and Largest Manufacturers of Talking Machine Needles in the World)

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

Selling Agents for W. H. Bagshaw & Co., Factory, Lowell, Mass.

347 FIFTH AVENUE, Suite 610, at 34th Street, NEW YORK

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

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

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

Foreign Export:
Chipman Ltd.
8-10 Bridge St.
New York City

C. R. JOHNSTONE
VICE-PRES., GEN. MGR.

THE BELL RECORDING CORP.

Associated With National Metals Depositing Corporation

BEST RECORDING

EXPERIENCED SPECIALISTS

LOUD AND CLEAR

LAST WORD IN QUALITY

9 East 47th Street, New York City

We Specialize in Private Recording

and

General Recording for the Phonograph Trade



INDIANAPOLIS

Phonograph Co. of Indiana Organized—Leading Companies Active in Promoting Sales—W. J. Baker a Live Wire—Herdman Active

INDIANAPOLIS, IND., October 7.—The Phonograph Corp. of Indiana, organized to take over the business of the Kipp Phonograph Co., Edison distributor in Indiana, is now in full operation. John H. Vandervoort, formerly employed in various executive capacities at the Edison factory, is in charge of the company's Indiana wholesale interests as assistant manager. William H. Meskill, former assistant to the general treasurer of Thos. A. Edison, Inc., is assistant secretary and credit manager of the Indiana branch. H. G. Anderson is retained as general sales manager. Announcement of Mr. Kipp's retirement and of the policy of the new company was made to the trade formally by A. H. Curry, vice-president of the Edison Co., last month.

Mr. Kipp is continuing with the new concern for some time in an advisory capacity, but it is understood his activities will be confined in a large degree to the retail end of the phonograph business through the Edison Shop, which for some time has been owned by him and W. O. Hopkins. In addition to Edison phonographs this company is also handling pianos.

R. R. Karch, assistant secretary of the Edison Co., was a visitor in Indianapolis a few days during September. He reported that in the course of extensive travels over the country he has found the phonograph business to be steadily improving.

Displaying New Cheney Models

H. A. Brown, manager of the talking machine department of the Pearson Piano Co., says he has just received twenty new Cheney

period models which are the finest he has ever had in stock. The purchase of these, he says, is in line with plans of the company to specialize this Winter in "big stuff." The sale of both machines and records has kept up during September as well as he expected it would, he reports. Purchasers of machines, he says, are displaying steadily increasing interest in the higher-priced period models.

Develop Plans for Fall Campaign

R. H. Woodford, Cincinnati branch manager of the Columbia Graphophone Co., and E. D. Follin, general manager of Widener's Grafo-nola Shops, were visitors at Widener's Indianapolis store the latter part of September. They conferred with W. G. Wilson, manager, in preparation for Winter business, which, in the opinion of all three, is to be exceptionally good. V. O'Banion, who has been sent to Indianapolis from Cincinnati to take charge of the Indiana territory for the Columbia Co., reports also that activity in both machines and records is brisk. How C. P. Herdman Quickens Record Sales

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., held another penny record sale in September for the purpose of stimulating his business, as he has found such sales have done in past months. During the three days of the sale in which he offered one record at the regular price and two records at the regular price plus one cent he disposed of about 1,200 special records. In addition, he says, he sold many Brunswick and Columbia records, at regular prices which he otherwise would not have sold.

"We have been very much gratified with the business that has developed in both records and machines this Summer," said Mr. Herdman. "Sales have not been as frequent as we should like to have them be, but the development of prospects has been particularly good. Our salesmen have made twice as many house-to-house calls this Summer as during any other Summer. Figuring on the regular percentage of returns there is every reason to think that business this Fall and Winter will more than make up for the slack weeks we have been through since the first of the year."

September proved to be an "ordinary month" for T. H. Bracken, of the Starr Piano Co. He did much to stimulate the sale of records by the use of a machine with amplifier attachment which was played daily at the entrance to the store. This proved to be a good drawing card and almost every day several records were sold directly from the machine in addition to others chosen from the catalog list.

To Handle Jewett Line in Lafayette

John A. Cartwright, manager of the sales promotion department of the Stewart Talking Machine Co., State distributor for the Jewett Radio & Phonograph Co., recently completed arrangements with O. L. Foster, of Lafayette, to handle the Jewett line in that city. Mr. Cartwright says that the interest in radio is directing attention to the Jewett machines in a surprising manner and that many new agencies will be opened in the State in the next few weeks.

Miss Springer Appointed Manager

Following the resignation of H. G. Power as general manager of the furniture and Victrola department of the Taylor Carpet Co. Miss Minnie Springer has been given exclusive control of the Victrola department, which has been separated from the furniture department. She has been with the store three years as assistant manager of the department and in that time

NATIONAL METALS DEPOSITING CORPORATION

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

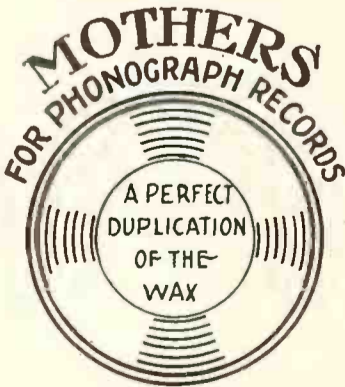
MOUNT VERNON — NEW YORK
MANUFACTURERS OF

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

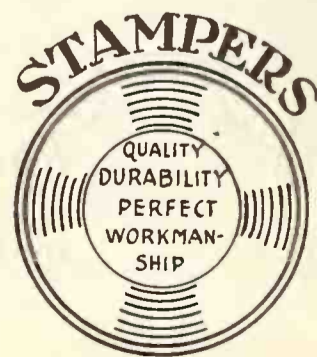


WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



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



has increased the sales of machines and records many times over.

Miss Springer during the last month has featured the Gold Seal phonograph repeater by having one in operation continually day after day in an individual show case in front of the entrance to the store.

Unico Equipment for Brunswick Shop

Walter J. Baker, manager of the Brunswick Shop, is preparing for bigger business by having extensive alterations made in the interior of the store. He is putting two large machine display rooms on the second floor so as to release the front of the store for display of records. Mr. Baker's office will be moved from the second floor to the rear of the first floor, where the records now are sold. The equipment is being made by the Unit Construction Co. with headquarters in Philadelphia.

Mr. Baker says that he hesitates to say how good business has been with him in both machines and records for the reason that no one who read about it would believe he told the truth. His record sales were stimulated considerably in September by the appearance of the Oriole Terrace Orchestra, an exclusive Brunswick recording organization, at Keith's Theatre. Mr. Baker had the orchestra at his store one afternoon. The organization did much to raise jazz music in the estimation of many phonograph owners, according to both Mr. Baker and Mr. Herdman, of the Baldwin Piano Co. The latter said that the sales of Brunswick records were unusually good during the appearance of the orchestra in the city.

How Mr. Baker Gets in Contact With Public

In connection with his efforts to keep the public thinking about Brunswicks Mr. Baker has evolved a series of eight letters and seven blotters which he is mailing alternately to prospects. The letters are illustrated with such line drawings as, for instance, may be conceived to fit the first letter, which reads as follows: "Ever draw pictures? When things are quiet we draw pictures. First we draw a man starting out to look at phonographs. Then we draw him listening to an ordinary machine. Then we draw him listening to a Brunswick. What do you think of our pictures?"

The blotters are illustrated also with text that is brief and clever. One, for example, shows the bald and enlarged head of a "high-brow." Across the spacious brow is the word "Incite." The text reads: "The other day a highbrow was listening to Brunswick phonographs. We played an operatic record and he remarked, 'that is soul-stirring.' After he went we looked in the dictionary. 'Soul' is the immortal spirit of man and 'stir' is to 'incite.' So—if you buy a Brunswick phonograph you must expect to have your immortal spirit incited." Not a bad phrase.

Just Marking Time

No effort is being made by the Mooney-Mueller-Ward Co., Pathé distributor, to develop new business pending instructions from the main office regarding the work of reorganization, according to C. S. Dearborn, manager of the Pathé department of the company. He says, however, that the sales of machines and records are keeping up well on past efforts. No new machines are being bought for distribution.

Installs Gabel Automatic Entertainer

A new Gabel Automatic Entertainer has been installed in the talking machine department of the Binkley & New store, this city, by the Central Music Co. Under an agreement with the company installing the machine the latest releases of Gennett records will be provided each month.

Sonora Dealers to Meet

The annual State convention of Sonora deal-

ers will be held in the Lincoln Hotel October 11, according to Edward L. Mayer, manager of the Sonora department of the Kiefer-Stewart Drug Co. Responses so far to notices of the meeting indicate a record attendance, Mr. Mayer reports. Among the speakers for the occasion will be George E. Brightson, president of the Sonora Co.; Frank J. Coupe, vice-president and sales manager; George J. Corrigan, manager of the inspection department of the factory; G. B. Moxeley, vice-president of the Kiefer-Stewart Co.; O. C. Mauer, manager of the sundries department of that company, and Mr. Mayer. The convention will be an all-day affair, with a buffet luncheon at noon and a banquet at night. A musical program of unusual excellence has been arranged.

Kimball Upright Models Popular

A return to popularity of the upright models is a feature of the Kimball business, according to C. F. Kahn, of the Capital Paper Co., Kimball distributor. Mr. Kahn says that in his estimation the console models have ceased to be a fad and have become a staple which always

will be in demand. He reports trade to be brisk over the territory, with new dealers being signed up each week.

Paramount Music Shop Opens

Frank and Harry Williams, formerly associated with the Stewart Talking Machine Co., have opened the Paramount Music Shop at Massachusetts avenue and Walnut street in Indianapolis. They are featuring records and player rolls.

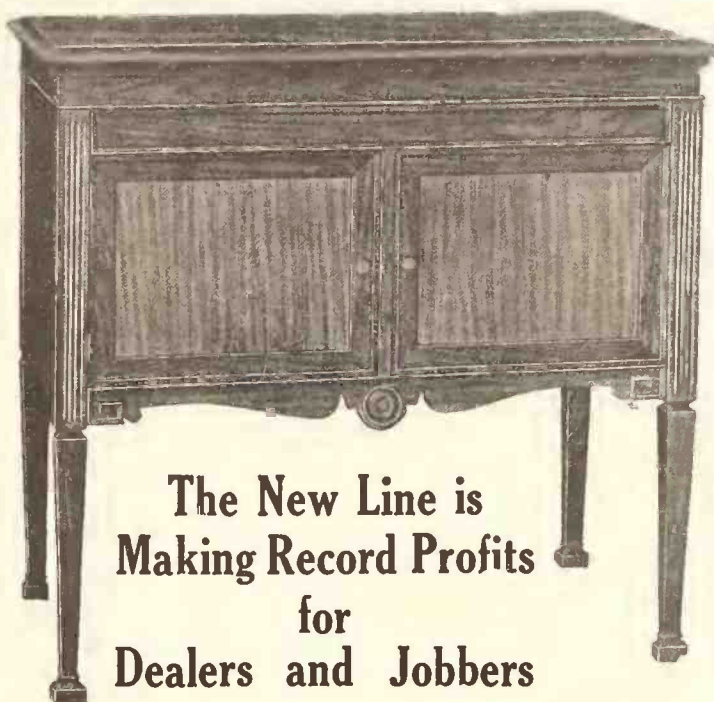
The Pierian Phonograph Mfg. Co., of Goshen, Ind., has filed a decree of dissolution with the Secretary of State.

WILLIAMS CO. PLANS EXPANSION

ZANESVILLE, O., October 6.—With the expanding of the store of the Williams Co., of this city, which will take place soon, the Victrola department has been moved to the rear of the main floor, where it will be operated in the future as a separate section, L. H. Williams, head of the concern, announced this week. New lines will be added and the present stock greatly increased, Mr. Williams said.

HARPONOLA

THE PHONOGRAPH WITH THE GOLDEN VOICE



The New Line is
Making Record Profits
for
Dealers and Jobbers

If you have the organization, we should get together, for the Harponola Proposition is a sure-fire money-maker for Jobbers and Dealers.*

The handsome new models in both Consoles and standard designs are winning friends everywhere because there is more than beauty in the Harponola—

—The cabinet work and finish are unqualifiedly high grade.

—The mechanical units are thoroughly dependable.

—The tonal design is scientific, resulting in a rich and sweet reproduction of exceptional volume.

*NOTE—If you have never sold talking machines, but are considering it, we'll show you exactly how, along safe and successful lines.

THE HARPONOLA COMPANY

Makers of the Phonograph with the Golden Voice

CELINA, OHIO

Edmund Brandts, President

COTTON FLOCKS

.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.



The Diamond Juvenile Console

A Real Musical Instrument for Children

Cabinet is substantially made of selected hardwoods and veneers—24 inches high, 14 inches wide and 28 inches long.

Finish is beautifully enameled in gray, blue and ivory. Grille is in blue or old rose silk.

Motor is by Heineman—cut gears, cast frame, fully guaranteed. Removable motor board.

Tonearm is die cast and nickel plated. Artois reproducer.

Turntable is 9 inches, felt faced.

Plays all records of 10 inches or smaller. Particularly adapted to children's records such as Bubble Books.

List Price, \$25 each
Pacific Coast—\$30 each

For Positive Holiday Delivery Place Your Order Now!

The Diamond Record Service Rack Sells More Records



Made with 2 sections, one for selected records and one for rejected records. Speeds up customers' decisions. Sells more records in record time. Overcomes breakage. Hangs on wall. Keeps booth neat.

No. 1 size (illustrated) 27½ inches high, 9½ inches deep, 16 inches wide. Gray or ivory—\$5. Mahogany—\$6.

No. 2 size 27½ inches high, 9½ inches deep, 28 inches wide. Gray or ivory—\$7.50. Mahogany—\$9.

FROM the flood of orders we have been receiving, we deduce that several hundred dealers count on a big holiday business in Diamond Juvenile Consoles.

Many of these orders are first and second "repeats" from dealers who have proved the profit in this wonderful little machine during the past few months. *The Diamond Console has shown a brisk turnover!*

How much faster will this practical and inexpensive little instrument sell during the holidays? For positive holiday delivery, we suggest that you place your order now.

The Diamond Products Corporation

Executive Offices and Showrooms:

25 West 43rd St., New York **Factories: Oswego, N. Y.**

DIAMOND DISTRIBUTORS

A. C. Erisman & Co.
174 Tremont Street, Boston, Mass.
Consolidated Talking Machine Co.
227-229 N. Washington St., Chicago, Ill.

Cabinet & Accessories Co.
145 East 34th St., New York
Munson, Rayner Corporation
315 So. Broadway, Los Angeles, Cal.

Al Jolson on one side with Van and Schenck on the other make a combination record—A-3694—that will sell like peanuts at the circus. Jolson's act is a pippin—"I'll Stand Beneath Your Window Tonight and Whistle." It is Jolsonian to the last note.

Van and Schenck's skit is about as clever as they come. They pull a novelty "blues" stunt that is positively contagious—"When You and I Were Young Maggie Blues".

Columbia Graphophone Co.
NEW YORK

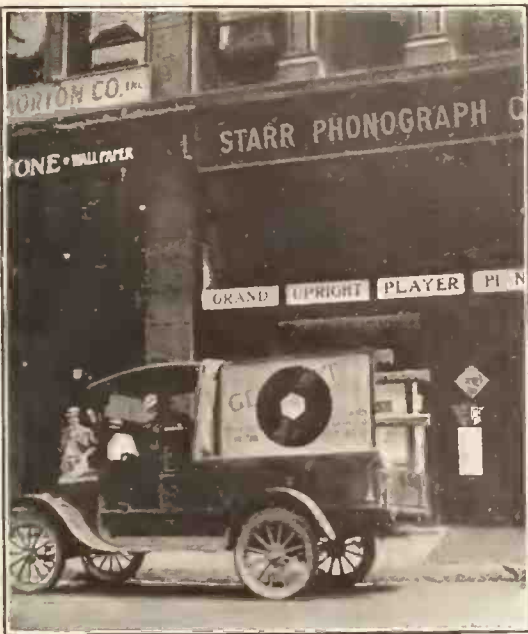


ADDS NEW DELIVERY TRUCK

Starr Distributor in Pittsburgh Adds Further to Its Facilities in That City.

PITTSBURGH, PA., October 5.—The Starr Phonograph Co., 634 Grant street, has recently added a new delivery truck to augment its services in the vicinity of Pittsburgh. The truck has two large signs advertising the Gennett records and makes a very striking appearance.

The Starr Phonograph Co. is a distributor for Starr pianos, Starr phonographs and Gen-



Delivery Truck for Starr Phonograph Co. nett records and is managed by H. C. Niles, former advertising manager at Richmond. Its attractive new quarters on Grant street were recently opened.

FACTORY FORCES BEING INCREASED

Big Plant of Wasmuth-Goodrich Co. at Peru a Busy Spot—What President Wasmuth Says

PERU, IND., October 7.—The big plant of the Wasmuth-Goodrich Co., located here, is now working very busily and additional factory forces have been taken on. Continuance of this activity is predicted by E. M. Wasmuth, president of the company, who says:

"Our books are filling with orders and we are very busy now. Furthermore, are anticipating a steadily increasing demand for merchandise for the next three or four months. Then around the first of the year we expect to increase our line with some models that we are sure will have a very strong appeal. In my opinion there will be a good market for instruments selling at around \$175 this year and we are endeavoring to give special attention to that particular demand."

The Wasmuth-Goodrich Co. manufactures the Emerson phonograph.

Brains become petrified through disuse.

FOR A PERMANENT TARIFF COURT

Bill Providing for Creation of Non-partisan Court Introduced by Congressman Anson

WASHINGTON, D. C., October 5.—The creation of a permanent, non-partisan tariff court is provided for in a bill which has been introduced in the House of Representatives by Congressman Anson, of New York, and which would divest Congress of its tariff-making powers.

Under the terms of the measure Congress would announce the principle or basis on which the tariff should be computed, as at present, but the power to hold hearings and determine the facts, apply the principles and levy rates would be vested in the court. The members of the court would receive annual salaries of \$12,500 each, and would be appointed for life.

"Under the proposed plan," said Representative Anson, in discussing his bill, "the power of Congress would be limited to enacting a tariff law setting forth the basis of the tariff—whether on a protective basis of difference in cost of production here and abroad, on the basis of revenue, or on such other basis as Congress may determine. There the function of Congress will cease. It will then be the duty of the tariff court to apply that law after hearing the facts, as any equity court might hear the facts and apply the law in every case."

The chap who makes a great noise and fuss to impress the boss with his energy does not fool any one but himself.

NEW TOLEDO STORE OPENED

Whitney, Blaine & Wildermuth Co. Opens Attractive New Headquarters—Many Ohio Convention Visitors Attend Opening

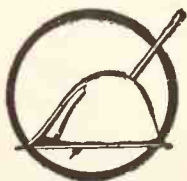
TOLEDO, O., October 3.—One of the interesting features of convention week was the formal opening of the handsome new piano and talking machine showrooms of the Whitney, Blaine & Wildermuth Co., at 622 Adams street, in the heart of the business section of the city.

The new store is on the second floor and occupies a space 100 by 40 feet, attractively decorated and well lighted. The main space is given over to the piano stock, but liberal provision is made for the display and demonstration of talking machines and records, four sound-proof, well-ventilated booths being provided.

In the piano and player line the company handles the M. Schulz, Werner, Acoustigrande, Boardman & Gray, Laffargue and other makes and contemplates opening a special parlor for a line of reproducing pianos. In addition to pianos, Victor talking machines and records and Q R S music rolls are handled.

D. M. Blaine is president of the company, H. C. Wildermuth, treasurer, and F. H. Ridley, secretary. Before moving to the present location the company was located at 320 Superior street.

A large number of convention visitors attended the opening and inspected the new quarters.



**Superior Tone Quality
Bell Hood Needle**

does it

Most natural tone reproductions

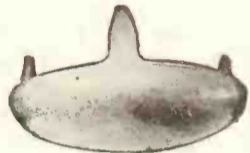
Try your favorite record with a Bell Hood Needle

Plays Many Times Without Changing

Now selling at 15 cents per package

BELL HOOD NEEDLE COMPANY
183 Church Street, New Haven, Conn., U. S. A.

Made of High Grade
Hardened Steel
Specially Treated
to Give
Frictionless Surface



Extra Heavy
Size—1½ in.



7/8 in.



3/4 in.



5/8 in.



1/2 in.



3/8 in.



Reg. U. S. Pat. Off.
No. 995748 which will
be strictly enforced

Furniture Footwear *Adaptability*

If a furniture footwear device does not suit all types of floors (covered or uncovered) parquet, hardwood or just a plain floor it is a detriment.

DOMES of SILENCE

give satisfaction whether used on covered or uncovered floors.

They have these additional qualities, which ordinary devices do not possess:

Economy
Simplicity
Silence
Invisibility
Service— Long wear.

Protection to furniture, floors and rugs.
The perfect footwear for furniture—

DOMES of SILENCE

"Better than Casters"

Henry W. Peabody & Co.
DOMES OF SILENCE DIVISION
17 State Street, New York City

In All Your Talking Machine Orders,

Specify **DOMES of SILENCE**

F 71

*What we say above about Furniture applies also
to Phonographs*

"Sincerity and Service" Must Be the Slogan of the Salesman Aiming to Win :: By W. Braid White

Last month in The Talking Machine World I ventured to set forth the outline of a sales presentation which appeared to me to possess the elements of scientific principle, combined with practical adaptability. Of course, no standardized presentation is ever adhered to letter for letter, simply because circumstances are never exactly the same in any two cases. But all presentations, simply because they deal with what is always the same process in principle, go through the same stages. Because they go through the same stages they all emerge, finally, in the same result, which is sale. Now, when a sale has been made, in the sense that the contractual obligations have been satisfied, and the order has achieved legal enforceability, there always remains something lacking before the real conclusion can rightly be said to have been reached. For no sale is really complete until there has been created in the mind of the purchaser a sense of satisfaction.

This sounds, perhaps, like a very long way round to an old statement. But in reality it is not so at all. Only within the last few years has the understanding come among business men that no sale is really completed until there has been created within the mind of the purchaser a feeling of entire satisfaction. So long as there lingers the slightest trace of misunderstanding or of belief that any statement has been made which is not strictly true the sale is not really complete. For even if the legal obligation is both enforceable and enforced, even though the money may have changed hands, the purchaser will feel disappointed, perhaps a little angry and certainly not quite satisfied.

Like a Leak

Now, a dissatisfied customer is like a leak in a boat. One small leak does not seem to be of much importance, but if it is allowed to remain uncaulked it will ultimately founder the boat. Worse still, one leak often leads to others. One dissatisfied customer sows dissatisfaction in the minds of other customers, actual or prospective. Too many leaks founder any vessel.

In the talking machine business, then, what is the practical aspect of securing satisfaction? It lies, of course, in what may broadly be called service. But it also lies in what may equally accurately be called sincerity. Of all the many rules which have been and constantly are being given to salesmen no one is more important than the simple one which says in three words: Tell the Truth. Let the smart persons and the would-be game-beaters say what they please, this old and tried rule beats every other scheme that can be imagined or that has ever been imagined yet.

Tell the Truth

In other words, there is no gain and there is all loss in any habit of making statements which cannot be backed up. It may be said that candor will often spoil a sale. To that the answer is that no one is compelled, or even called on in the interests of truth, to put the worst face upon affairs. Talking machines need care, but no one needs to enlarge upon what will probably happen to a machine in the extremely probable event of its not receiving care. In other words, the need for care should be emphasized, but there is no call for the assumption that care will probably not be given.

Again, it is chiefly in respect of technical statements that mistakes, misunderstandings and positive falsehoods are likely to be made. There will be some who will say that the ordinary purchaser knows nothing about tone-quality and that any good salesman ought to make his machine sound so good to the prospect (by dint of what he says about it) that no matter how rotten it may actually be the prospect will

be charmed with it. This is a plausible way of putting the facts, but it is not quite true. If the prospect is satisfied there is nothing more to be said, but to talk inflated nonsense about reproduction where there is not the slightest basis even for pride in the machine makes only for the generation of a habit of lying. Now a lying salesman is not wanted in the business world of to-day.

What Is Service?

Satisfaction, however, is just as much a matter of what may be called service. Now, in the talking machine business the word service cov-

To Really Complete a Sale There Should Be Created in the Purchaser's Mind a Feeling of Entire Satisfaction

ers principally the maintenance of friendly relations with the purchaser after machine and records have been safely installed in their new home. There are several possibilities in the way of service. For one thing, it should be a rule in every store that no machine may be left overnight in its new home without the visit of a service man, who shall set it up, show the owners how to use it and give them needed instruction in the matter of handling records, changing needles, using needles of different kinds, taking care of the motor, and so on. It may not always be the easiest thing in the world, but it can be done, and where it is done as a matter of rule the effect upon the sense of satisfaction generated in the prospect's mind is highly beneficial always.

Then there is the still more important matter of securing that the feeling of satisfaction shall translate itself into the steady purchase of new records. If the machine is a good one and reproduces well there is no reason why any purchaser should be satisfied with just a dozen records or so, especially when the popular sort are all so much alike that a dozen of them are, in point of variety, hardly worth more than just one. The way to bring customers to the store is to keep up with the friendly relations by sending around a service man once a month, to inquire into the health of the machine and to find out if all is well. When it seems that early enthusiasm has slightly cooled there is the suggestion ready that some nice new records be sent out on approval. Let then a record salesman take out the package, demonstrate the music and leave behind those which the family think they would like to have. Unless the same are returned within twenty-four hours in perfect condition a bill is sent. And there you are.

There are many ways of looking at this question of service, but the fundamental principle is always that a feeling of satisfaction must be generated and maintained. When the customer is satisfied the sale is made, and both parties to it have secured their profit. Now, sales are the life blood of business, but healthy sales are the only healthy blood, and therefore so the only kind the business can afford to have. Such sales are produced by the habit, based on a thoroughly understood principle of seeing to it that the customer is first made happy and then maintained in that delectable state by sincere service carefully thought out and diplomatically applied.

RAYMOND RADIO CORP. BANKRUPT

A petition in bankruptcy has been filed against the Raymond Radio Corp., of 305 Lafayette street, New York City. It is stated that liabilities are over \$30,000 and assets about \$20,000. Jesse W. Ehrich has been appointed receiver.

RECORDING

Personal and Commercial

(TEST RECORD FREE)

DEALERS:— Keep this advertisement for future reference. You can send your customers to us with utmost confidence. We guarantee satisfaction. We are equipped to handle small personal jobs or quantity pressings in any number.

PERSONAL RATES

10-inch Records

Single-sided recording, including copper matrix and 3 finished records.....\$25.00

Double-faced recording (2 matrices and 3 finished records).....\$35.00

Extra records (single or double), \$1.00 each

50 records 55c each

100 records 50c each

If client is satisfied with wax test record and orders finished records a deposit of \$10.00 is required.

COMMERCIAL RATES

10-inch Records

Recording original wax and subsequent plating of Master, Mother and Press-Shell including 3 sample pressings...\$35.00

Recording 2 waxes and making Master, Mother and Press-Shell from each for double-faced pressing, including 3 sample pressings\$55.00

\$10 deposit for each recording.

Masters, Mothers and Press-Shells become client's property.

Special arrangement made for pressing large quantities.

J. B. ALLISON

Recording Laboratories

21 East Palisade Ave.

Englewood, N. J.

Gennett

RECORDS

"The difference is in the tone"



New Gennetts Out Every Week!

The charm of the Gennett Record is its truthfulness. It is not an imitation—not an approximation—it is the artist. The tones, full-rounded, pure, the subtleties of expression, the individuality, the personal magnetism of the artist are in the Gennett.

- | | | | |
|------|--|-------|--|
| 4943 | {
OOGIE OOGIE WA WA (WON'T YOU
BE MY LITTLE ESKIMO)—Fox-trot.
Gottler
BLUE (Clarke-Leslie-Handman)—Fox-trot
McMurray's California Thumpers } | 4939 | {
LOUISIAN'—Fox-trot.. Meskell-Daly-Spencer
COAL BLACK MAMMY—Fox-trot (St.
Helier)..... Hazay Natzy and His Orch. } |
| .75 | | .75 | |
| 4944 | {
CALL ME BACK, PAL O'MINE (Perri-
cone-Dixon) Sam Ash—Tenor
I WISH THERE WAS A WIRELESS TO
HEAVEN (Manuel - White - White)
Lewis James—Tenor } | 4916 | {
WHILE THE YEARS ROLL BY (Lewis-
Young-Austin)
FOR THE SAKE OF AULD LANG
SYNE (Graff-Burns-Ball)
Hart and Bates—Tenor and Soprano } |
| .75 | | .75 | |
| 4945 | {
THREE O'CLOCK IN THE MORNING
(Terriss-Robledo)..... Billy Jones—Tenor
COAL BLACK MAMMY (Cliff-St. Helier)
Ernest Hare—Baritone } | 10065 | {
COME WHERE MY LOVE LIES
DREAMING (Foster)
Henry Moeller and Male Chorus
THE SUNSHINE OF YOUR SMILE
(Cooke-Ray)..... Henry Moeller—Tenor } |
| .75 | | .90 | |

THE STARR PIANO COMPANY, Richmond, Indiana

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

FORM MAYER BROS. & BRAMLEY, INC.

New Firm Will Manufacture Fischer Phonographs—Sidney N. and Julian T. Mayer Also Principals in Roth Bros. Piano Co., Inc.

With the passing of J. & C. Fischer, Inc., into the hands of the American Piano Co., on October 1, comes the announcement from Sidney N. Mayer of the organization of the firm of Mayer Bros. & Bramley, Inc., with offices and warerooms at 417 West Twenty-eighth street, New York. This company will continue the manufacture and merchandising of Fischer phonographs.

Mr. Mayer in a letter sent to the trade recently also states:

"We will continue, however, as the sole export sales representatives for the Fischer pianos throughout the world for the American Piano Co. We also control the trade-mark 'Fischer' as applied to phonographs and will continue the manufacture and sale of Fischer phonographs.

"To provide for these and other activities there has been incorporated Mayer Bros. & Bramley, Inc., office and warehouse, 417 West Twenty-eighth street.

"Wholesale and retail connections with the piano industry will be maintained by the Roth Bros. Piano Co., Inc., controlled and directed by Messrs. Mayer."

REMODEL THE PHONOGRAPH SHOP

San Francisco Talking Machine Home to Have Attractive New Quarters—System of Handling Records a Feature of New Store

The Phonograph Shop, which handles the Victor and Sonora lines at 109 Stockton street, San Francisco, Cal., has been completely remodeled and a formal opening of the new store will occur the middle of this month. Very decided changes have been made in the equipment. Carpetings and furnishings are complete throughout and the entrance and show windows have been decidedly changed to give the entire store a more refined and roomy appearance.

The system of handling the Victor and Vocalion red records has also been changed very materially, which will also aid the service given the patrons.

An entire new scheme of decorating will be adopted and the method of lighting the individual record rooms will be with pedestal lamps instead of the customary ceiling lights.

A very material increase in business is expected to result on account of these substantial changes, both in equipment and environment.

SPECIAL JEWISH RECORDS SHIPPED

Victor Talking Machine Co. Announces Shipment of Three Special Jewish Records

CAMDEN, N. J., September 25.—The Victor Talking Machine Co. recently made an immediate shipment to jobbers of several special records for October. These records are recorded in Yiddish. First is a recording of Yiddish folk songs, by Cantor Hershman, and the other records are of equal quality. The special record list follows: 68598 (Indigitate), In Cheder'l, Cantor Mordechay Hershman; A Dudele, Cantor Mordechay Hershman. 73489 (Jejuadeiro), Hamavdil (fun "Der Rebitzin's Tochter"), William Robyn; Gott, Far vos Shtrufst Die Deine Kinder?, William Robyn. 73488 (Jejentet), Ich Benk a Heim—Part 1, Ludwig Satz; Ich Benk a Heim—Part 2, Ludwig Satz.

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD

G. E. CATER RETURNS FROM ABROAD

Visits Columbia Headquarters on Arrival From Extended European Trip

An important visitor to Columbia headquarters last week was George E. Cater, Jr., of the George E. Cater Furniture Co., Columbia dealer at Anniston, Ala. Mr. Cater arrived in New York after an extended trip in Europe, visiting principal cities there, and had a most enjoyable vacation. Being actively interested in Columbia products he stopped long enough in New York to pay a visit to Columbia headquarters, talking over plans and general business activities pertinent to retailing of Columbia Grafonolas and records. Mr. Cater spent considerable time in the Columbia Dealer Service Department and left for home after a three-day sojourn in New York.

Another visitor to Columbia headquarters last week was Edgar Newman, manager of the Grafonola department of the Maison Blanche, the largest department store in New Orleans, La. Mr. Newman is a very enthusiastic Columbia booster, and he reports that business during the past few months has been very satisfactory and all indications point to a very healthy Fall and Winter demand.

THERAPEUTIC VALUE OF MUSIC

Interesting Experiments by Professor M. Boguslawski, of Chicago Musical College

Experiments on therapeutic value of music are being conducted by Professor Moessaye Boguslawski, head of the piano department of the Chicago Musical College, at Bellevue Hospital, New York, and at the Cook County Asylum, Dunning, Ill. In commenting on his experiments Mr. Boguslawski says that he first tries to learn from the patient what sort of music is liked best, and he then analyzes the reasons for the preference. In cases where no preference is shown he subjects the patients to four groupings, namely, nursery melodies, melodies of the schoolroom, songs of romance and adventure, and national anthems and dances. He states that most patients seem to fall under one of these groupings and points out the merit of music in the treatment of the sick, as well as its value as a supplement to surgery.

A salesman who has the happy faculty of making boosters of his customers is a business builder.

MEMPHIS DEALERS GO AFTER SALES

Stage Interesting Features to Attract Trade—Fine Exhibits at Tri-State Fair

MEMPHIS, TENN., October 7.—Talking machine dealers in this city and vicinity have enjoyed a fairly good business during the past month, due to the fact that they have staged many interesting features and are energetically going after the sales. The Tri-State Fair, which opened its fourteenth annual meeting here late in September, drew a crowd of more than 100,000 people, and talking machine dealers spared no effort in getting any benefits to be derived from this event. A number of local dealers had very imposing booths and their handsome displays attracted considerable attention.

Bry's music store has just completed the remodeling of its establishment. A special entrance has been constructed from the Main street side to the basement, offering more efficient facilities for handling customers.

The music department of Goldsmith's has installed a radio, and weekly concerts are staged. New booths for the display and demonstration of Brunswicks and Victrolas have been installed, and the Misses Levy and Sturgeon, who are in charge of the department, are kept busy supplying the wants of customers.

TAKES OVER GOETZ & CO. BRANCH

William Ackermann, Former Secretary of Company, Purchases Far Rockaway Store

FAR ROCKAWAY, N. Y., October 5.—The local branch of Goetz & Co., located at 698 Central avenue, has been taken over by William Ackermann, former secretary of the company. Mr. Ackermann was connected with Goetz & Co. for thirty years and has a broad experience in the retailing of musical instruments.

This is one of the finest music stores in this section of the State. A large assortment of musical instruments, pianos, player-pianos and Sonora talking machines comprise the stock of the company.

NEW AEOLIAN MANAGER IN DAYTON

DAYTON, O., October 10.—Chester Anderson has been appointed manager of the Aeolian Co. branch in this city. He is a well-known piano man and was formerly head of the Anderson Piano Co. in this city.

EMPIRE PACKING CASES

3-Ply Veneer cross-banded and reinforced with clear pine cleats. Adopted as the standard case for the shipment of phonographs.

Quotations Made Upon Request.

Empire Manufacturing Co.
GOLDSBORO, N. C.

CLARK MUSIC CO.'S FINE STORE

Clark Music Co., Well-known Syracuse Music House, Completes Construction of Artistic Warerooms—Many Features Installed

SYRACUSE, N. Y., October 9.—The Clark Music Co., located in the Clark Music Building, 416-20 South Selina street, this city, has just completed the new addition to its store in that building. The new quarters are unique in that they are only 110 feet long and not very wide; mirrors placed along the entire left wall give the effect



Clark Music Co.'s Talking Machine Department of a room twice as large. The Clark Music Co. has also taken advantage of the fact that nightly hundreds of people attending the Keith Theatre immediately adjoining spend the intermission of ten or fifteen minutes in a court in the rear of the store. Large windows have been placed in the rear so that these people may see the Victrolas and other musical instruments exhibited.

Another feature of the establishment is the lighting system. The new Duplex arc light is used and this is ideal for store illumination purposes because of its even diffusion of light. The main display room and ten Victor display booths are finished in old ivory. A complete stock of records and Edison Re-Creation and Edison machines are displayed in an adjoining part of the store, the entire scheme being most attractive.

OTTO GRAU BUYS AEOLIAN BRANCH

Arrangements Completed by W. H. Alfring for Transfer of Cincinnati Aeolian Branch to Otto Grau Piano Co. Beginning October 1

CINCINNATI, O., September 30.—The development of most recent interest among local piano dealers is the transfer in its entirety of the stock of the Cincinnati branch of the Aeolian Co. to the Otto Grau Piano Co. The deal required some time for completion and will become effective October 1. W. H. Alfring, head of Aeolian interests, is now in Cincinnati to close this deal.

Under the terms of the agreement the Otto Grau Co. will take over for regular sale all lines of Aeolian player-pianos, Duo-Art pianos, Vocalion talking machines and records. The Grau Co. at the same time will dispose of its agency for all other makes of reproducing pianos, including the Ampico and the Chickering, which the Grau Co. not long ago added to its stock. In addition, the Grau Co. will make purchases of all Aeolian lines, much of this stock to be supplied fresh from the Aeolian factory.

The completion of this deal represents a combination of the experience of twenty years or more in the piano trade in this city. During that time the Otto Grau Co. has steadily grown and developed, and it was not until the Aeolian Co. was convinced that its interests could be taken care of with efficiency and energy that a deal which involved the closing of its branch store here was considered.

The agreement does not include the taking over of the lease held at 25 West Fourth street by the Aeolian Co. Although no disposition of this lease actually has been made, it is the plan to sub-rent the property until its expiration. Many Aeolian employees will be taken over by the Otto Grau Co. and will continue in their present positions with that concern.

The fellow who plans ahead of his competitors is usually winner in the race for business.

*Ask to see
The*

**IEGO
BRUSH**

**CLEANS RECORDS
WHILE PLAYING**

*INCREASES THE TONE
PRESERVES THE RECORD*



Needs No Attention

THE STURGIS NOVELTY WORKS
218 CENTRAL BLDG.~ROCHESTER, N.Y.

A NOVEL TALKING MACHINE

An unusual talking machine made from a large open log is described in the current issue of Popular Mechanics. The log, which is hollowed out, serves as the talking machine cabinet. The interior is lined with aluminum and on the top of the cabinet is a hinged cover which houses the mechanism of a high-priced talking machine. As in the ordinary upright cabinet, the lower part is used as a receptacle for records. Around the cover and base two polished brass bands add to the appearance of the instrument.

Love for work may be cultivated where it does not exist.

BEST IN THE LONG RUN

Like a good auto tire, DeLuxe Needles are far the best in the long run—No bother of changing needles every few records. Always a Clear, Mellow Reproduction of Tone.

Always Insist on Getting

DE LUXE NEEDLES

The Best Semi-Permanent Needle Made

Plays 100—200 Records

Three for 30 cents



Full Tone



Medium Tone

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

S A I N T L O U I S

Demand for Console Models Main Feature of Trade—Dealers Suffer Console Shortage—Lehman Store to Have Formal Reopening

St. Louis, Mo., October 7.—With the return of Summer vacationists there has been an improvement in the demand for talking machines, particularly console models, but real activity is, to a large extent, still more of a promise than an accomplishment. Consoles continue to have the call, as against the uprights, and the entrance of cheaper models of consoles as a recognition of the demand has met with marked response. There is a growing inclination on the part of owners of uprights to trade them for consoles, which exchanges dealers are willing to make on terms fair to both, provided that they have sufficient stock of these instruments.

In the case of Edisons there has been some difficulty on this score. There is a scarcity of the popular-priced Edison consoles, priced at \$135 and \$175, which has made it difficult for the Silverstone Music Co. to supply its straight-purchase customers. In some instances it has been necessary to put in upright models temporarily until the console orders can be filled.

There is no present indication of fulfillment of the prophecy made several months ago that there would be a reaction this Fall toward uprights. The record business continues in better condition than the machine business, but the latter is constantly improving and is expected to be normal in a short time.

Plan Formal Reopening of Lehman Store

The Lehman Music House, at 309 Collinsville avenue, East St. Louis, has been so completely remodeled that Fred Lehman, the proprietor, and other members of the organization feel that they have a new store. Fourteen talking machine booths and four player-piano booths have been installed by the Unit Construction Co., of Philadelphia. They are all sound-proof and the finish of the booths and of the rest of the interior is in ivory. The store now has six more booths than before. The work for the Unit Co. was in charge of Mr. Montgomery, of Chicago. There will be a formal opening the second week in October.

Fred Lehman, proprietor of Lehman's Music House, has been attending the annual meeting of the Retail Merchants' Association of Illinois, of which he is a director.

Consoles in Demand, Says A. W. Hosier

Manager A. W. Hosier, of the Scruggs, Vandervoort & Barney talking machine department, says there is such an improvement in the demand for consoles that he anticipates a tremendous business in these instruments the coming Fall, provided the car shortage does not prevent getting adequate stock.

F. S. Horning Optimistic

Frank S. Horning, new manager of the Stix, Baer & Fuller talking machine department, says September shows a substantial improvement in business and he looks for a big Autumn trade. He says 60 per cent of the business this year is in consoles. The radio department will be developed under his management. Although there has been a lagging of interest in radio during the Summer, he anticipates a great revival in it as soon as Winter forces people to spend more time indoors.

E. D. Follin a Local Visitor

E. D. Follin, supervisor of the Widener Shops, Inc., was in St. Louis a few days with Manager H. J. Arbuckle, of the local shop. He has been on a tour of all the stores. He found conditions here very satisfactory, with business getting better every day, as Manager Arbuckle expressed it.

P. A. Starck in New Home

The P. A. Starck Piano Co. is now in its new store at the southeast corner of Eleventh and Olive streets, where it has an attractive arrangement of talking machine space.

News Gleanings

J. W. Parkhurst, of Blytheville, Ark., was a local visitor recently and placed his Fall order

for Edisons. R. N. Monaghan, of Gillespie, Ill., was another Edison dealer here recently.

The Baldwin Co. has been making a window display of golf sticks, advertising Chick Evans' ten golf lessons on Brunswick records.

Paul Gold, who formerly conducted the Edison Phonograph Shop, Memphis, Tenn., which has gone out of business, has been appointed retail manager for the Silverstone Music Co., succeeding J. A. Schlichter, who resigned to take a position with the Meyer Bros. Drug Co. J. M. Morrison and G. Manning, of the Edison Laboratories, have been here several weeks organizing clubs of Edison owners for the distribution of circulating records.

Miss Marian Cartwright, of the Kieselhorst Victrola department, has returned from Hannibal, Mo., where she attended the funeral of her brother.

G. P. Ellis, of the Chicago Talking Machine Co., was here the last week in September.

H. L. Coombs, sales manager of the Dodge Mfg. Co., which makes the Radiom Radio, was a visitor recently.

Earl E. Fay Pushing Starr Line

Earl E. Fay, manager of the local branch of the Connorized Music Roll Co., which handles the Starr talking machine line, has been on a trip through the territory formerly covered by his brother, Frank L. Fay, who resigned recently to take charge of the Kansas City branch of the Weile Publishing Co. at the Jones Store Co. Earl Fay was also in charge of a display of machines, records and music rolls at the Jefferson Hotel, Peoria, Ill., in connection with the annual meeting of the Retail Merchants' Association of Illinois. He reported that the

last two weeks in September were the largest he had had at the St. Louis branch since last December. He was first on the market in St. Louis with "Call Me Back, Pal of Mine," sung by Sam Ash, and the sales the first week were more than 3,000.

Columbia Graphophone Activities

The local branch of the Columbia Graphophone Co. advises that the Davis Piano Co., of Alton, has remodeled its store and upon completion of this work will handle Columbia Grafonolas and records exclusively.

At the Jackson County Fair held recently in Murphysboro, Ill., Rolens & Millikan, Columbia dealers, furnished part of the music with Columbia Grafonolas and records. This concern also just recently closed a successful prize contest on the sale of Columbia records and they are certainly extending themselves in promoting the sale of the Columbia line.

The Columbia dealer at Hillsboro, Ill., A. W. Klar, recently purchased a new two-story building. He states that when the interior of the building is finished he expects to have a Columbia Grafonola department equal to any in his territory.

Clever Koerber-Brenner Publicity

Salespeople in the Koerber-Brenner territory have been receiving a series of brown postcards featuring the Victor record sales manual. The value of this book is cleverly set forth by one Sally Green, who, in her amusingly slangy way, shows how helpful this sales help can be if backed by the interest of the manager.

Dealers Feature Victor Artists

Each of the Victor dealers' windows in this city bear the card announcement of the Club Royal Orchestra's appearance in this city and a large picture of the leader, Clyde Doerr. Morning and evening papers carried half-page ads bearing the names of the Victor dealers who cooperated in bringing the orchestra to St. Louis. On Wednesday night a hundred dealers and sales-

(Continued on page 66)



**Wall-Kane Needles
Protect the Record**

WALL-KANE NEEDLES

Used by 80% of the population, sold by the leading jobbers throughout the world.

A nationally advertised article that has been in ever-increasing demand since it was established in 1913

WALL-KANE needles are packed in metal display stands holding 60 packages, 24 loud, 24 extra loud and 12 medium.

They are also packed in cartons of 100 packages of a single tone, either loud, extra loud or medium.

Also put up in stands, cartons, etc., printed in Spanish

**JOBBERS ONLY—APPLY FOR
SPECIAL PROPOSITION**

WALL-KANE NEEDLE MANUFACTURING CO.

Successors to

The Greater New York Novelty Co.

Sole Manufacturers of

WALL-KANE NEEDLES

3922 Fourteenth Avenue

Brooklyn, N. Y.



Prince's Dance Orchestra has a way of putting dreamy, drifting melody into waltz music that almost bars description. "Love's Lament" and "Thru' the Night," their latest waltz offerings, are the perfection of rhythm and tempo coupled to melodies that are of rare charm. A-3681.

Columbia Graphophone Co.
NEW YORK

HAPPENINGS IN THE ST. LOUIS TRADE

(Continued from page 65)

people were guests of the Koerber-Brenner Co. at the theatre and following the orchestra's first appearance of the evening were privileged to meet the members in the offices of the management.

Victor Dealer's Clever Stunt

Lebanon, Ill., had a home coming in September which is one of the big events of Southern Illinois. The biggest event of the day was an illuminated Mardi-Gras parade. One of the twenty-eight floats was that of W. C. Daumueller. The float was a complete living room, including davenports, easy chairs, piano-lamp and, most conspicuous of all, a Victrola 300. Girls occupying the float distributed Victor puzzles to the crowd and advertised the contest to be held at a later time in Mr. Daumueller's store. The puzzle contest was held in the Victrola department the latter part of September and was won by a fourteen-year-old girl, who

succeeded in putting the puzzle together in one minute and twenty seconds. A large number of Lebanon children entered the contest.

Use Koerber-Brenner Victor Special Display

The Wellston Talking Machine Co., one of the finest Victrola stores in this city, just completed a week of the Victrola Exposition. Many people evinced interest in the display. Mr. Coleman, owner of the Wellston store, reports a very satisfactory week.

The Spengel Furniture Co., of Highland, Ill., was another concern to use the "Victrola Exposition" originated by the Koerber-Brenner Co. for its exhibit at the Highland County Fair. With a background of white muslin, peace palms and flags, Mr. Spengel had one of the finest exhibits ever shown at the fair.

A guessing contest was conducted to get prospects' names. This consisted of a glass jar filled with Victor Tungs-tone needles. To the person guessing the nearest number of needles was given a Victor record-carrying case, filled with twenty-five Victor records. The following week

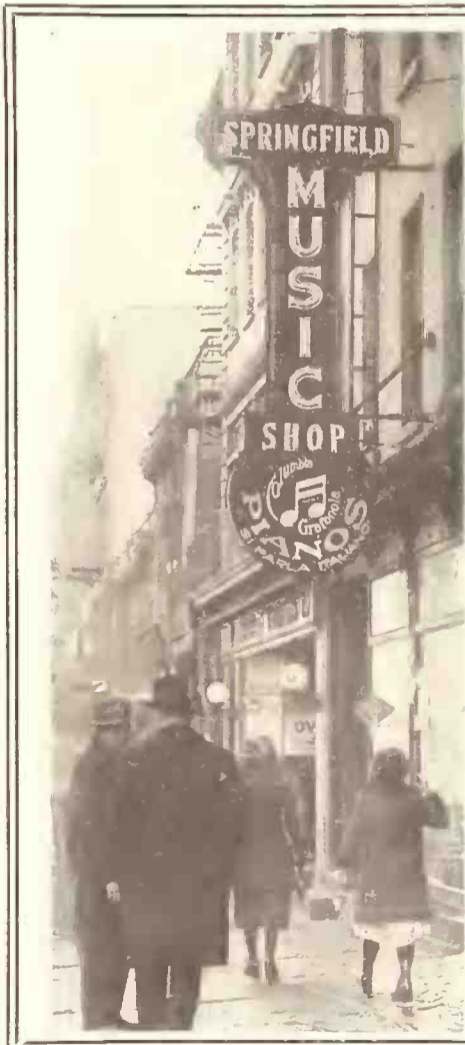
the exposition material was used by the F. S. Bulpitt Sons at the Farmers' Institute at Taylorville, Ill.

RECORD DEMAND RAPIDLY GROWING

H. G. Neu, sales manager of the Regal Record Co., New York City, says there now can be no doubt that the record business is not only returning to normal, but that the Fall season will establish some new figures for such sales. During the past few weeks the sales reports on the Regal record show that the sales are increasing by several thousand each day. Recently, in one week, the week's total showed an increase of 3,000 records a day. This was repeated by almost like figures in the following week.

WHEN ACTION IS NECESSARY

If you see that an employe is not fit for his position, it is better to pension him with his full salary than to keep him.



If You Just Knew What The Flexlume Trade Mark Stands For—

If you had been building electric signs for 15 years, putting your heart behind an idea you originated—the raised, white glass letter. If you had built up the largest corporation in the world making electric signs exclusively. If your business represented many thousands of dollars of invested capital, an organization extended from coast to coast and over seas. If your designers were the acknowledged leaders in their art, your engineers the best—

If you realized these things as we do you would understand what we mean when we say there is more to Flexlume Electric Signs than glass and metal.

Let us send you a sketch showing a genuine Flexlume for YOUR Business.

FLEXLUME CORPORATION
36 Kail Street Buffalo, N. Y.



SOPHIE TUCKER

is back!

Sophie Tucker, America's Queen of Syncopation, has just returned from a highly successful five months' engagement abroad. Three months at the London Hippodrome and a special appearance before their Majesties the King and Queen of England, by request, indicate the extent of her popularity and success.

She returns to America with an entirely new "line" and promises to give her old admirers a treat by revealing a different Sophie, more clever, fascinating and brilliant than ever.



Soon to record more new songs

It is a mark of distinction that Sophie Tucker has chosen OKeh Records as the most faithful medium of reproduction.

She considers OKeh Records the ones best suited to convey a true presentation of her personality and style. Her thousands of admirers are looking forward to the release of her new records and her popularity affords OKeh dealers a splendid sales opportunity.

The best songs of her new repertoire will be recorded exclusively for

OKeh Records
THE RECORDS OF QUALITY

*Sophie Tucker—
"Everybody's Favorite"
—has signed an exclusive OKeh contract for
a term of years.*



General Phonograph Corp.
Otto Heineman, Pres.
25 W. 45th St., New York City



The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., October 7.—Nine months of the current year have come to a close. To put it another way, three-quarters of 1922 are in the background and what has the trade to say of conditions? Well, the man, the dealer, who has hustled has no fault to find; he had a fair Spring business; a Summer business that was normal and the sort that usually is looked for during the warm months; and with the advent of Fall, dating, say, from Labor Day, he found things rapidly improving and now, as he looks ahead, he sees a very satisfactory business within easy reach. One hears the cry all around of a shortage of goods and several houses honestly claim that they have not been able to get anything like all the machines they have wanted. Such a situation as this is distinctly healthy. If the business but continues up to January the way it has already started for the Fall there will be no kick coming from anybody. Some accomplishment!

E. W. Killgore With Eastern T. M. Co.

The really important news of the month comes from the Eastern Talking Machine Co., where the recent death of George A. Dodge,



E. W. Killgore

elsewhere referred to, has left quite a void. Herbert Shoemaker, who, in the capacity of general manager, has done very effective work from the time he arrived in Boston several years ago, will continue to hold the same post, as he has proved himself a distinct asset to the company; but with him will be Edward W. Killgore, who has lately been traveling man for the Victor in the Connecticut, western Massachusetts and Rhode Island territory. Mr. Killgore is an able man, a hard worker and has decidedly made good in promoting the best interests of the Victor, and when it was decided by the Eastern Co. that some good man was essential by way of relieving Mr. Shoemaker of the burdens that for some time he had been practically carrying alone it was Mr. Killgore whom the Eastern Co. looked to as the man for the place. Accordingly, the Eastern Co. made overtures to him and

satisfactory arrangements having been made Mr. Killgore came to Boston and entered upon his new duties on Monday, October 2. His title will be sales manager.

Mr. Killgore is a University of Pennsylvania man, class of 1915, and has had experience in other lines besides talking machines. He made a record for himself in the air service during the war and he was the first man to fly over the Rocky Mountains. He also won further renown through being one of the first to carry the mails by airplane from New York to Chicago. He has been with the Victor Co. for two years and, as already stated, made an excellent record. It is understood that the company released him with great reluctance.

Edgar Stone "Up In the Air"

Edgar Stone, who is the talking machine manager of the Washington street store of the Iver Johnson Co., spent practically all of his two weeks' vacation in an airplane. He has a friend, Harland Banks, of Framingham, who had him up with him on numerous occasions, the two flying along the down-east coast to several of the shore resorts, taking in Portsmouth, N. H., then inland to Dover, that same State, and finally landing back at Framingham. Mr. Stone only returned from his trip a few days ago. If business permits of his taking a few days away within the next few weeks it is Mr. Stone's desire to fly over Mt. Washington. As he is considerable of a mechanic he is a great assistance to the expert flyer on these trips. Mr. Banks, by-the-by, was in the Canadian air service during the war and earned his Croix de Guerre from the French Government for landing within German territory.

Official Opening of Steinert Store in Fitchburg

The new M. Steinert & Sons store at Fitchburg is to be officially opened on the afternoon and evening of Monday, October 9. The store, which is handsomely and effectively decorated and furnished, is in Day street, not far removed from the former store of this company. It is in the addition to the Raymond Hotel, which has lately been remodeled and enlarged, and one of the admirable features is that the store is connected with both the beautiful ballroom and concert hall, which are big features of the hotel. Miss Velma Balcom is to supervise a recital on the afternoon and evening of the

opening day and this promises to be a feature that will attract many. The store, as before, is managed by A. D. Renz, with Miss M. D. Fenton in charge of the Victor department. It is of special interest that this Steinert store is right in the midst of Fitchburg's "Gay White Way," which, with its brilliant illumination, promises to be a great night rendezvous for Fitchburg people. Kenneth Reed, the Steinert wholesale manager for the Victor, is planning to go up for the opening.

L. K. Scott Succeeds D. S. Pope

Toward the latter part of September D. Stuart Pope resigned from F. C. Henderson's Brunswick shop, as the store at 156 Boylston street is called, and to succeed him has come from Pittsburgh L. K. Scott, who was in charge of the Henderson store in that western Massachusetts city. Mr. Scott has had a valuable experience. Before the World War he was located in Baltimore and following his service in behalf of the nation he was located in Buffalo, leaving there less than two years ago to go to Pittsfield. Mr. Scott is familiar with the details of the talking machine business and is a man of pleasant personality, which counts for much in business.

Doing Well With Columbia in Portland

The local trade was glad a while ago to welcome Jack Shaughnessy, the president and general manager of the United Music Stores, at Portland, Me., who several years ago was one of the valued attaches of Arthur C. Erisman's Tremont street establishment. Mr. Shaughnessy had been over in New York and when calling on Manager Fred E. Mann here in town he said that he was well satisfied with Portland as a place to do business in. Mr. Shaughnessy does not get down to Boston very often. Incidentally, he says there is going to be a good business in the Columbia line in his part of Maine this Fall and Winter.

New Columbia Dealer

Some new dealers in New England who have lately signed up to carry the Columbia line are the J. E. Berry Drug Co., at Farmington, N. H.; Edward H. Crie Co., of Rockland, Me.; W. H. Moore, of Woodstock, Vt.; F. E. Quinain, of Wiscasset, Me.; Frank Lech, of Bondsville, Mass.; Holliston Pharmacy, at Holliston, Mass.; S. J. Gordon, at 23 Causeway street,

(Continued on page 68)



DITSON VICTOR SERVICE

Service + Friendliness

Victor dealers who use Ditson service appreciate its friendliness. It is not merely a case of delivering the goods, but of showing a genuine interest in the dealer's business and lending a helping hand. That's Ditson policy.

Ditson Service Makes for More Sales

CHARLES H. DITSON & CO.
NEW YORK

OLIVER DITSON CO.
BOSTON



Some-where — in a cot-tage for two, We'll bill and coo — to — geth — er,

SOMEWHERE in a COTTAGE for TWO

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

HEAR IT NOW!

A New
Fox Trot Song

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 67)

Boston; Schwartz Bros., Inc., at Norwich, Conn.; John E. Breen, at Lowell, Mass.; Jamaica Plain Music Store, Jamaica Plain, and Upham's Corner Music Store, which is located in Dorchester, Mass.

Optimistic Over Trade Outlook

Manager Fred E. Mann, of the New England department of the Columbia Co., is more than satisfied with what September did, for the month closed, he says, with the best business the local branch has had for the whole year thus far. Mr. Mann says further that everything points to a splendid wind-up for the year. The improvement is seen in both the machine and record departments. The local force has recently been enlarged to meet the needs of increasing business.

Geo. W. Hopkins Outlines Fall Plans

George W. Hopkins, vice-president and general sales manager of the Columbia Co., was in town the latter part of September, having come over to address the Boston branch salesmen. Mr. Hopkins carefully outlined the Fall sales plans, which are considered very liberal and beneficial to dealers' organizations.

Sonora Jobbers Tell of Activities

Like poor Mother Hubbard's cupboard the stockroom at the Columbus avenue quarters of the Musical Sales & Equipment Co. is very

bare just now. Manager Burke says that 700 Sonora machines were shipped out in a single week. Tom Burke, his brother, who is sales manager for the company, was over in New York last week hastening up deliveries, and Joe himself is going over soon on the same errand. The J. L. Lougee Co., in Essex street, Salem, is one of the new stores to sign up for the Sonora representation. Here a new talking machine department has been installed which will be managed by Ernest Tuck. Manager Burke reports that F. N. Joslin & Co., of Malden, who recently put in the Sonora line, sold more than 100 machines in the first six weeks.

Sales Conference Closes With Theatre Party

It was a fitting finale that was provided by the three Boston Victor jobbers for the visiting salespeople who were in town for the second of the Victor class in salesmanship conducted by F. C. Delano. Acting for the Oliver Ditson Co., the Eastern Co. and the Steinert Co., Kenneth Reed, wholesale manager for the Victor for the latter-named house, arranged for a theatre party and dinner, so on the Thursday evening before the final session he and Herbert Shoemaker and Henry Winkelman were on hand at the Hotel Brunswick to welcome the guests. After a splendid dinner all the com-

pany went to the Colonial Theatre to enjoy "Sally." Certainly those who attended the two Victor classes can have nothing but the pleasantest memories of the way these three Victor jobbers took care of them.

A Visitor From Boston

A recent Boston visitor was C. F. Baker, president of the Baker Music Co., of Albany, N. Y., who spent several hours with New England Manager Fred E. Mann, of the Columbia. Mr. Baker has a large organization of canvassers who operate from his Albany store and who use trucks to great advantage.

Returns From Enjoyable Vacation

Miss Grace M. Crosby, who is private secretary to Kenneth E. Reed, of the wholesale department of the M. Steinert & Sons Victor department in Arch street, is home from her vacation, which was spent at that delightful spot, North Conway, N. H.

Frank Crumit Visits Fred E. Mann

Frank Crumit, exclusive Columbia artist, who is playing with Julia Sanderson in "Tangerine" at the Shubert Theatre, has been a caller at the local Columbia wholesale department, where he got a cordial welcome from Fred E. Mann. Mr. Crumit is spending all his spare time on the golf links around Boston and having the time of his life.

George W. Lyle Welcomed in Boston

George W. Lyle, president of the Manufacturers' Phonograph Corp., Inc., which handles the Strand, was a visitor to Boston the latter part of September, remaining in town several days in consultation with Arthur C. Erisman, who has the Strand for this territory.

Likes the Ancient Scotch Game

G. Frank Baldelli, of the Arch street Victor store of the M. Steinert Co., is home from his vacation, which was spent at Cataumet, down on Cape Cod, where he had his family. Baldelli became proficient in several new accomplishments while away and hereafter it will be hard to keep him off the golf links.

Norman E. Mason Returns to Post

Norman E. Mason, who met with a serious accident several months ago while attending an outing up near Lowell and who was subsequently laid up for some time, has returned to his post at the store of the Grafonola Co. of

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

PHONOGRAPHS AND RECORDS

Just ONE point about the Brunswick

Interior decorators of note are finding the exquisite period models of the Brunswick—such as The Beaux Arts, The Lombardi, The Oxford, The Georgian, The Gotham, The Stratford, The Cambridge, The Colonial, or The Queen Anne—valuable assets in planning a beautiful room, combining as they do authentic furniture designs with the world's supreme attainment in recorded music.

KRAFT, BATES & SPENCER, Inc.

1265 Boylston St.

Boston, Mass

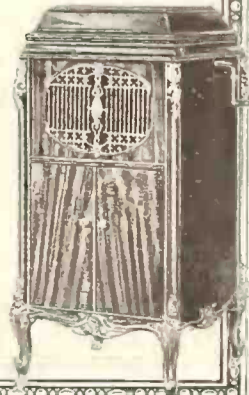
New England Distributors

Steel Needles

Motrolas

Record Brushes

Khaki Covers



**"LONG QUALITY" CABINETS
"PEERLESS" ALBUMS**

Both of these well-known
accessories help to make

GOOD FALL BUSINESS

for the Talking Machine retailer.

Let Hough tell how.

L. W. HOUGH

New England Representative

20 SUDBURY STREET BOSTON, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 68)

New England and is being congratulated on all sides on again getting back into the harness of every-day work.

Presented With Handsome Scarf Pin

F. C. Delano, who lately conducted a second successful Victor class in salesmanship, was made happy by the sixty or more members of the class when at the last session they presented him with a handsome scarf pin in appreciation of what he had done for them by way of making them more efficient salespeople.

Visits the Dealers

Assistant Manager George P. Donnelly, of the Columbia forces, spent ten days out among the Maine dealers, accompanied by Salesman W. R. Ingalls. Mr. Donnelly reports having found healthy conditions everywhere with everyone looking for a quick upturn in business.

Will Cover New England Also

Walter K. Badger, New England representative of the Unit Construction Co. for the past year, is now making his headquarters at 299 Madison avenue, New York City. He has lately been appointed district manager for New York City, but will also cover the New England States as heretofore.

Erisman Reports Steady Progress

Arthur C. Erisman, of 174 Tremont street, corner of Avery street, is having most pronounced success in jobbing the Vocalion records, and daily he is signing many new concerns throughout New England to handle this line. Oscar W. Ray, who is in charge of the wholesale end of the Vocalion record business for the home offices, was a Boston caller last week, making his headquarters at Mr. Erisman's office. The Strand machine, too, is meeting with marked favor in the same territory. Mr. Erisman has now had the wholesale privileges for this instrument a little more than a year, but in that time he has induced a great many New England dealers to carry it.

Mr. Erisman now has associated with him M. C. Perkins, who still continues his interest in the Perkins Music Store, which he organized in Malden several years ago.

Makes Cheney Sales on Honeymoon Trip

Stephen Colahan and his bride (Marguerite Taylor) have returned from their honeymoon, which was taken by automobile through Maine. Mr. Colahan did not let the grass grow under his feet and made his honeymoon also a business trip, visiting Portland, Lewiston, Augusta, Waterville, Bangor, Old Town, Lincoln, Holton, Fort Fairfield, Caribou and Presque Isle. At Holton Mr. Colahan was able to sign up with the Astle Music House to represent the Cheney

EASTERN SERVICE

NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS



Join the Eastern Family

and enjoy the exceptional service which our efficient organization is rendering to New England dealers.

Victor Wholesalers Exclusively

85
ESSEX
ST.

THE EASTERN TALKING MACHINE ©

BOSTON
MASS.

VICTOR DISTRIBUTORS

machine and at Fort Fairfield he placed the Cheney with Goodhue's, and at Bangor he arranged with the Libby & Skinner Piano Co. to handle this line. At this store Mr. Colahan gave a creditable demonstration of an expensive Cheney machine before a large group of people.

Stephen Colahan was up in Springfield the latter part of September to give a personal demonstration of the Cheney at the Eastern States Exposition, where Forbes & Wallace, of that city, had a large booth in which the Cheney was featured.

Says There Will Be a Shortage

Kenneth Reed, wholesale manager of the Victor department of the M. Steinert & Sons Co., spent several days down in Providence and Pawtucket the middle of September and found conditions very good indeed. He is going over shortly to Camden to hurry up Victor consignments, for Mr. Reed says there is bound to be a shortage of goods later and coming at a time when they are most urgently needed. He expects a very good Fall business and is sure that

the year is going to show up very well for the house of Steinert in particular.

"Ken" is prolonging his visit at Orleans, down on the Cape, until the middle of October and as the early Fall shooting is good down in that section he has provided himself with a rifle shot gun—at least that is what he asked someone to procure for him. It's surprising the game he has brought down with this unique firearm.

Increasing Vocalion Demand

Business has shown a decided improvement in the Vocalion line, according to Manager Birdsall, of Vocalion Hall in Boylston street. A very good month has been closed and Mr. Birdsall looks for a healthy and steady demand for goods from now on through the holidays.

MacInnis in Charge at Horning Co.

R. A. MacInnis has taken charge of the retail Victor store of the Frank S. Horning Co., Inc., at 22 Boylston street, from which Mr. Horning withdrew a month ago to go to St. Louis. Mr. MacInnis is widely known in the

(Continued on page 70)

"Perfection" Edison Attachments

and

"Perfection" Reproducers

The "Perfection" Flexi-Tone Edison Attachment (No. 4 and No. 7) as illustrated, attached to all types of Edison Disc Machines, makes the most perfect attachment available for playing all makes of lateral cut records requiring steel, tungstone or fibre needles. Only first quality mica diaphragms used in "Perfection" reproducers, giving clear, natural tone. The horizontal ball-joint and direct uplift construction give freedom of movement so that attachment may be used with or without lever, giving excellent results.

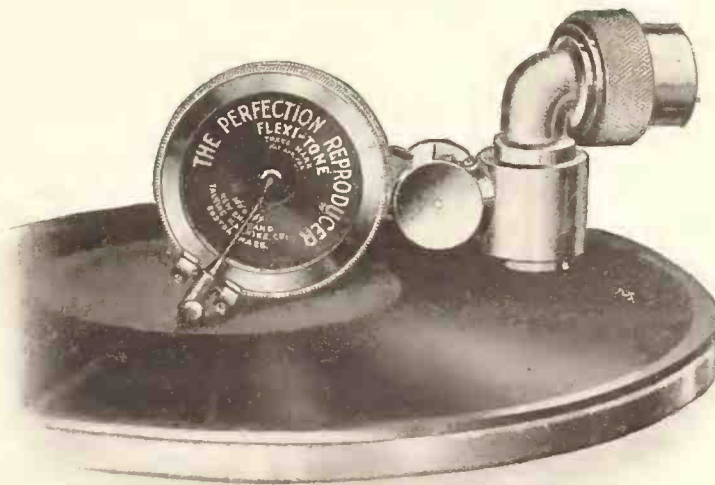
Retail price, \$9.00 Gold. \$8.00 Nickel.

The "Perfection" Pur-I-Tone Edison Attachment (No. 6 Universal) plays all makes of records on New Edison Disc Machine. Retail price, \$10.00 Gold. \$9.00 Nickel.

The "Perfection" Edison Attachment (No. 4 and No. 2) plays all makes lateral cut records on New Edison Disc Machine. Retail price, \$7.00 Gold or Nickel.

NOTE—Special Discounts to Dealers, also Quantity Prices on Request

New England Talking Machine Co. 16-18 Beach St., Boston, Mass.



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

local talking machine trade and came to the Boylston street store from the Houghton & Dutton Co., where he opened the Henderson talking machine department twelve years ago, and closed it up, as he says, for this department at the Houghton & Dutton house, as already stated in an earlier issue of *The World*, has been taken over by Widener.

GEO. A. DODGE'S DEATH UNIVERSALLY REGRETTED

Vice-president and Treasurer of Eastern Talking Machine Co. Passed Away After Month's Illness—Esteemed in Trade and Public Life

BOSTON, MASS., October 4.—The local talking machine world was thrown into a state of grief upon learning of the death of George A. Dodge, treasurer and part owner of the Eastern Talking Machine Co., which is one of the large Victor jobbing houses hereabouts. Mr. Dodge's funeral took place Tuesday from his home, 452 Chestnut Hill avenue, Brookline, and was largely attended by members of the trade as well as many of Mr. Dodge's friends, who were legion, in all departments of life, and by representatives of the Masonic fraternity and other bodies to which he belonged. Interment was in Lakeside Cemetery, Wakefield.

Mr. Dodge was a native of Ipswich, where he was born in 1866, and for a man comparatively young he had had a very remarkable and successful career. He was a tireless worker and it was his insatiate desire for always keeping busy and the worry incident to caring for his many interests that told eventually upon his health. His breakdown occurred about a month before his taking away and a rest in the mountains was recommended by the family physician. Subsequently he was taken to a hospital at Whitefield, N. H., and it was there that he died on September 20.

Among Mr. Dodge's ancestors were some who were the early settlers of Massachusetts. He first worked for a modest salary in a grocery store, devoting his evenings to the study of music. At the age of twenty-one years he was in business for himself in Boston, buying and selling whalebone, and eventually he became closely identified with this business. Twenty years ago he turned his attention to the promotion of Summer parks and was one of the prime movers in organizing Steeple

Chase Park at Nantasket Beach, which subsequently became Paragon Park, one of the best-known of the shore resorts on the Eastern coast. About 1913 Mr. Dodge acquired the Hotel Pemberton and Pemberton Inn property at Hull, which is a continuation of Nantasket Beach, and these in time became splendid paying properties under his management. Several years later Mr. Dodge started the Georgian in Park Square, which was a large eating place, and this continued prosperous until prohibition caused Mr. Dodge to relinquish the property.

In October, 1918, Mr. Dodge turned his attention to the talking machine industry; for with the disposal of the Georgian he had noth-



The Late Geo. A. Dodge

ing especial to enlist his attention during the Winter months, and from the day he acquired the Eastern Co., which then was located in Tremont street, he gave a great deal of attention to the business. He had offices in the upper floor of the building that later became the Tremont Talking Machine Co. when this became solely a retail store, for, deciding to devote the Eastern Co.'s entire attention to the wholesale end, the business was moved to Essex street, where it now occupies the whole of the second floor.

To the talking machine trade Mr. Dodge was affectionately known as "G. A.," and his genial personality and generous nature made for him

Our A A A Quality India Ruby Mica DIAPHRAGMS

Are, without doubt, the finest Diaphragms manufactured.

Samples and Prices on Request

WILLIAM BRAND & CO.

27 East 22nd Street New York City

Telephone, Ashland 7868

many friends in various walks of life. His friends in Hull, for which he had done much to advance its interests, wishing a few weeks before his death to give him special honor, urged him to allow his name to be used as a candidate for the legislature from the Third Plymouth District, which included the towns of Hull, Cohasset and Hingham, but he did not get the nomination. Mr. Dodge is survived by his widow, a son and a daughter.

OPENING OF SCHWARTZ BROS. STORE

NORWICH, CONN., September 28.—Several thousand people attended the opening of the new store of Schwartz Bros., Inc., in this city, which took place the middle of the month. Manager Fred E. Mann, of the Boston Columbia branch, was present and in fact acted as master of ceremonies at the evening exercises, at which time some of the leading officials of the city were present. Schwartz Bros. is one of the finest furniture stores in Connecticut and the new building, in which an exclusive Columbia department has been installed, cost \$200,000. This department is under the management of L. H. Webber. Abner Schwartz, the president of the concern, and all those immediately associated with him were heartily congratulated.

COLUMBIA AT SKOWHEGAN FAIR

SKOWHEGAN, ME., October 2.—J. D. Symons, the enterprising Columbia dealer in this city, had an extensive exhibit of the Columbia product at the Skowhegan Fair the latter part of September. Supervisor Peter McIneeny, of the Boston branch dealers' service, was present to assist Mr. Symons.

LUSCOMB IN CHARGE IN NEW BEDFORD

NEW BEDFORD, MASS., October 2.—Russ H. Luscomb, for a number of years located with the Boston branch of the Columbia Co., has accepted the management of the talking machine department of the New Bedford Dry Goods Co. of this city. Mr. Luscomb is a man of wide experience in the talking machine industry.

A BUSY WORCESTER HOUSE

WORCESTER, MASS., October 3.—Widener's Grafonola Shop here, of which Mr. Kennedy is the aggressive and live-wire manager, reports a really surprising business. Mr. Kennedy has the assistance of Elsie Ewin, who was thoroughly trained in Columbia activities by Mrs. A. W. Graves, the record sales and stock keeping expert of the Boston Columbia branch.

The Atherton Furniture Co., of Brockton, had an exhibit at the Brockton Fair last week and its line of talking machines has been admired by a large number of people. This house has been having a fine Fall demand.

PHONOGRAPH AND PIANO ACCESSORIES

Manufacturers

LANSING KHAKI COVERS

The Pioneer Moving Cover

SLIP AND RUBBER COVERS FOR PHONOGRAPHS AND PIANOS

Distributors

Bradley and Plymouth Portable Machines	Piano Benches
All-in-One Reproducers	Piano Stools
Nyacco Record Albums	Piano Chairs
Universal Fixtures	Piano Scarfs
Victrolene Polish	Player Benches
Jones Motrolas	Music Cabinets
Hall Fiber Needles	Lesley's Patching
Steel Needles	Outfits
Sapphires	

The Electora for the Player Piano

TRY OUR SERVICE!

Lansing
SALES CO.

170 Harrison Avenue

BOSTON, 11, MASS.

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD

D E N V E R

Special Displays and Concerts Attract Crowds at Fall Fashion Show—Plan for 1923 Music Week

DENVER, COL., October 7.—Several Denver music houses participated in the Denver Fall Fashion Show held on September 28 and 29. Thousands thronged the streets both nights to see the special window displays. In this connection the Darrow Music Co. gave a concert both evenings which completely blocked the streets at its corner. The middle section of the Fifteenth street window was removed and put on rollers so that it could be rolled back, leaving an opening so that people on the street could hear perfectly. In this window an Emerson player-piano was placed and at the piano sat Mrs. Hebert, who plays the piano, the violin and sings at one and the same time. Preliminary to the style show afternoon concerts had been given in the window and the talking machine department took advantage of the opportunity to put in one window the new Brunswick flat-top model known as the "York." Oscar Frazier, head of this department, said he had sold several of this model upon its arrival and was certain there would be a big demand for it in the future.

Opens Concert Season

The Oberfelder concert series was opened Monday night, October 2, at the City Auditorium by Rosa Ponselle, soprano of the Metropolitan Opera Company. While in the city she visited a number of the dealers handling Columbia records, Ponselle being an exclusive Columbia artist. Several of the music dealers connected up the Ponselle concert with advertising of Grafonolas and records in the newspapers. The phonograph department of the Baldwin Piano Co. did a nice business on Ponselle records. The Darrow Music Co. sup-

plied the Knabe piano for the concert and also sold many of her records during her stay in the city.

Music Week to Be Held Next May

Denver's Music Week in 1923 will be held May 13 to 20. The City Auditorium will be reserved on these dates for Music Week activities, and out-of-town bands and choruses are being communicated with in an endeavor to extend the music week idea to the entire State of Colorado. A good idea!

Knight-Campbell Window Display

A feature window for Fall Fashion Week arranged by the Victrola department of the Knight-Campbell Music Co. consisted of a reproduction of the well-known Victor trademark. The talking machine and the dog, mounted on tiny shelves, were framed with a black curtain in the background, which lent distance to the framed scene. H. V. Huntoon, manager, reports many sales of small model machines for use by college boys in their rooms. This in turn has brought about sales of dance records. A new upright model, No. 111, which has just arrived, Mr. Huntoon is certain will be a good seller.

Records Sell Well

Kerekjarto, famous violinist and exclusive Columbia artist, was recently on the Orpheum bill here. While in the city he was taken on a trip to Lookout Mountain by the manager of the local Columbia branch. He also visited the local dealers handling the Columbia. J. H. Blinn, manager of the talking machine department of the Baldwin Piano Co., reported quite a sale of Kerekjarto's records. Mr. Blinn, handling the Sonora and Columbia for the Baldwin Co. for the last four years, says September was the biggest month yet in the sale of machines. His records show a 64 per cent increase over September a year ago and 30 per cent of the business was cash.

Brieflets

Miss Riley has been added to the clerical force of the record department of the Darrow Music Co. in this city.

E. P. Hagemeyer, of the Baldwin Piano Co. local office, was called to Cincinnati, O., by the death of his father, A. P. Hagemeyer, treasurer of the Baldwin Piano Co.

Manager A. W. Mason, of the phonograph department of the Daniels & Fisher Stores Co., reports a better sale of Sonora machines during the past month. The flat-top model is proving very popular.

Business with the talking machine department of the Charles E. Wells Music Co. was better for the past month than for the same period a year ago, says Manager Thompson. The new model "York" Brunswick is bound to take well, he says. Mr. Thompson hopes to get into his new downstairs location by November 1.

IRWIN KURTZ OPENS TWO BRANCHES

Well-known Metropolitan Dealer Plans Additional Stores in Downtown Section

Irwin Kurtz, well-known metropolitan talking machine dealer, is planning to open two new stores in the lower section of Manhattan. One branch, to be opened about November 1, will be located at 17 John street, and the other will be located at 50 Broadway, one of the busiest sections of New York City. The present store at 170 Broadway will be continued. Aeolian, Sonora, Brunswick and Columbia machines and Okeh records are handled by Mr. Kurtz.

WILSON MUSIC CO. IN NEW HOME

On October 15 the Wilson Music Co., Victor representative at Stevens Point, Wis., moves into new quarters in the recently constructed Hotel Whiting on Strong avenue. The company has occupied a temporary downtown location since last April. G. M. Farrin, manager, said now that the new quarters have been taken over the company will be in a position to expand to put into effect new merchandising ideas which he has had under contemplation since last April.

**Tone Tells
Sound Sells**



PATENTS PENDING

Reg. U. S. Pat. Office

THE Oranola

PATENTS-PENDING

No AERIAL USED

LOOP ANTENNA self-contained in artistic piano-finished cabinet eliminates any wiring by purchaser.

COMBINATION RADIO AND PHONOGRAPH

RADIO ENGINEERS universally agree that radio and audio frequency transformation of energy received is best for receiving broadcasting.

That is why we use the radio and audio frequency amplification.

NO EXPENSE has been spared to make our product the best in every detail. Having passed through the experimental stage, we are prepared to stand behind each instrument with our unqualified guarantee.

OUR TALKING MACHINE (well known as THE PERFECT TALKING MACHINE), combined with our radio instrument, provides a universal means of sound reproduction without equal. Purity of tone in ample volume without distortion makes the ORANOLA almost human.

OUR KEYNOTE is simplicity of operation. No knowledge of electricity or wireless is required.

SEVERAL MODELS listing from \$150 to \$450. Descriptive circulars and discounts on application. WIRE OR WRITE for exclusive territory proposition. DEMONSTRATIONS at our office during broadcasting periods.

ORANOLA RADIO CORPORATION

228 Seventh Avenue

New York City



Those Star Spangled Nights in Dixieland

A Down South Ditty



Give me those star spangled nights in Dixie-land, One glimpse of South-land is all that I de-mand.

HEAR IT NOW!

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

THE TWIN CITIES

Improved Conditions Induce Dealers to Stock Up—Foster & Waldo's Artistic Alterations—Newach Co. Makes Debut—The News

MINNEAPOLIS and ST. PAUL, MINN., October 5.—While all Northwestern industrial and commercial institutions would like to see the farmers obtain better prices for their grain and potatoes they are plodding along to make the best out of the present conditions. As a consequence there has been considerable stir in the business world and the dealers in all lines are kept stepping rather lively. The upward trend to grain prices is filling the hearts with joy as the prices are approaching the figures that the farmers think they should have to break even with the game.

Time for Dealers to Stock Up

"We have had very nice business of late," said George A. Mairs, head of the Victrola department of W. J. Dyer & Bro., "and we hope that it will continue. We are advising our customers to lay in stocks as they may be caught short later on in the season. Whether this advice will have its effect we are unable to say at present. Just now the situation is a little uncertain, but we know that the North-

west is right and we are confident that when the industrial and other troubles are disposed of we will then certainly come into our own. In the meantime the Victrola business is holding its own in this territory."

Sonora Expansion in the Dakotas

J. E. Date and Forrest P. Conklin, of the Minneapolis Drug Co., have traveled very extensively in the two Dakotas during the past month in the interest of the Sonora phonographs and have found conditions quite conducive to good business and to Sonora sales. They are full of enthusiasm for their field and promise to make the Sonora instruments known where they never were known before.

New Edison Styles Much in Favor

Edison business is growing apace, say the reports from the office of Laurence H. Lucker, Northwestern distributor. Sales in both the wholesale and retail branches are well beyond the totals for a year ago. The Minnesota Phonograph Co. stores in Minneapolis and St. Paul have had exceptionally fine business. The

big seller is the baby console at \$175, which is making history. This model also is taking well in the country. The Edison records are showing an immense increase in sales, due mainly to the fact that the management is getting out the newest music very speedily. This policy is likely to give a great impetus to Edison record sales.

Foster & Waldo's Artistic Establishment

One of the finest talking machine establishments in the country will be completed this month by the Foster & Waldo Co., with the aid of the Unit Construction Co. Well, some go so far as to say that it will be the finest talking machine shop in the United States, which, of course, means in the world. Be that as it may, the Foster & Waldo Co. shop will be one that will command attention for years to come. The entire first floor of the quarters at 811-13 Nicollet avenue has been rearranged. The general offices, which occupied a considerable part of the floor space, has been established on a new mezzanine floor in the rear. The two big show windows have been greatly deepened and are about the dimensions of a goodly sized drawing room. The main floor will be left open with the record counter and demonstration booths arranged along the walls to form a sort of a court. There will be fifteen booths and ample record racks to carry the modern records.

The general color scheme will be cream ivory with panels of and ornamentation in steel blue. The elevator shaft and floor pillars are rendered quite inconspicuous by ornamental arrangements. The description conveys little idea of the harmonious beauty of the design and, as the saying goes, "It must be seen to be appreciated." Extensive alterations also will be made on the second, third and fourth floors and in the basement. The Unico people are certainly artists when it comes to store equipment.

Newach Piano Co. Will Handle "Talkers"

The Newach Piano Co. opened for business October 4 at 825 Hennepin avenue, Minneapolis. R. C. Newach, president and manager, is an experienced piano man and has been connected with Minneapolis houses for fifteen years. The company will have the exclusive Minneapolis agency for the Baldwin lines. A line of talking machines and records will be carried by this house in suitably arranged quarters and under competent management.

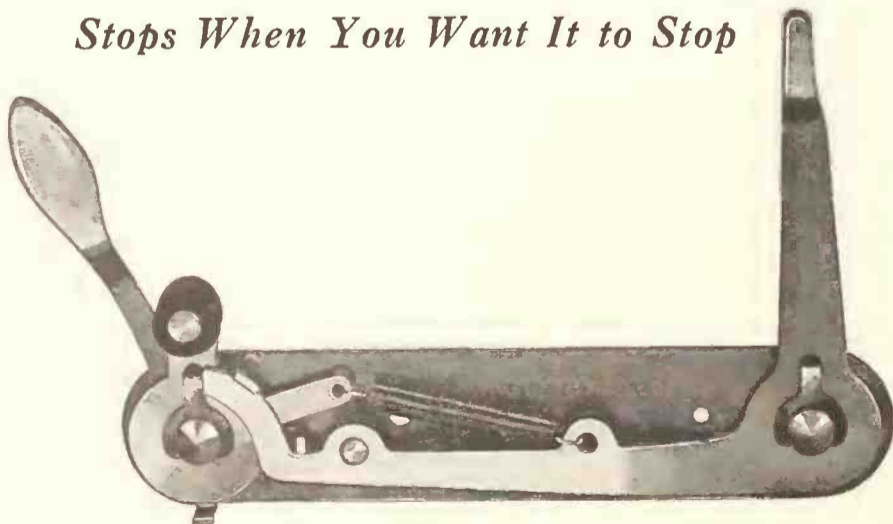
Vocalion Line Wins Favor

President C. R. Stone, of the Stone Piano Co., distributor of the Vocalion instruments and records, states that the Vocalion lines steadily are winning in favor. Road men testify that the purchasing public look upon these instruments as one of the famous phonographs.

When you think you have reached your limit make one more effort. It is the last effort, when things are bad, which often succeeds.

Sherburne Automatic Stop

Stops When You Want It to Stop



Manufacturers: Has *your* automatic stop ever helped your dealers make a sale?

Investigate the Sherburne

Sample sent upon request

SHERBURNE MANUFACTURING COMPANY
948 Penobscot Building Detroit, Mich.



THE ORSENGO PERIOD PHONOGRAPH

DONATELLO DESK

*A Beautiful
Hand Painted
Venetian Creation*



It serves three purposes, equally well; as a closed cabinet it will add charm to the finest drawing room; as a musical instrument it will gratify the artistic taste of the most cultured musician; and when used as a desk it makes its final appeal to those more practically inclined. When used in the latter capacity its mechanism is entirely concealed if so desired, only its disappearing writing surface and stationery compartments being exposed.

*A Distinctive Piece for
a Most Practical Holiday Gift*

THE ORSENGO COMPANY, Inc.

Showrooms: 112 West 42nd Street
New York City, N. Y.

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



M I L W A U K E E

Business Revival Is Strongly Evident—To Exhibit at Household Show—Dealers' Displays at Fair—Improving Stores—The News

MILWAUKEE, Wis., October 10.—Industrial and agricultural conditions in Wisconsin and the upper peninsula of Michigan—the trade territory of the local talking machine distributors—are important factors in the forming of the local talking machine market. The current of business revival which had set in strongly the first half of the year was met by cross-currents caused by labor troubles during the beginning of the second half, but now, with the settlement of all national strikes, business is recuperating and the earlier current of good business is well in evidence.

Wage deflation is doubtless at an end for the immediate future without its having gone as far as the deflation in prices. The cost of living, using the Bureau of Labor's figures for the past month, stands at about 166 compared with 1913, while the average weekly earnings are somewhere about 190 on the same basis of comparison. Assuming that wage deflation has stopped considerably short of price deflation, it follows that some increase of prices can be expected as a matter of adjustment. Prices are not based primarily on costs, but upon what consumers are able and willing to pay. Some can be persuaded to buy in excess of their ability and their needs, but the majority measure prices by the yardstick of their purchasing power. This is particularly true of the fixed income classes, which during all of last and a part of this year have been the mainstay of the commodity markets. Judged by the standard of ability, working men should be good buyers since wages have undergone less deflation than prices. Great expectations are entertained of farm buying on account of the abundant crops. It is true that

the crops are worth about one-fifth to one-fourth more than last year. Allowance must be made, however, for farm debts, which are still heavy. Furthermore, the price situation at present is working against the farmer. Grain prices have been declining while prices of many manufactured products important to the farmer have been going higher. This disadvantage is partly offset for after the seasonal slump grain prices will recover. On the whole it would seem that the farm market ought to be much better than it was last year, but perhaps not quite up to normal.

Collections are generally reported as fair or good. A noticeable improvement has occurred in the past few months. Easier conditions in commercial credit generally follow easier conditions in the money market, but may lag some time after. The period of liquidation is now ended and business firms are again in sound condition. Improved collections reflect these changes.

To Display at Household Exposition

The Badger Talking Machine Co., Victor distributor for Wisconsin and upper Michigan territory; the J. B. Bradford Co., dealer in the Brunswick; Yahr & Lange Co., Sonora and Okeh representative; the Edmund Gram Music House, Cheney and Brunswick representative, and the Flanner-Hafsoos Music House, Edison representative, are several of the city's prominent talking machine companies which will be represented at the annual Household Exposition to be given at the Municipal Auditorium during the last week in October. Booths are being planned and advertising campaigns by the dealers pointed to Exposition Week. A number of the companies are plan-

ning to give novel entertainments in the form of miniature dances on specially constructed revolving platforms at their booths. Other companies will give away miniature clocks with phonographs for cases, or combination phonograph-ash trays and similar souvenirs.

Eight Victor Artists on Tour

The Eight Famous Victor Artists will begin their concert tour in Wisconsin this month. The artists will present their programs in Superior, Appleton, Wausau, Eau Claire and other cities before they tour other States. Victor dealers in each city are linking their advertisement with the coming of the Victor artists. The Fox River Valley Victor Dealers' Association will hold its regular monthly meeting at Appleton on the day that the artists are scheduled to appear in that city. The Victor dealers will meet in the afternoon and give a dinner at the Hotel Sherman, at which the visiting artists will be guests of honor. After the dinner and business meeting the talking machine dealers will attend the concert in a body.

Northwestern Wisconsin Victor Dealers Meet

The regular monthly meeting of the Northwestern Wisconsin Victor Dealers' Association was held Tuesday in the Beaumont Hotel at Green Bay, Wis. H. L. Fricke, prominent Victor representative of Chicago, spoke at the meeting. Other speakers included E. D. Carroll and Henry Stoffel, of Appleton. It was decided at the Green Bay meeting to hold all future gatherings of the association in Appleton, Wis., because of the centralized location. The question of affiliation with the Fox River Valley Victor Dealers' Association was also discussed. Victor dealers of Wisconsin in every city are considering forming a strong State association.

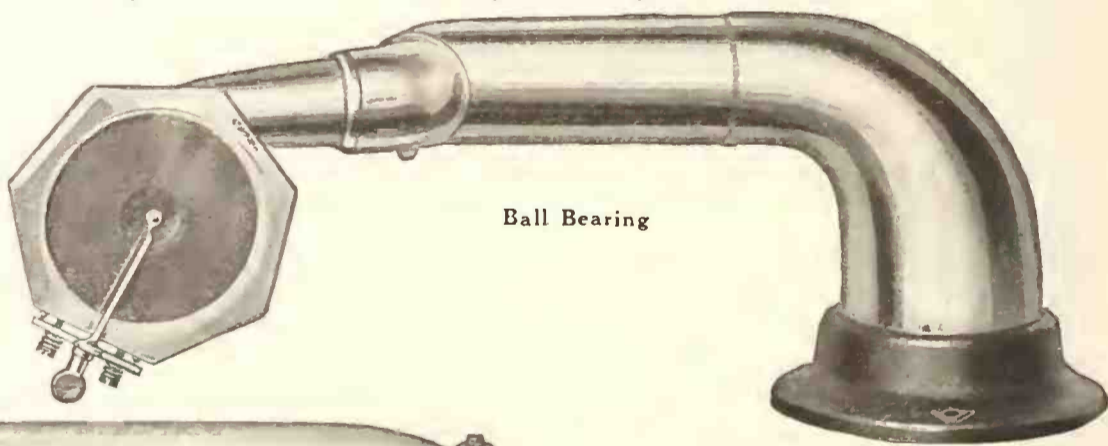
Dealers Improving Shops

A number of Milwaukee talking machine dealers are building improvements to their music shops to care for the increased trade and to prepare for a full Autumn and Winter

THE EMPIRE UNIVERSAL TONE ARMS

Will Give Your Product Individuality That Will Greatly Strengthen Its Selling Force

Send for sample of our new
Tone Arm for Portable
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We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High-Grade Tone Arms and Reproducers

W. J. McNAMARA, President

Cable Address "Emphono"

THE COLUMBIA COUNTER NEEDLE DISPLAY CASE includes a change tray. It reminds every customer to buy needles just before she picks up her change. Your Columbia Branch can furnish them at \$2.50.

**Columbia Graphophone Co.
NEW YORK**



season. Included in this class is the C. Niss & Sons Co., Edison dealer, 699-709 Third street. A three-story 70 by 150 foot addition will be built to the present store.

The Winter Piano Co. is redecorating and remodeling its Grand avenue store. H. J. Duffey, manager, and Columbia representative, stated that when completed the company will have one of the most modern and best equipped stores along "music row." New record racks and special demonstration rooms are being built. New lighting systems are being installed and the store front is being reconstructed, he said.

Other Wisconsin talking machine dealers who are making improvements are the Irving Zuelke Music House, at Neenah, Wis., and the Wilson Music Co., at Stevens Point, Wis. The Zuelke Music House is constructing new booths for its phonograph department, the largest and best furnished in the city. Additional record files and a larger and more choice selection of everything in the music line are being arranged, Mr. Zuelke announced this week. The entire interior of the building is being redecorated and new electrical lighting effects will be installed. On the completion of the program of improvements a formal opening will be held.

Dealers Exhibiting at Fairs

Talking machine merchants were well represented last month at the various county, city and State fairs given in Wisconsin. All of the leading phonograph dealers of Milwaukee were represented at the Wisconsin State Fair, held in that city. The Victor booth of the Sundet Music Co., featured by a large plaster reproduction of "His Master's Voice," was a prize winner at the Northern Wisconsin State Fair at Chippewa Falls. The W. D. Sproesser Co., Victor dealer, and J. D. Casey Co., Sonora representative, entered special displays at the Watertown Fair. Few fairs were staged in Wisconsin without an unusually large representation from the talking machine dealers in the respective cities. Most of the merchants who entered phonograph and record displays timed the launching of their advertising plans for Fall with the appearance of thousands of out-of-town visitors at the fairs.

Chickering Bros., of Chicago, manufacturers of pianos, closed a contract last week which makes the Noll Piano Co., of 1055 Muskegon avenue, this city, representative of the company in this city. The Noll Piano Co. has a large-sized phonograph department and recently set a record in console model sales.

Ready for Harvest Festival

Henry Gottschalk is head of the committee on arrangements for the harvest festival and carnival week given by the Upper Third Street Advancement Association in this city. Talking machine dealers on upper Third street are members of the Association and all officials have announced their intention of entering their windows in the special window display contest. On October 16 an old-fashioned rural parade will be formed to tour the business district of the city. Participants will be dressed as farm-

ers and will carry light farming tools, pumpkins, corn leaves and other farm produce in season. Third street, from Locust street to the end of the district, will be ablaze with lights during carnival week.

Observing Copyrights

Milwaukee radio broadcasting stations, the two largest of which are located in prominent talking machine dealer stores, unlike other stations throughout the country, are respecting the ultimatum sent out recently by the Music Publishers' Association, forbidding the sending out of copyrighted music. The Kesselman-O'Driscoll Music Co. has been granted a permit to carry on, provided that it announces before each of its nightly numbers that it is being rendered by the authority of the Music Publishers' Association. Many of the radio stations are taking the attitude that as virtually 99 per cent of all popular music, operatic selections and even the majority of hymns are subject to copyright, the ban would be a death blow to broadcasting.

Suffers Heavy Fire Loss

Joseph Goldman, talking machine merchant of South Side Milwaukee, reported to a representative of The World that the fire of unknown origin which started in the basement of a barber shop adjoining his business block and music store, destroying the basement and first floor, caused damage now conservatively estimated at \$50,000. Mr. Goldman's stock of phonographs and records was damaged only by water and smoke, he stated.

Record Flashers Popular

Record flashers, attached to a battery, to illumine phonographs and player-pianos, have been selling in unusually large numbers this Summer to vacationists who own Summer cottages and find the need of a light to prevent record scratching and the improper manipulating of player rolls, G. E. Bernecker, of the Standard Accessories Corp., declared. The accessory has so proven its usefulness that it is now in good demand for city homes, he said.

Netzow Goes In for Art

Charles F. Netzow, of the Netzow Manufacturing Co., piano manufacturer and phonograph distributor of prominence, heads a list of thirty-two business men of the city in the organization of a sketch club. The club was formed in connection with the Milwaukee Art Institute at a dinner in the Hotel Pfister this week.

New H. J. Smith Co. Officers

The H. J. Smith Music & Jewelry Co., of Racine, Wis., held a special election of officers at which Mrs. Flora D. Smith was chosen president, Henry G. Keiser vice-president and secretary and Louis E. Shaw treasurer. An active Fall campaign was planned by officials at the election.

Nationally Known as Song Leader

Frederick W. Carberry, widely known as a vocal teacher and all-around musician, Chickering and Brunswick dealer, and president of the Milwaukee Association of Music Industries, is nationally known as a leader of community singing. His ability to induce even

the most apathetic audience to join in songs has been extensively recognized and he has appeared at many national gatherings throughout the United States. Mr. Carberry has appeared in Milwaukee so often before clubs, organizations and general meetings that thousands have a personal acquaintance with him. He toured the country at one time in vaudeville. Mr. Carberry has just returned from a convention of Rotarians at Atlanta, where he led members of seventeen Southern cities in a great community songfest.

Files Bankruptcy Petition

Listing liabilities at \$110,394 and assets at \$111,268, the Mills Cabinet Co., of Racine, Wis., filed a voluntary petition in bankruptcy in Milwaukee Federal court. The schedule was signed by Almer Coe, president, and William S. Hubbard, treasurer. Listed as liabilities are unsecured claims aggregating \$69,502 and secured claims of \$31,022. Taxes due the United States amount to \$1,504 and other taxes \$6,500. Debts due to open accounts are worth \$3,600, the schedule states. Stock of cabinets is valued at \$72,798, and machinery and tools, \$34,560.

H. N. McMenimen Consulting Engineer

Consultation by appointment on every phase of the phonograph industry, including:

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

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LIGHTNING HITS

Recorded by best known artists and backed by an organization of recognized leaders in the art of recording.



EMERSON RECORDS



Domestic and Foreign

Have made their mark with thousands of dealers and in millions of American homes.

EVERY RECORD A DOUBLE HIT

Insures quick turnover and greater profits. Note the well-balanced November release.

- | DANCE | | RECENT POPULAR HITS | |
|------------------|---|---------------------|--|
| 10546 | { TRICKS (Fox-trot).....Glantz and His Orchestra
HOT LIPS (Fox-trot).....Emerson Dance Orchestra | 10538 | { DANCING FOOL (Fox-trot)
Emerson Dance Orchestra
SOOTHING (Fox-trot).....Sydney Kleefeld Orchestra |
| 10547 | { I'M JUST WILD ABOUT HARRY
(Fox-trot).....Glantz and His Orchestra
YOU REMIND ME OF MY MOTHER. (From
Musical Production "Pretty Nellie Kelly")
(Fox-trot)Emerson Dance Orchestra | 10539 | { NOBODY LIED (Fox-trot)..Strand Dance Orchestra
COO COO (Fox-trot)..Empire State Dance Orchestra |
| VOCAL | | 10540 | { THE SNEAK (Fox-trot).....Globe Music Masters
SAY IT WHILE DANCING (Fox-trot)
Globe Music Masters |
| 10548 | { YANKEE DOODLE BLUES, Tenor Solo
Irving Kaufman
HOMESICK, Tenor and Baritone
Duet.....Irving and Jack Kaufman | 10541 | { JUST BECAUSE YOU'RE YOU (Fox-trot)
Globe Music Masters
FASCINATION (Fox-trot).....Emerson Dance Orchestra |
| STANDARD | | 10542 | { GEORGETTE (Fox-trot)..Sydney Kleefeld Orchestra
PARADE OF THE WOODEN SOLDIERS
(Fox-trot)Strand Dance Orchestra |
| 10432 | { LOVE'S OLD SWEET SONG. Brass Quartet
Jules Levy, Jr.'s Brass Quartet
BLUE BELLS OF SCOTLAND. Brass Quartet
Jules Levy, Jr.'s Brass Quartet | 10543 | { CALL ME BACK, PAL O'MINE (Waltz)
Lauer's Orchestra
SWANEE RIVER MOON (Waltz)
Empire State Dance Orchestra |
| CLASSIC | | 10536 | { SOME SUNNY DAY (Fox-trot)
Samuels' Music Masters
SUNSHINE ALLEY (Fox-trot)
Samuels' Music Masters |
| 02032 XP | { L'ESTUDIANTINA WALTZ..Emerson International
Symphony Orchestra
POET AND PEASANT OVERTURE
Emerson International
Symphony Orchestra | 10530 | { THREE O'CLOCK IN THE MORNING (Waltz)
Erdody and His Orchestra
WANA (When I Wana You No Wana) (Fox-trot)
Emerson Dance Orchestra |
| 02030 XP | { DANCE OF THE FLOWER (Tschaikowsky)
Emerson International
Symphony Orchestra
SECOND HUNGARIAN RHAPSODY (Liszt)
Emerson International
Symphony Orchestra | 10544 | { OLD KENTUCKY MOONLIGHT. Sung by
Lewis James and Elliott Shaw
MY CRADLE MELODY. Sung by....Crescent Trio |
| JEWISH RELEASES | | 10545 | { MARY DEAR. Sung by.....Charles Harrison
SWEET INDIANA HOME. Sung by
Lewis James and Elliott Shaw |
| 13217 | { AS MEN SHMIERT FURT MEN.....Rubin Doktor
ICH KENN DUS NIT VERSHTEHEN
Rubin Doktor | | |
| 13218 | { FRAUEN ZINDIGEN IN MENNER OICH
Simon Paskal
GOTINIU WIEIS JOISHER.....Simon Paskal | | |
| ITALIAN RELEASES | | | |
| 12118 | { LL' AMERICA.....Ria Rosa
SURDATO NAPULITANO.....Ria Rosa | | |
| 12119 | { SILENZIO CANTATORE.....Raffaele Balsamo
SERENATA A MARIA.....Raffaele Balsamo | | |

*Write for domestic and foreign catalogs and discounts.
We still have a few choice territories open for jobbers*

EMERSON PHONOGRAPH CO., Inc.
105 WEST 20th STREET NEW YORK

CANTON, O.

Increased Sales Mark Closing of Summer—Shipments, Delayed by Rail Strike, Replenish Stocks

CANTON, O., October 6.—A substantial increase in talking machine sales for the month of September is reported by dealers of the Canton district. This situation, in spite of conditions, is most encouraging, merchants declared this week when interviewed by The World. Shipments of merchandise long delayed because of the railroad strike are now coming through with much regularity and there probably will be no further inconvenience from this source. A survey the past week would indicate that the medium-priced talking machine has the call in all makes. Collections are reported better and those of the working class who are many months behind with their talking machine payments are beginning to pay some of their arrearage.

Demand for the upright model talking machine has the edge on the console locally, but from indications this situation is due for a change within the next two or three months, dealers said. Records are showing a big improvement since mid-September and October has opened strong with all companies offering a good selection of new numbers. Industrial conditions in the Canton district continue good and plants of all kinds are operating at top speed. Orders on hand would indicate that these plants will operate steadily until after the first of the year.

Shows Big Gain for Month

A gain of 100 per cent for September over the corresponding month a year ago is reported by Manager Pyle, of the talking machine section of William R. Zollinger & Co. He says people are giving more consideration to the talking machine salesman to-day than at any time since before the war and that indications are excellent for a good Fall and Winter trade. Mr. Pyle expects that the new \$100 Console Victor Model, soon to be placed on the market, will be one of the biggest sellers in recent years.

Wille Says Business Is Fair

The George C. Wille Co., with stores here and in Massillon, experienced a fairly good month, according to Mr. Wille. "We are selling medium-priced machines and some better ones, but the volume of business is on the former," he said. Record sales with this store are on the increase. Sheet music is moving better and there is an increased demand for musical merchandise at the Massillon store, in which that shop specializes.

Interest in New Models

Victor dealers are showing keen interest in the forthcoming new Victor models which soon will make their appearance. They believe that the \$100 flat-top console model will be a factor in the trade before it is known to the public longer than a month. They also believe that the higher priced flat-top model soon to be offered by the Victor Co. will greatly help to stimulate their business.

Department Store Sales Normal

With the moderate-priced machine more in demand than ever the talking machine department of the Klein-Heffelman-Zollars Co. is enjoying very satisfactory business, though record sales are good only at times.

Anderson With Rhines Edison Shop

J. W. Anderson, for some years identified with the music firm of George C. Wille Co., has accepted a position with Rhines Edison Shop here. He was for some weeks with the Massillon store of this company.

Have Good Exhibit

A Bush-Lane grand piano, made from the stump of burl walnut that cost \$4,400 and from which several exhibition pianos were made, attracted much attention during the Alliance, O., style show in the windows of the J. H. John-

son's Sons in that city a week ago. New console models of Victor and Edison machines were also shown.

Miss Bromley to Cleveland

Miss Betty Bromley, who for some years has been assistant manager of the talking machine section of the William R. Zollinger Co., has resigned to assume a similar post with the Euclid Music Co., Cleveland. Her successor is Mrs. Ralph Dearhart, formerly of the Klein-Heffelman-Zollars Co.

Much Interest in Artists' Appearance

Much interest is manifested in the coming of the Eight Victor Artists, the opening number of the People's Music Course, in the City Auditorium. In this connection Klein-Heffelman-Zollars Co. and the George C. Wille store used a full page spread in the local newspapers calling attention to the fact that numbers on the artists' program during the Canton concert were available at their stores.

Edison Sales Grow Bigger

Rhines Edison Shop is doing an excellent volume of business on the new Edison console model, which has been on the market only a few weeks. Manager Rutledge, in charge of the local Edison store, reports that records also have shown a substantial gain this month. This store reports that many prospects secured through the medium of its display at the annual Stark county fair a month ago have made purchases during the past ten days.

Potters' Strike Hurts Business

Retail music merchants who have suffered heavily from the loss of business caused by the street car strike which has been in effect in East Liverpool for the past six months were further discouraged this week when all pottery plants in the East Liverpool district suspended operations due to a potters' strike over wage differences. The retail business of the pottery city is 40 per cent off at the present time.

L. H. Wheat, Brunswick dealer, of Newark, N. J., is preparing to move into new quarters.

USED HEALTH BUILDER RECORDS

Patricia Parmelee Talks on Physical Culture at Wanamakers With the Aid of Health Builder Records Which Are Greatly in Vogue

On Saturday, September 23, a large audience in the auditorium of Wanamaker's New York store witnessed an excellent demonstration of Walter Camp's "Daily Dozen" on Health Builder records. Patricia Parmelee, an authority, gave as a part of the afternoon's entertainment a most interesting talk on physical culture and demonstrated her discourse through the use of a set of Health Builder records. Health Builders, Inc., New York City, producer of this course, reports this, together with many other similar demonstrations throughout the country, has had a very favorable result in the increase of sales.

GENTILE BROS. OPEN STORE

KENOSHA, WIS., October 6.—The formal opening of Gentile Bros., 857 Market street, this city, recently was featured by a number of dancing girls who appeared in the windows of the establishment and danced to the tunes of Columbia records played on a Grafonola, which the concern will handle exclusively. The new store has been fitted with all modern conveniences and offers an ideal atmosphere for the selection of machines or records.

LECTURES AT SHERMAN, CLAY & CO.

SPOKANE, WASH., October 5.—A campaign in the interests of lectures to be delivered by Miss Finney, of the Victor educational department, who will make a three-day visit to this city during the latter part of the month, is planned by Miss Ethel Brasel, manager of the talking machine department of Sherman, Clay & Co. These lectures have proven of great value in stimulating interest in "talkers."

PREPARE

For the Demand We're Creating

A nation-wide demand for the VIOLIN SPRUCE REPRODUCER is being created by our national advertising campaign now appearing in LITERARY DIGEST.

Don't be placed in the position of losing sales waiting to decide that the public will buy VIOLIN SPRUCE REPRODUCERS. The public is buying *NOW*—and many foresighted dealers are making Nice Profits *NOW!*

The VIOLIN SPRUCE REPRODUCER is not just "another sound-box." It's the perfect Reproducer—admitted as such by leading artists, manufacturers and dealers who have tested it.

Write Us To-day for Detailed Information and Discounts

THE DIAPHRAGM COMPANY
5005 Euclid Avenue, CLEVELAND, OHIO



VIOLIN SPRUCE REPRODUCER

Fits any good Phonograph. Eliminates all metallic sounds. Reproduces human voice perfectly. Individualizes all instruments. Improves by use, like a violin. Not affected by dampness.

Retail Price

Nickel Plated . . . \$7.50
Gold Plated . . . 9.50



I don't know why I should cry o-ver you, sigh o-ver you, e-ven be blue,

The Big Waltz Ballad Hit

Why Should I Cry Over You

It's Another "I'm Sorry I Made You Cry"

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

HEAR IT NOW!

SUCCESSFUL IN PERSONAL RECORDING

J. B. Allison Also Has Studied Separation in Orchestra Recording With Successful Results—Laboratory Open to Artists Who Wish to Make Test Records—An Important Move

After having studied and experimented with the development of the phonograph and the recording and pressing of records since boyhood, J. B. Allison a short time ago established an experimental laboratory at 21 East Palisade avenue, Englewood, N. J. Having become interested in this work at first more as a hobby than anything else his enthusiasm grew to the extent that he finally developed recording devices of his own which are proving to be very successful.

Mr. Allison, although young in years, has a long record of experience behind him and is also an illustrator and musician. It is through his keen appreciation of music as well as a natural musical sense that he has become successful in the recording field and he has made records for many prominent vocalists and other musicians during the past six years which have proved most satisfactory. His attitude toward the making of records summed up in his own words when he said to a representative of *The World* this week:

"I have been interested in and have experimented in phonography since boyhood. My laboratory is open to those who wish to experiment with various musical combinations with a view of recording them.

"It is necessary to possess a keen musical

sense in order to do good recording. I have conducted countless experiments and made hundreds of test records during the past six years in both the lateral and hill and dale type of disc recording. I believe I am able to secure results above the average in recording the piano. In the interest of this art I welcome artists to the studio for the purpose of making experimental test recordings.

"In the average orchestral records it does not seem to me there has been enough thought given to what I term 'separation' of the instruments; that is, a recording in which it is possible to pick out the various instruments in a combination of instruments, such as anyone with a musical ear can do in listening to an orchestra in real life. This has been one of my aims and I believe I have succeeded in accomplishing this."

NEW SONORA DEALER IN SEATTLE

The Seattle Music House has taken on the representation of the Sonora phonograph. This, by the way, is the second account which E. E. Graham has opened within the last thirty days. The Sonora is now sold in Seattle by three of the largest and leading establishments.

MOVES TO OCONTO, WIS.

The Elmore Veneer Co., of Elmore, Ohio, because of a shortage of raw material in that State, has moved to Oconto, Wis. Foundation for the new factory buildings will soon be completed. J. A. Atwater is superintendent.

NO LOWER PULLMAN CHARGES

Interstate Commerce Commission Refuses to Grant Salesmen's Request for Reduction

WASHINGTON, D. C., October 10.—Salesmen and others in the music trade who are on the road a great deal will be interested in the decision rendered on September 22 by the Interstate Commerce Commission dismissing the complaint of the United Commercial Travelers of America against the Pullman Company's rate increase of 20 per cent which became effective May 1, 1920. The traveling men assailed the rates as unreasonable and excessive and asked that the increase be repealed.

It was contended by the traveling men that a rate reduction would stimulate travel in Pullman cars to such an extent as to increase rather than diminish the company's revenues, but this contention was held by the Commission to be "too speculative to be accepted as a basis for condemning the rates."

MAKE EXHIBIT AT READING FAIR

READING, PA., October 10.—At the annual fair here, held under the auspices of the Berks County Fair Association, the Wittich Music House had on display a handsome Steinway grand piano, as well as a complete line of Victrolas.

The Lichty Music House had on show the Gulbransen, Estey, Weaver and Stultz & Bauer pianos, as well as the Victor line. Both exhibits attracted many persons, due to the concerts given daily by the management.

THE NEW PHILLIPS OCTAGON THROW BACK ARM No. 5

Deep Full Tone

Also equipped with our regular No. 3 Reproducer if desired

Tone Arm measures 8½ in., and 9 in. from centre to centre

Tone Arms and Sound Boxes complete from \$2.00 up

For Portables 6½ to 8 inches

CAN BE EQUIPPED WITH AUTOMATIC STOP

Quantity Prices on Request



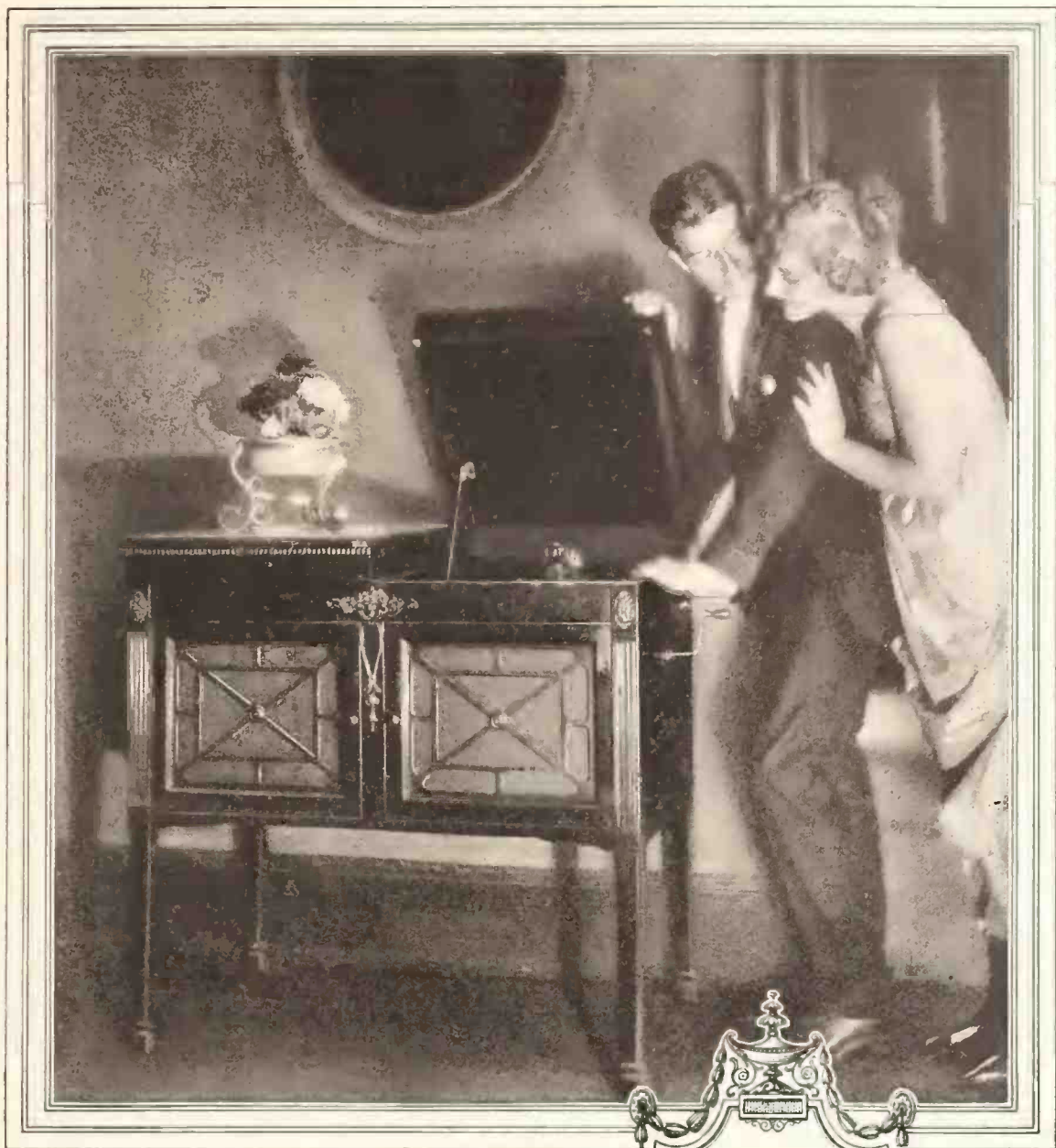
The William Phillips Phono Parts Corp.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

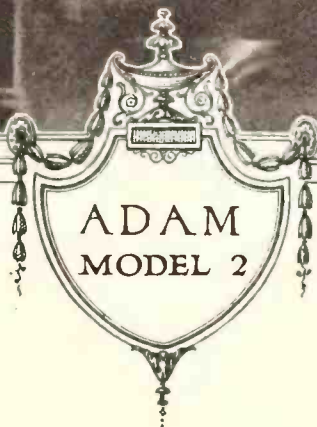
145 West Forty-fifth Street

Cable Address, "Phonoparts"

New York City



Widdicomb console phonographs in period designs have many distinctive features. The Adam model illustrated is finished in Red or Antique Mahogany, or Walnut, and is equipped with divided top, partitions for albums, automatic stop, and patented tone control. The Widdicomb plays all records. New prices range from \$90.00 to \$260.00



Artistic cabinet work in the most popular period styles, combined with unusual beauty of tone and faithfulness in reproducing recorded music—this twofold appeal has won for Widdicomb phonographs the confidence and esteem of the best class of merchants and buyers alike. You, too, can win the increased prestige and patronage which naturally accrues to the merchant with the Widdicomb franchise. Write today for catalog and detailed information.

THE WIDDICOMB FURNITURE COMPANY

Grand Rapids, Michigan

Fine Furniture Designers Since 1865

New York: 105 W. 40th St.

Chicago: 327 S. La Salle St.

Widdicomb
 PHONOGRAPH
The Aristocrat of Phonographs



There's no medicine for "blues" like a good blues record. Dolly Kay wins the handsome set of porcelain nut picks with her latest, A-3692—"I'm Nobody's Gal," from "Strut Miss Lizzie," and "Sweet Man o' Mine."

Columbia Graphophone Co.
NEW YORK

CLEVELAND

Salesmanship Classes Well Attended—Exhibitors at Palace of Progress—Euclid Co. Absorbs McMillin—Columbia Dealers Meet

CLEVELAND, O., October 9.—One of the biggest business-getting conferences which have ever been attempted took place in Cleveland this month, when one hundred and twenty-five retail members of the talking machine trade came to Cleveland from all over northern Ohio to attend a week's salesmanship school conducted by F. A. Delano, of the Victor Talking Machine Co. This school was brought here especially through the co-operation of the wholesalers serving the Cleveland territory, the Cleveland Talking Machine Co. and the Eclipse Musical Co.

The event was arranged and personally conducted by Howard J. Shartle, general manager, the Cleveland Talking Machine Co.; Edward B. Lyons, general manager, the Eclipse Musical Co.; F. C. Erdman, special representative of the Victor interests in this district; George (The) Deacon, of the Cleveland, and Phil H. Dorn, of the Eclipse.

F. A. Delano, head of the school, showed his students definitely not only how they could get business, but how they could keep it after once getting it. The series lasted four days, and was attended by practically 100 per cent

of those trade members invited to take part.

It was the belief of Mr. Delano and the leaders in the trade here that, with the exception of New York and Chicago, Cleveland drew the biggest attendance in these schools which the Victor interests are conducting in the different cities of the country.

A dinner dance was given by the wholesalers on the closing day of the school in the Rainbow Room at Hotel Winton. Philip Spitalny's Allen Theatre Band played and Taylor Holmes and Frances White, Victor artists, appearing in "The Hotel Mouse," were introduced to the dealers. Children from the Zimmerman Dancing Academy sang and danced. Raoul S. Bonanno, Cleveland's only Victor artist, sang baritone solos of Italian folk songs. The menu and program were equally unique in that they represented quite accurately a listing of Victor records, with funny quips about members in the trade interspersed. Howard J. Shartle and Ralph Rolan, of the Knabe warehouses, arranged this novelty.

Exhibit at Palace of Progress

During the last two weeks the talking machine industry of Cleveland was well repre-

sented with two standard lines in the Palace of Progress at the Public Hall, full lines of Columbia and Cheney instruments being displayed at the exposition.

Co-operation and personal support were loaned by the Columbia Graphophone Co., Cleveland wholesale division to the Columbia dealers, who united in their exhibit, and by the Cheney Phonograph Sales Co., with the Euclid Music Co., in the latter's exhibit.

H. C. Cooley, assistant branch manager of the Columbia, was in charge of the Columbia booth throughout the exposition, with a representative from each of the exhibiting dealers present each day.

The Columbia dealers who united on the project were: Alhambra Music Co., Antel's Music Shoppe, Bernstein Piano Co., Hayden Music Co., Frank Cerne, Jirasek's Music Store, Levy's Music Store, Joe Meszaros, A. J. Motika, Spohn's Phonograph and Record Store and Werner Music Co.

All the varieties of Cheney instruments were included in the Euclid Music Co.'s display. A. G. Lapham was in charge of the exhibit.

Treat for Columbia Dealers

Manager S. S. Larmon, of the Cleveland branch of the Columbia, arranged an unusual musical treat for the Cleveland Columbia Dealers' Association at the branch last week, bringing Professor G. C. Hantelman, of Akron, O., to give a talk on the opera "Rigoletto." Professor Hantelman is the possessor of a private collection of over 2,300 operatic and symphony records and has devoted a lifetime of study to operatic and symphony music. He illustrated portions of the opera with recordings of Columbia Artists Stracciari, Ponselle, Lazaro, Barrientos and Hackett.

E. F. Hughes, service manager of the Brunswick-Balke-Collender Co., announces that Fred Livingston, Mt. Gilead, O., is to be an exclusive dealer for Brunswick records.

McMillin Co. Sells to Euclid Co.

Cleveland talking machine dealers were interested to learn that the McMillin Music Co., which has been located in this city for some time, recently sold its retail sales rights in Cleveland to the Euclid Music Co.

G. N. Papcke, manager, who has been with the McMillin Co. for twenty-six years, says that the company is getting out of the retail end of the business so that it can take better care of the wholesale line, which has been steadily increasing during the past year. The McMillin Co. has always carried instruments,

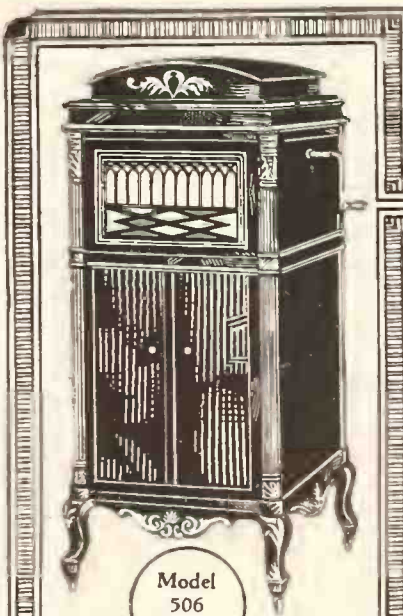
(Continued on page 82)

This *Emerson Louis XV Period Model* is the newest addition to the *New Emerson Line*. It is built in Walnut and Mahogany finishes only and trimmed in gold throughout. A *wonderfully attractive machine at an equally attractive price*. Samples ready for delivery now. Ask for prices.

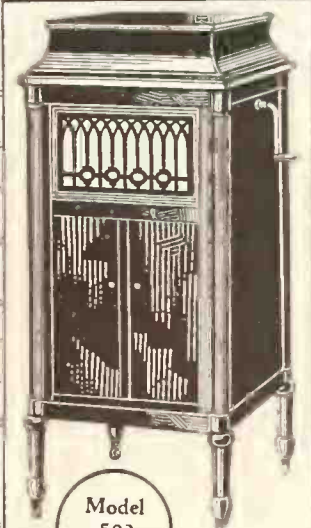
Louis XV Emerson Console
No. 35

WASMUTH GOODRICH CO.
PERU, INDIANA
Manufacturers of Emerson Phonographs

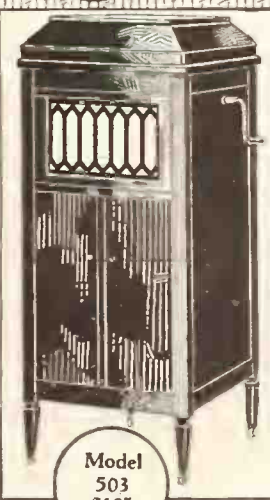
REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD



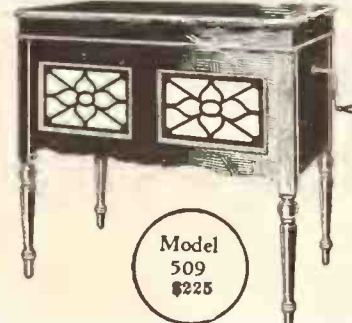
Model
506
\$250



Model
502
\$125



Model
503
\$165



Model
509
\$225

STEGER

*the finest reproducing
Phonograph in the World*

AS a mirror reflects a happy face—so the incomparable Steger Phonograph mirrors the charm of music, reproducing it with all the vivacity and beauty of the original singing or playing. All disc records are played correctly on the Steger, without change of parts, because of the unique counter-balanced Steger tone-arm. Purity of tone-reproduction is insured by the wonderful Steger tone-reproducer and tone-chamber of even-grained spruce.

The Steger Will Win Sales for You!

A demonstration of the Steger will merit the enthusiastic commendation of any true lover of music. Wide-spread interest in the Steger has been created by our extensive merchandising and publicity campaigns. Very desirable territory open. Write today for our attractive proposition.

Phonograph Division

STEGER & SONS

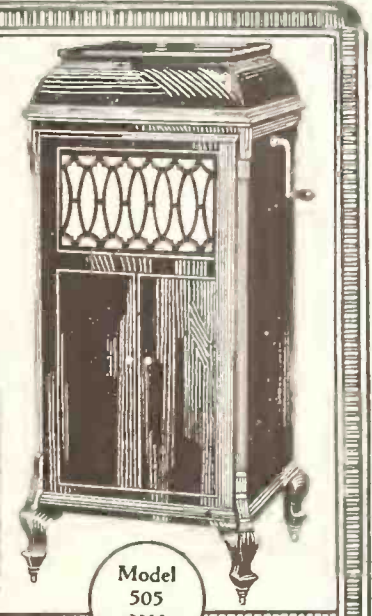
Piano Manufacturing Company

Established by John V. Steger, 1879

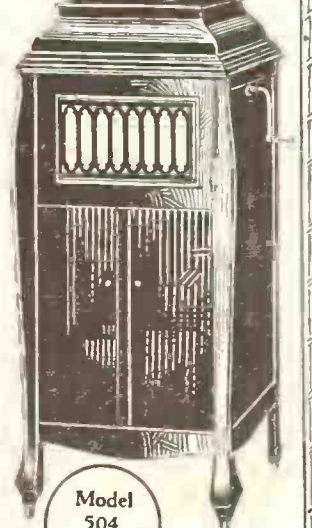
Steger Building, . . . CHICAGO, ILL.

Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

"If it's a Steger—it's the most valuable Piano in the world."



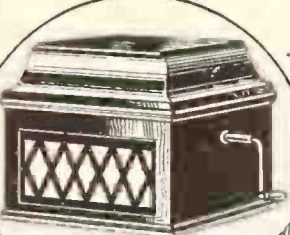
Model
505
\$200



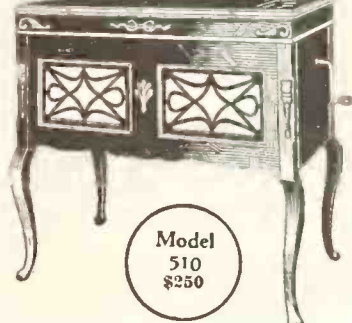
Model
504
\$150



Model
501
\$100



Model
500
\$85



Model
510
\$250

THE LATEST NEWS FROM CLEVELAND
(Continued from page 80)

sheet music and talking machines for both the retail and wholesale business.

James R. Frew is in charge of the retail business of the Euclid Music Co.

The New Knabe Victor Warerooms

In the description of the attractive new Knabe Victor warerooms, of this city, in the last issue of The World, no mention was made of the fact that the entire equipment was installed by the Unit Construction Co. The fine appearance of this Unico installation has excited considerable comment, according to George A. Lyons, sales manager of the Unit Construction Co., Philadelphia, who was present at the ceremonies incidental to the formal opening and many compliments were received because of the convenient arrangement of the interior of the establishment.

Marion Harris Helps Brunswick Record Sales

Mr. Hughes reports that the initial appearance of Marion Harris as an exclusive Brunswick artist in "My Cradle Melody" last month created a great deal of interest among music lovers and her next records, "Sweet Indiana Home" and "Blue," are expected to go big. The accompaniments for both of these records is to be played by Jones' orchestra.

Edward B. Lyons, general manager for the Eclipse Musical Co., together with P. J. Towell, spent several days visiting the eastern part of the State, where they called on all their accounts.

T. W. Wade, of the Vocalion Co. of Ohio, says that many dealers in small towns have taken the Vocalion concert plan and are finding it quite successful.

J. H. Heinsman spent a week with A. B. McLean, who had a large display of Sonora machines at the county fair at Painsville during the last month.

An Effective Window Display

The window display of the Buescher Co. during the past few weeks is in harmony with

the presence of Sousa and his band in this city. A big Victor record is placed in the center of the window with a small replica of Sousa before it. A motor is attached to the small figure and its arms are propelled. The remarkable fact is that when one of Sousa's records is played almost perfect time to it is kept by the toy personage. Tickets for Sousa's concerts are being sold at the Buescher Co. and from morning until evening a long line of persons can be seen waiting to buy tickets.

The Buescher Co. has also inaugurated an intensive drive on the Cheney line. Large newspaper space and unusually attractive window displays are features of the campaign. Steady increase in its business has resulted in the construction of four additional booths by the Buescher Co. These booths have been handsomely furnished and offer record buyers ideal surroundings in which to hear the records they select.

Columbia Sales Managers Meet

A Sectional Sale Convention was held at the Columbia branch in Cleveland during the past month and all the sales managers and sales force of Buffalo and Detroit were present. Sales plans for the coming Fall season were laid and a contest between the Cleveland, Buffalo and Detroit sales forces was announced. The contest is for the greatest number of sales and will close in January. The losing branch is to entertain the other branches, S. S. Larmon, branch manager of the Columbia Co., says.

Taylor Sons & Co. have taken on a complete line of Sonora machines, according to an announcement by J. H. Heinsman. Taylor Sons & Co. are conducting an extensive drive on their new acquisition.

New Brunswick Accounts

The Brunswick-Balke-Collender Co. announces four new accounts opened during the past week. They are: Graf & Johnson, Buffalo, N. Y.; Imhoff Music Co., Clarion, Pa.; DuBall Piano Co., Rochester, N. Y., and Kollies Music House, Cleveland, O.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

PATHE REORGANIZATION NEAR

Only Awaiting Final Sale to Proceed Along Outlined Plans for Development of Business

The complete reorganization of the Pathé Frères Phonograph Co., Brooklyn, N. Y., seems to be now but a matter of weeks. Pursuant to an order issued by the Hon. Edwin L. Garvin, District Judge of the United States District Court, in the Borough of Brooklyn, dated September 15, William C. Redfield, Eugene A. Widmann and Benjamin M. Kaye, receivers in equity for the Pathé Frères Phonograph Co., have mailed to each and every one of the creditors, stockholders and note-holders of the company a notice of sale. This sale was scheduled to be held before the aforementioned court on Friday, September 29, and included cash, merchandise, stocks, securities, bills of accounts receivable, rights, claims, demands, good-will, trade-marks, trade names, patents, patent rights, etc., of the company.

Due to a legal technicality pertaining to a required 30 days' notice on some real estate, the date of sale was advanced to October 30.

An offer on behalf of the Reorganization Committee of the creditors of the Pathé Frères Phonograph Co. was made to purchase all the assets of the aforesaid company under the terms and conditions set forth, which would allow the committee, upon securing control, to proceed along the carefully made plans for reorganization which have been previously outlined in the columns of The World.

A New Model in the Natural Voice Line



ST50
H37W40D23



ST53
H37W40D23

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of Cabinets Without Equipment.

Write for Prices

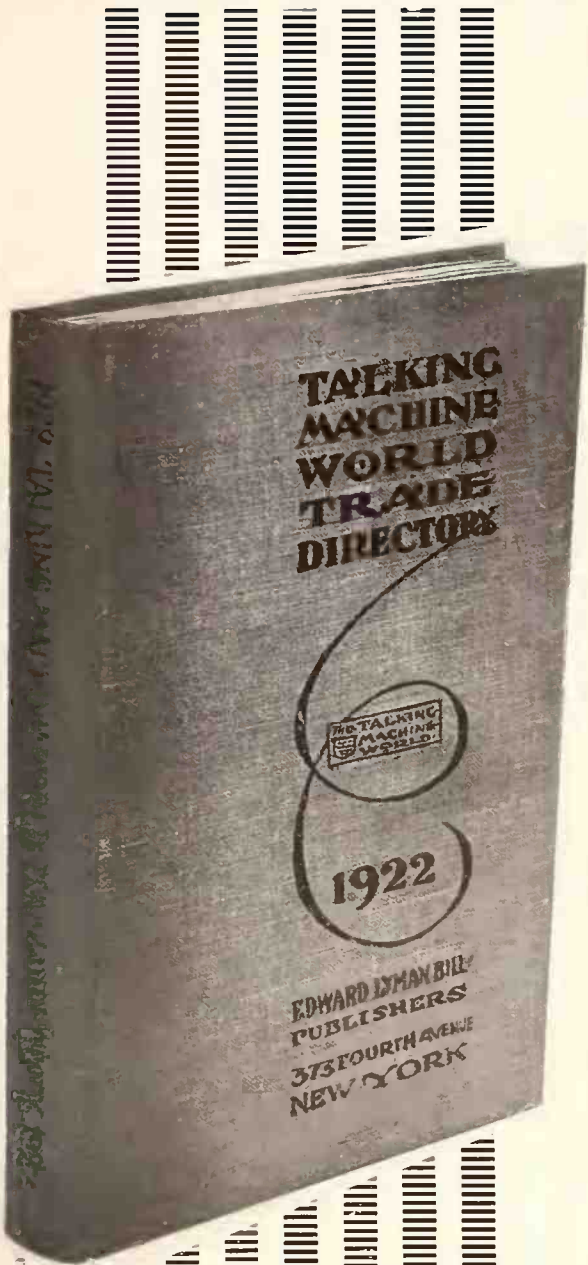
It will pay you to investigate our proposition.



ST9
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

Natural Voice Phonograph Co.
ONEIDA, NEW YORK



Only 50 Cents

THE most convincing evidence that THE TALKING MACHINE WORLD TRADE DIRECTORY is successfully filling the role for which it is intended lies in the great number of repeat orders we are daily receiving from those who purchase one copy to start.



One of our satisfied users writes: "There has never been a trade directory got up that has been so accurate as regards firms listed, and that has covered the field so thoroughly."



That means this book can and will serve you, whatever your connection with the industry may be, in a manner you can't afford to miss—especially in view of the nominal investment required. Better order your copy now!

**USE THIS
COUPON NOW**

Send Stamps or Check



EDWARD LYMAN BILL, Inc.,
373 Fourth Ave., New York City.

Gentlemen:

Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

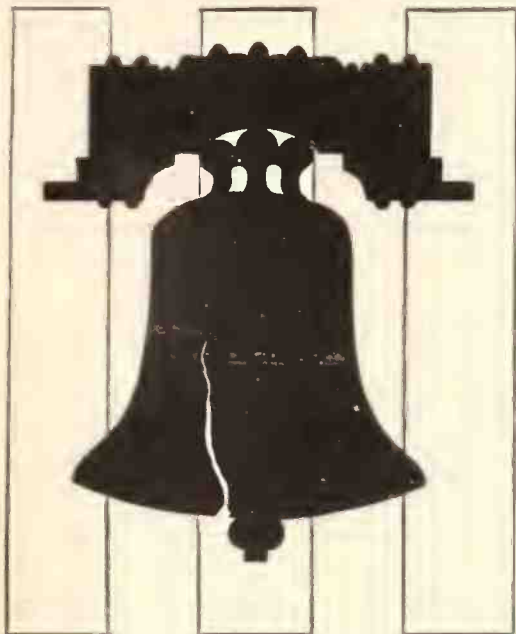
Name

Firm

Street

City and State.....





They're the Chimes of Lib - er - ty, — Chimes that ring for you and me, —

Edwin Franko Goldman's Inspirational Success

The Chimes of Liberty

As Triumphantly Played by
"THE GOLDMAN BAND"

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

HEAR
IT NOW!

BUFFALO

Trade Grows Better—Association Activity—Sales Forces Increase—Month's News in Detail

BUFFALO, N. Y., October 6.—There has been a striking improvement in the talking machine and record business of Buffalo and vicinity during the past month. Every jobber and retailer interviewed by The World correspondent substantiates this statement. Many of them admit the volume of business which they transacted during September was a real surprise and greatly in excess of their expectations.

Jobbers report dealers stocking up in anticipation of a very heavy Fall and holiday trade. Dealers report buying on a scale which is most gratifying. Record business has improved and has reached proportions which have not been equaled in many months. Throughout the trade optimism is replacing pessimism and strong selling campaigns are being planned to extend from now until the first of the year.

Association Meetings to Be Resumed

President B. E. Neal, of the Victor Dealers' Association of Western New York, announces that this organization will resume its meetings this month. Evening dinners to be served in one of the local hotels will be followed by discussions of timely topics and addresses by men of prominence both in and outside the trade.

C. N. Andrews, Victor jobber and president of the Music Trades group of the Chamber of Commerce, will in the near future issue a call for a November meeting of this organization. Mr. Andrews is one of the jobbers who report business on the up grade and substantial in proportions throughout the district which his house serves.

Important New Brunswick Agency

Active representation is now being given the Brunswick line in the exclusive shopping district of central Main street where the new Edwards department store has just opened as exclusively Brunswick. The department has been handsomely furnished and includes a number of demonstration and record booths. The company plans to give the Brunswick line a prominent place in its unusually extensive newspaper advertising. Although the department is just

getting under way sales are reported to be most gratifying to the management.

Utley Piano Co. Closes Out

One of the most active Edison dealers in western New York has retired from business. The Utley Piano Co. closed its doors on September 20, the closing being forced by the sale of the property which the firm had occupied. The building will be remodeled and converted into a jewelry store. Because of the limited time given the company to dispose of its stock the unsold portion was taken over by Denton, Cottier & Daniels, who have been conducting a special sale of the instruments and records held by the Utley Co.

Sales Force Increased

The sales and service forces of Neal, Clark & Neal, who conduct one of the largest talking machine houses in western New York, have recently had several valuable additions. Walter Anderson and Miss M. Tomlinson, who were formerly with J. N. Adam & Co., and Miss F. Fry have joined the staff of the Neal Co. Business with this company is excellent and a live campaign is under way.

Many valuable selling hints and helps were received by members of the sales department of the Buffalo Columbia branch at a meeting held on September 25 in Cleveland under the direction of Field Sales Manager Robert Porter.

Orchestras Help Columbia Record Sales

Columbia record sales have been largely increased by the appearance here of Ted Lewis and Ray Miller and their orchestras, the former at the Teck and the latter at Loew's State.

J. A. Goldstein, Columbia dealer of Niagara Falls, had Mr. Lewis and his band appear in that city. Mr. Goldstein, who is one of the liveliest dealers in the territory, has purchased a movie camera outfit and in co-operation with the Fox Film Co. and the Pathé Frères Co. is taking a weekly news film.

The News Boiled Down

H. L. Peters and S. Nathan are most recent additions to the staff of Columbia dealers in western New York. Both have had successful beginnings in their new line.

Columbia booths were shown at the Genesee County Fair by G. F. Schafer, and McNall & McNall had a large exhibit at the Orleans County Fair at Albion.

Miss Florence Throm, secretary to Manager Haring, of the Buffalo Columbia branch, is home after an enjoyable vacation of two months. She toured the Pacific Coast from Canada to Mexico.

John Philip Sousa and his band appeared here recently and further increased the sale of their tremendously popular Victor records. Another record maker who was a recent visitor here was Rasso, of Pathé Actuelle fame.

The William Hengerer Co., which operates an unusually successful talking machine department, has inaugurated an intensive drive on physical culture records. Both the Wallace and Victor reducing records are handled and the company, as part of the campaign, has mailed letters to 1,500 school teachers calling attention to the value of the records.

JACKSONVILLE CONCERNS MERGE

Arnold Music Co., Victor Dealer, Merged With F. O. Miller Piano Co. of That City

JACKSONVILLE, FLA., October 6.—The Arnold Music Co., considered the largest Victor dealer in this city, has been merged with the F. O. Miller Piano Co., which will be known as the Arnold-Edwards Piano Co. in the future. The officers of the new company, which has temporary quarters at 45 West Forsyth street, are: President, W. E. Arnold; vice-president and secretary, W. M. Edwards, and F. O. Miller, chairman of the board of directors. In addition to the Victor line of talking machines and records the concern handles pianos and players.

HALLET & DAVIS CO. ACTIVITY

The Hallet & Davis Co. is pushing its new talking machine throughout the New England territory and especially are all the dealers of this manufacturing concern taking hold of the instrument vigorously. Now that R. O. Ainslie is home from his Southern trip he is giving considerable attention to this proposition.

Future plans covering the activities of the Gaelic Phonograph Record Co., Inc., New York, were discussed at a recent meeting of the stockholders, directors and creditors of the company.

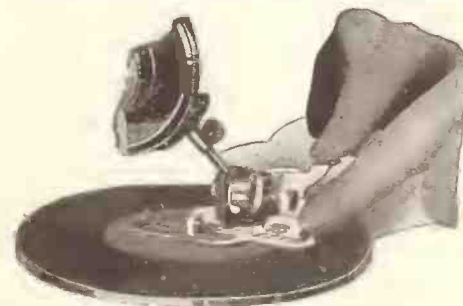
NOW \$1.50

To the Consumer

RADIO has had its fling, so we will get back to
PHONOGRAPH SUPPLIES

**The LIDSEEN
FIBRE NEEDLE
CUTTER**

Sharpens the needle without removing it from the tone arm of the machine



Jobbers, line up on this

LIDSEEN

832-840 So. Central Ave. CHICAGO

HIGHEST GRADE

INDIA RUBY MICA DIAPHRAGMS

1 23/32	Victor Exhibition, etc.	18	Cents
1 1/2	Victor No. 2, Silvertone, etc.	24	"
1 15/16	Heineman, Thomas, etc.	25	"
1 31/32	Vitanola, Mandel, etc.	26	"
2 1/16	Empire, Heineman, etc.	39	"
2 1/8	Sterling, Starr, etc.	41	"
2 5/32	Columbia, etc.	43	"
2 3/16	Orotone, Mobley, etc.	46	"
2 3/4	Weser, Cirola, etc.	50	"
2 3/8	Pathé, etc.	54	"
2 7/16	Jewel, Blood, etc.	56	"
2 9/16	Brunswick, Orotone, etc.	72	"

Special Quotations for Quantity Lots
5% Discount for Cash with Order

CENTRAL MUSIC SALES CO.
711 Wells Street Milwaukee, Wis.

They Do It!

HUNDREDS of the Progressive Phonograph Shops Are Handling Sheet Music—Making Money and Friends.

THOUSANDS Ought to Handle It—Ought to Sell Most Customers for Records and Rolls, Sheet Music, Too!

MILLIONS of People Are Interested in Music—Play It, Sing It, Whistle It—

YOU CAN CASH

in—More Than You Are Now—On This Great Interest and Demand—Try It—Like These Shops Have—

It Pays!

Sell Every Customer That Comes Into Your Store to the Maximum of His Desire and Ability to Buy in Your Line—

WHILE HE IS THERE—
and in the Buying Mood—

THE "OTHER FELLOW"
May Get Him Next Time!!

TO DO THIS—



Why Don't You?

Make the Experiment—Stock Sheet Music of the Songs You Are Selling Records and Rolls of—Make a Window Display of the “Hits” and Watch This Business Grow!!

SERVE 'EM—

Serve 'em—Serve 'em!! No Additional Clerks, No Additional Rent—No Increased Expense—

—BUT—

INCREASED PROFITS!!

This Whole Music Publishing Industry Is Going Behind the Dealer That Tries This Out—the Counsel—Advice—Help, of Skilled Publishers—Able Jobbers—All Pledged to Spare No Effort to Make Success for You!

—ASK US—

Tear Off This Form—Fill It in—and Mail It NOW.

**MAKE
US
PROVE
IT!**

To E. C. MILLS, Chairman, MUSIC PUBLISHERS PROTECTIVE ASSOCIATION, 56 West 45th Street, New York City.	
Show us the profit—and we are interested. We want to serve our customers—We are alive to our opportunities. Show us!!	
CITY	STATE
STREET ADDRESS	
NAME OF STORE	
NAME OF MANAGER	
Do You Handle Sheet Music Now?	Would You Be Interested In Handling If Profitable?

DRIVE TO PLACE SHEET MUSIC IN PHONOGRAPH STORES

Music Publishers' Protective Association Has Inaugurated a Campaign to Interest Talking Machine Dealers in Opening Sheet Music Departments—Co-operating With Sheet Music Jobbers

The Music Publishers' Protective Association has inaugurated a campaign for the purpose of interesting talking machine retailers in the distribution of sheet music. This plan has been given consideration over a period of months and it is only now that the entire membership will allow the arrangement for the exploitation of songs through the new channel to be consummated.

Over 8,000 talking machine dealers in various parts of the country will receive literature carrying propoganda, including attractive advertising material, calling their attention to the value of installing sheet music departments in their stores.

It is understood that the Association is working with the music jobbers and is planning to place a small stock of music costing \$100 or less with every talking machine dealer in the

country. By special arrangements the sale of the initial order is to be guaranteed so the talking machine dealer is not in any way obligated over any period to handle the products he has been induced to stock at the outset.

It is the music publishers' opinion that there are thousands of talking machine stores throughout the country where music could be sold at a profit to the dealer and at the same time serve to boost his aggregate sales of merchandise. This opinion is based on the knowledge of some of the distributors who have felt out the market and have found a desire on the part of talking machine dealers to stock such products.

The discontinuance of the sale of sheet music by some of the syndicate stores has no doubt lent weight to the proposition as outlined above. This, together with the fact that many talking

machine dealers have found the installation of music an attraction as well as a profitable move, influenced the Association to present the plan. Particular credit was given to the phonograph dealer in the issuance of the material by the Association wherein it states that in most instances the stores operated by talking machine dealers are of the more aggressive type in comparison with those of the average sheet music dealers. It is the publishers' contention that with proper sales methods the talking machine dealer, as well as the sheet music dealer, can find not only direct profit, but he can make sheet music of the popular variety an advertising asset to his establishment.

They, the publishers, further contend that the sheet music dealer operating in most communities does little or nothing of a co-operative nature to assist the publisher in exploiting his songs. The publishers also say that if the legitimate dealer did give the proper attention to the popular sheet music trade he would find that it is not only profitable, but that it would make his store most active.

Publishers catering to the wants of the legitimate sheet music dealer bear in mind the fact that the standard field is the one more often than not uppermost in the dealer's mind. In this channel he finds the music teacher, the conservatory and the purchasers of the better type of music generally. However, it is only in a few exceptional instances that it is possible for him to "cash in" in a large way on such products.

We mention all this because the average sheet music dealer does not give enough attention to his popular sheet music department and if it is profitable, considering costs, to stock a number that is called for only at long intervals why should he not give more consideration to the popular music field which has a quick turnover and which, if anything, will attract more business to his store? He will have a larger clientele, for he can appeal to the people who do the bulk of the buying.

The popular publishers, in preparing for a broader distribution of their products, make the claim that the present limited distribution of sheet music curtails sales. And when it is considered that there are somewhat over 17,000 stores selling talking machine records and close to 5,000 stores selling pianos and accessories, the quoted figure of somewhat over 2,000 legitimate sheet music stores is very small. This particularly, considering that sheet music is, after all, the basis upon which pianos, talking machine records and rolls are sold.

Bearing all this in mind the publishers feel that the present distribution of current popular numbers is not being exploited advantageously. They even go so far as to say that despite the fact that they have a little over 2,000 points of distribution at present the retailers fail lamentably to carry out the campaigns inaugurated by the popular publishers at great expense.

The publishers point out that the average talking machine store is always a greater center of musical attraction than the legitimate sheet music establishment, and this fact should tend, eventually, to place the sale of current sheet music largely in the hands of such active retailers.

The thing for the legitimate sheet music dealer to do under the present circumstances is to place his popular sheet music counter in the forward part of the store, and in his window displays and in other manners give conspicuous space to such offerings. If he does not he may be sure that the majority of sales of current popular numbers which allow quick profits and turnover will be captured by those whom he now considers strictly record and talking machine dealers.

OPENS STORE IN DICKINSON, N. D.

P. L. Patterson, director of the municipal band at Dickinson, N. D., has secured quarters in the First National Bank Building in which he will open a talking machine and general music store.

Start a Sheet Music Department at Our Risk!

The Plaza Music Company extends to you a two months' trial offer that will enable you to step into the sheet music field without risk to yourself.

We will fill your initial sheet music order for \$50 worth of the best popular sellers (selection to be made by an expert in our department). During the two months following shipment, you will be privileged to return to us all copies which you cannot sell, that are in good condition.

These two months will give you ample time to thoroughly test the merits of a sheet music department and convince yourself of its sales and profit possibilities.

Remember—sheet music merchandising is not complicated. It is simple—everyday business that is productive of good profits.

Profitable sheet music results are absolutely dependent on prompt service. Plaza gives such service. From the very first it has maintained a delivery supremacy that dealers have come to have absolute faith in—always!

For further information on stock assortments, etc., etc., write us today.

SEND FOR CATALOG

PLAZA MUSIC COMPANY

SHEET MUSIC DEPARTMENT

18 West 20th Street

New York

Buy your sheet music from "Phono-Accessory Headquarters"—better service that way

HERBERT YOUNG WITH GRIFFITH CO.

Well-known Talking Machine Man to Do Special Work for Sonora Distributors in Newark, N. J.—Has Had Wide Experience

The Griffith Piano Co., Sonora wholesaler for the State of New Jersey, has announced to the trade that Herbert Young, a talking machine man of long experience, is now a member of its organization. Mr. Young is to do special work for this Sonora representative, visiting dealers in all sections of the State preparatory to one of the largest campaigns ever initiated by this progressive distributor.

Mr. Young comes to the Griffith organization after a successful career in both the retail and wholesale fields. He has been connected with the Musical Instrument Sales Co. organization for the past seven years, holding managerships of retail departments conducted by this company throughout the country. He has also had experience in the wholesale field of the talking machine business and was at one time connected with the Thomas A. Edison sales force.

It is expected that Mr. Young, with this valuable experience, will prove a decided asset to the Griffith organization and will be of material assistance to Sonora dealers throughout the State. His many friends in the trade are congratulating him on this new change in his activities and he carries with him their best wishes for a complete success.

HOW GERALD GRIFFIN SCORED

Popular Okeh Artist Inaugurates Novel Feature in Stamford, Conn., Theatre Program—Sings Songs Which He Has Recorded

A very novel stunt was recently put across by Gerald Griffin, well-known exclusive Okeh artist and singer of Irish ballads, when he appeared before the public at a theatre in Stamford, Conn. Before making his bow to the Stamford public Mr. Griffin arranged with the manager of the theatre to have the audience request songs which he had recorded for Okeh records. The audience entered into the spirit of the idea and requested him to sing "The Low Back'd Car," "Kathleen Mavourneen" and especially his own composition, which he has recorded for Okeh, "It's Only a Step From Killarney to Heaven." The last song mentioned brought down the house and his clear Irish tenor evoked encore after encore. He was conceded to be quite the hit of the program. Mr. Griffin has recorded some new numbers for Okeh records which will be released in the near future.

EXHIBIT EDISON INVENTIONS

Edisonia Museum Opens in Grand Central Palace, New York City

The Museum of Edisonia, consisting of models, apparatus and documents concerned with Thomas A. Edison's inventions, has been placed on exhibition in the Grand Central Palace, New York City. Instruments used by Edison in his first laboratory at Menlo Park when he was working on the incandescent lamp, the phonograph and the shunt-wound dynamo are shown. Early installation equipment and parts of the underground transmission equipment used before the invention of the cable have been grouped in cases. From the Prospect House in the Adirondacks, the first hotel to be lighted by electricity, have been brought the old fixtures used in the early eighties.

There are models of the world's first power station in Pearl street and of the huge Hell Gate station, put in operation last year. Mr. Edison has loaned the original electric locomotive and the first steam dynamo.

Josef Diskay, noted Hungarian tenor and Columbia artist, has been engaged for a tour of the Keith vaudeville theatres.

DEALER SERVICE OF SPECIAL VALUE

Stone Piano Co., Minneapolis, Issues Weekly Bulletin Giving Information Regarding Music Being Featured at Local Playhouses

MINNEAPOLIS, MINN., October 4.—V. T. Stevens, who recently took charge of the wholesale Vocalion record department of the Stone Piano Co., this city, has been doing some excellent and effective work among the dealers and has succeeded in opening a number of new accounts. He has been particularly energetic in developing the dealer service, one of the features of which is the issuance of a weekly bulletin entitled "Live Hits," which is presented in typewritten form and gives some valuable information regarding the new Vocalion records and the best means for featuring them.

Mr. Stevens believes particularly in hooking up with theatrical activities and through cooperation with the leading music publishers presents each week a list of musical numbers being featured at the local theatres, together

with the name of the publisher and the number of the Vocalion record on which each number is to be found. He also lists the best sheet music sellers, together with the most successful Vocalion records for the guidance of the dealer.

For years talking machine merchandisers have urged retailers to keep in close touch with what is going on at the local theatres, particularly the vaudeville houses and musical comedy shows, with a view to hooking up their publicity and window displays with the current attractions where records were available. The new Stone Piano Co. service gives to the dealer in simplified form complete information regarding each week's musical activities at the local show houses. This sort of service produces results.

TURNER MUSIC CO. CREDITORS MEET

A meeting of creditors of the Turner Music Co., Wichita, Kan., was held October 2 in the offices of Paul J. Wall, referee in bankruptcy, in the Wheeler, Kelly & Hagny Bldg., this city, to prove their claims and appoint a trustee.

\$100⁰⁰/₁₀₀ WILL

Start Your Department of SHEET MUSIC

Here is the plan:

We will furnish display racks each holding 20 different titles which can be readily seen. In fact, it is a silent salesman. The price of a music rack is \$5.00.

We will select the titles and the proper quantities of **THE HITS AND THE BEST SELLERS ONLY.**

In forty-five days you can return any unsold copies and exchange for the current successes that you desire. This applies to our selection only.

You Can't Lose

By this method you take no chances on an unsuccessful department. You will find your customers wait upon themselves and *the stock we select will have a quick turnover.*

Sheet music will bring more people into your store. It has been proven that it in no way interferes with your present record sales.

You will at all times buy at the lowest prices and get prompt service on your future orders.

N. B.—If you have already a sheet music department we will be glad to serve you. **WE FILL AND SHIP ALL ORDERS THE SAME DAY AS RECEIVED.**

We are also Wholesale Distributors of Talking Machines, Records, Needles, Albums, Music Rolls, etc.

CROWN MUSIC CO. 1437 Broadway NEW YORK, N. Y.

Largest Sheet Music Jobbing House in the World

"RICHMOND MEANS EVERYTHING IN MUSIC"

Richmond

MUSIC SUPPLY CORPORATION

**BUSH TERMINAL BLDG.
133 WEST 41ST STREET
New York**

New Accounts
May Avoid Delay
By Sending N. Y.
Reference

TERMS:
Net Cash—No
Discount
F. O. B. New York

"All orders shipped the same day as received"

We will cheerfully assist you in establishing your sheet music department.

MAURICE RICHMOND has been identified in the jobbing field for more than twenty years.

Our modern SERVICE will mean greater success for you. May we look forward to receiving your initial order?

DEFENDS QUALITY OF RADIO MUSIC

Edward B. Jordan, Jr., Takes Exception to Published Statement of Chicago Manufacturer and Declares That Radio Music Compares Favorably With That of Talking Machine

Edward B. Jordan, Jr., president of the Perfection Talking Machine Co., Inc., and the Oranola Radio Corp., New York City, who, previous to the organization of the above companies, was head of one of the best-known cabinet manufacturing concerns in the country, having been one of the pioneers in the making of talk-

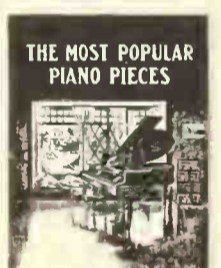
ing machine cabinets, has taken exception to the statements of a Chicago piano and talking machine manufacturer that the reception of music through the radio can in no wise be compared to that rendered by a high-class talking machine. It is Mr. Jordan's contention that the better class radio receiving sets installed in cabinets are to-day quite comparable to a good talking machine. He says: "We most cordially extend an invitation to the talking machine manufacturer and others to visit our offices, 228 Seventh avenue, New York City, during the broadcasting periods and we will demonstrate and prove that the modern radio

receiving set, if not superior, is at least comparable to the music rendered by talking machines. An experience of thirty years identified with the talking machine industry qualifies me to judge. There is the same relative difference between radio receiving and the talking machine as there is in having a friend talk on the telephone or receiving a letter from him. Radio is no longer in its infancy and to state that it is to exhibit a lack of knowledge of the great progress being made. The public is demanding radio as well as talking machines. A combination set is the logical outcome and the wise retailer should bear this in mind."



"SUCCESS BEGETS SUCCESS"

THE MOST POPULAR MUSIC BOOKS



are the largest selling music books of their kind in the world because—There is a book for every lover of music and every solo instrument in common use.

The contents are selected from the popular masterpieces of the world's greatest composers, edited and arranged within the scope of the average amateur and maintaining the highest degree of value for teaching purposes.

Their attractive display will increase the sale of the instruments and instrumental records as well as the books themselves.

The varied and comprehensive contents enable you to eliminate a burdensome sheet music stock, thereby minimizing expense of overhead and detail.

Most Popular Music Books fit any sheet music rack.

LIBERAL PROFIT—MORE THAN ON RECORDS AND MACHINES.

Write for special introductory offer.

**"A MOST POPULAR BOOK FOR
EVERY MUSIC LOVER"**



HINDS, HAYDEN & ELDREDGE, Inc.

11 UNION SQUARE WEST

NEW YORK CITY



SAN FRANCISCO

Business Conditions More Favorable—Robt. M. Bird Discusses Conditions—Sonora Dealers in Convention—Other Timely News

SAN FRANCISCO, CAL., October 6.—Pacific Coast dealers are showing confidence in future business by planning for a big holiday trade. General business conditions are becoming more and more favorable with every passing week. It is very seldom that one week fails to show progress. Interest in period models is stronger than ever and the console types are popular. The Coast is getting very nearly its full requirements in records these days and no shortage of merchandise is expected for the holidays.

Music Memory Contest Starts

The second annual Memory Contest for San Francisco school children, which will be held during Music Week on Saturday morning, November 11, promises to attract even more attention than the contest of last year. Handsome prizes of money and merchandise are offered to the winners of the contest by the managers. The music trade, as usual, is co-operating both by financial means as well as by personal service. The contest started September 25 and there will be a preliminary test held in the schools during the week of October 23 to 27. The prizes will be awarded in the rotunda of the City Hall on December 2. Already the sale of records of the fifty musical selections to be used in the contest has been considerably stimulated.

Robert M. Bird With Sherman, Clay & Co.

Robert M. Bird, who formerly was with Sherman, Clay & Co. in San Francisco for seven years, and who for the last five years has been with the Victor Co. at the Camden, N. J., plant, has returned to San Francisco and assumed the post of wholesale manager of the Victor department of Sherman, Clay & Co. "I am certainly glad to be back on the Coast," says Mr. Bird, "and I hope I shall be of good service to the talking machine trade in this territory. I fully realize the dealers' viewpoint and needs and shall endeavor to do everything in my power to meet their requirements and give them intelligent service. Business conditions on the Coast are much better on the average than in the East, though the East has shown steady improvement since July 1, especially in the sales of records. The many Victor hits have done much to stimulate business for the dealers and we can promise that future releases will be just as attractive if not more so." When in San Francisco five years ago Mr. Bird was assistant to Andrew McCarthy, head of the wholesale talking machine department and secretary of Sherman, Clay & Co.

A new live member of the wholesale talking machine department of Sherman, Clay & Co. is A. C. Love, a former San Francisco manager for the Columbia Co. Mr. Love is covering San Francisco and the Bay territory, where he is well known to the trade.

Opens New Department

The White House has installed a model radio department on the third floor of the large department store. The department has three rooms, including a comfortable listening-in parlor, and there is a room also where customers may construct their own sets under the

direction of Sidney Fass, the technical manager, who has been associated with the radio business since 1908.

Heads Nathan-Dohrmann Co. Department

Ben R. Scott, who has been with Sherman, Clay & Co. for seventeen years and is trained in both the wholesale and retail ends of the talking machine business, has just accepted the important position of manager of the new phonograph department of the Nathan-Dohrmann Co., one of the largest mercantile establishments in San Francisco. Victor machines and records are featured and the Blue Bird line is also handled. Victor and Vocalion records are sold.

Hallet & Davis Representative Here

J. L. Cotter, of the Hallet & Davis Piano Co., Boston, is visiting in the city, making his headquarters with the Clark Wise Piano Co., which company handles the Hallet & Davis phonographs in addition to the Victor line. Mr. Wise says the new Hallet & Davis models are meeting with the approval of his customers and that the Victor business has improved steadily in the last two months.

To Open New Branch

The Hauschildt Music Co. is looking for a location on Fillmore street, San Francisco, for a new branch store. Mr. Hauschildt says both Victor and Columbia business is fine and that the business outlook for Fall and Winter promises to be of satisfactory volume and character.

Convention of Sonora Dealers

About sixty Sonora dealers assembled at the Palace Hotel, San Francisco, on September 25, and were the guests at luncheon and dinner of the Magnavox Co. They were also guests of the same concern at a theatre party at the

Orpheum in the evening, at which function the ladies were present also. At the dealers' convention in the afternoon the dealers were addressed by George E. Brightson, of New York, president of the Sonora Co., and by J. W. Booth, manager of the very successful talking machine department of Barker Bros., Los Angeles. Mr. Travers, of the Sonora Co., presided at the Palace Hotel dinner and luncheon.

O. M. Smith, manager of the phonograph department of the H. C. Hanson Music Co., says 80 per cent of his machine sales are period models and that Sonora portables are still selling well. He expects to see the portables hold their own all Winter as they are becoming popular as a home machine.

To Enlarge Present Quarters

Manager Quarg, of the Phonograph Studio, Powell and O'Farrell streets, San Francisco, expects shortly to add five more demonstration booths and another machine room. Extra space for this enlargement is being arranged for.

Columbia Sales Conference

B. S. Kantner, manager of the San Francisco office of the Columbia, held a sales conference here this month just after his return from the East and outlined plans for the holiday merchandising campaign. Mr. Kantner is now calling on the dealers in the North.

PROMINENT TRADE MEN AT ORANGE

Among the recent visitors to the executive offices of Thos. A. Edison, Inc., were F. H. Silliman, president and general manager of the Pardee-Ellenberger Co., Edison jobber in Boston; Fred Keeney, of the same organization; H. G. Stanton, general manager of R. S. Williams & Sons Co., Ltd., of Toronto, Canada, and P. R. Hawley, general manager of the Girard Phono. Co., of Philadelphia. All of these Edison jobbers reported a wonderful improvement in business conditions in their respective territories and spoke most enthusiastically of the new models of the New Edison.

No. 56 Radio Frequency Amplifier and Detector

—the
best
Seller
of
the
Season

Federal

RADIO FREQUENCY APPARATUS

the most sensitive
RADIO APPARATUS
yet devised



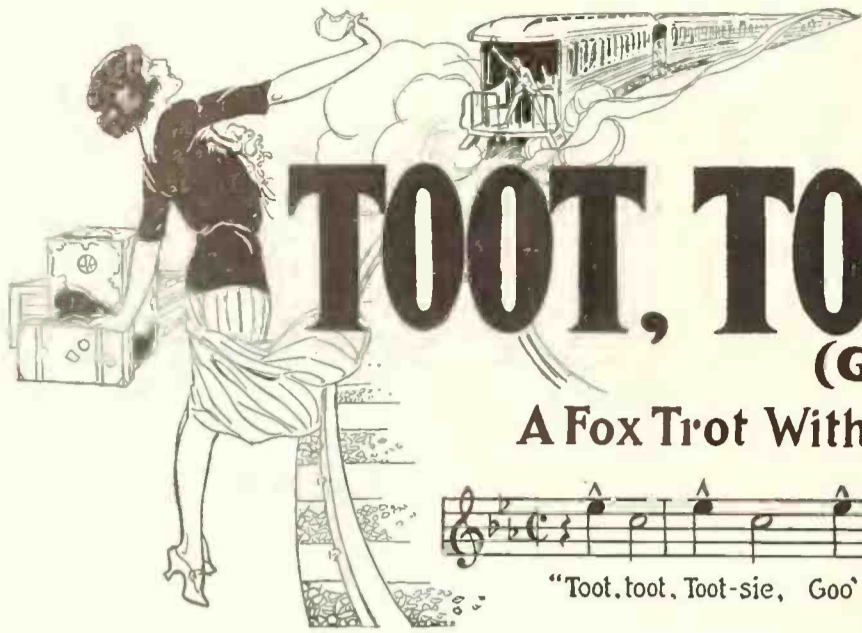
STYLUS BARS
(Any Style)

Stylus Bar and Mfg. Co.
Clague Rd.
Bay Village OHIO

NO. 55 FEDERAL RADIO FREQUENCY AMPLIFIER	\$ 58.00
<small>(Two stages radio frequency)</small>	
NO. 56 FEDERAL RADIO FREQUENCY AMPLIFIER AND DETECTOR ..	52.00
<small>(One stage radio frequency and detector)</small>	
NO. 57 FEDERAL RADIO RECEIVER	98.00
<small>(The broadcast Receiver DeLuxe)</small>	
NO. 58 FEDERAL D.X. RADIO RECEIVER	116.00
<small>(For broadcast and long distance and Amateur Reception)</small>	
NO. 8 FEDERAL AUDIO FREQUENCY AMPLIFIER AND DETECTOR ..	52.00
<small>(One stage audio frequency and detector)</small>	
NO. 9 FEDERAL AUDIO FREQUENCY AMPLIFIER	58.00
<small>(Two stages audio frequency)</small>	
The No. 55, No. 56, and No. 9 make a wonderful combination constituting three stages of radio frequency, detector and two stages of audio frequency, making possible the use of loop or other restricted antenna. We do not furnish loop antennas.	

Write for Bulletin No. 119-W

Federal Telephone and Telegraph Company
BUFFALO, N. Y.



HEAR IT NOW!

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

TOOT, TOOT, TOOTSIE (GOO' BYE)

A Fox Trot With a Tootsie Wootsie Rhythm



NEW ORLEANS

*Business Slow, but Dealers Expect Big Fall and Winter Trade—
Talking Machines in the Schools—News Happenings of the Month*

NEW ORLEANS, LA., October 5.—September seemed to be an off month in the talking machine business, according to the consensus of opinion of the dealers, it being, in most instances, less active than the month of August. Without one exception, however, the merchants are all anticipating a big Fall and local jobbers are already being flooded with orders, which they are experiencing difficulty in filling.

Though it is estimated that about 40 per cent of the cotton crop is harvested and about 50 per cent of the rice crop, the planters have not yet begun to let go of this year's profits. Cotton planters are being advised to hold their cotton for a time on the ground that the present price of about 20 cents is way below the present value of the article based on the present statistical position of the market.

The sugar men are all expecting good profits in spite of the recent decline. The tariff is in their favor and the forecasted production for this year for the State is nearly as large as last.

The barometer of unemployed is dropping fast with the return of the rail workers to their places. The lumber industry is going at full tilt. This in general is what the talking machine man sees and accounts for his optimism for the Fall season.

The part that music is playing in the New Orleans public schools was clearly demonstrated in the Teachers' Institute which was held here the three days prior to the opening of school. It was shown that New Orleans schools have discarded the old "do re mi" method of teaching and that the talking ma-

chine is playing a prominent part in the new method of teaching the children the "Appreciation of Music."

Prof. Louis Mohler, the Columbia University authority on music, gave three lectures before the institute on the "Appreciation of Music," "Teaching of Music" and "Departmental Work." Prof. Mohler stressed the uses of the talking machine particularly in the accompanying of songs, referring to the community song records of Prof. Dykema, of the University of Wisconsin.

R. R. Sparrow, manager of the Southern district for the Columbia Co., reports a wonderful demand for the Garber-Davis dance records. Two new Columbia agencies have been established here at the Reuben Blitz Furniture Store and the Kotteman Furniture Store. There is, at present, a state of disorder at the Columbia headquarters in preparation of the move to the new quarters at 323-29 North Peters street.

The Dugan Piano Co. has most encouraging reports from the local Victor dealers. Mrs. Tremble states that the past month was the biggest month of 1922 in all lines. The horizontal style continues to hold the lead in sales and demand. A large cash business has been done in records, stimulated by the dollar sale campaign.

E. W. Wilson, Jr., of the Collins Piano Co., as usual, came out this month with something new in the way of window display, which resulted in the sale of the entire stock of the record "Ship of Dreams." Mr. Wilson has just returned from a ten-day business trip through the Middle West.

J. A. Hofheinz, manager of the Victor wholesale department of Philip Werlein, Ltd., has just returned from a sixteen-day trip through the entire Southern district, where he has been visiting the various dealers. J. Briou, formerly of the Diamond Music Co., has just joined the force of the Werlein house in the wholesale department.

At Edison headquarters the same optimism prevails. New agencies are being established in both the larger and the smaller towns. The Feld Furniture Co., Vicksburg, Miss., has just added Edison machines to its line of talking machines and has sent in orders for a number of the more expensive models. The Edison turntable comparisons have been featured in the new Vicksburg agency.

Mr. Feld, who also has the agency for the Columbia Grafonola, reports trading rather quiet, but that business is continuing to show a monthly increase.

New Edison agencies have been established at the Escambia Drug Co., Atmore, Ala.; A. H. Clayton, at Jonesborough, La., and R. A. Castille, at Sunset. In New Orleans the Barnett Furniture Co., one of the biggest in town, has just added the Edison to its department.

The Brady Furniture Store, of Natchez, has just sent in an order for forty-two machines and does not feel that this will in any way affect its Christmas business.

The Globe Furniture Co., of Baton Rouge, is already anticipating a shortage and has sent in an order for twenty machines. The baby Console has proven very popular in that section.

Two more traveling representatives have been added to the Edison wholesale department: A. W. Roux, who will handle the Mississippi and Alabama territory, and E. A. Ecquya, who will travel in west Louisiana and north Texas.

Melvin H. Heald, of Portland, Me., is the new manager of the Edison Phonograph Store in that city.



New Model "E"

The General Phonograph Mfg. Co.
Model "E"
TABLE PHONOGRAPH

The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY
Plays All Makes of Records
Superior Tone Quality

Write for our Proposition
The General Phonograph Mfg. Co.
ELYRIA, OHIO



Knabe Warerooms



Cleveland, O.

Knabe Equipment Was Ordered in August—Store Was Formally Opened August 28th!

YOU NEED RAPID FIRE SERVICE Therefore YOU NEED UNICO SERVICE

SEXTON & CO., Washington, D.C., ordered a Complete Unico Department, September 18th; Equipment was Shipped September 20th; Delivered September 25th. Installed Complete September 28th.
Ten Days from receipt of Order!

PINCUS & MURPHY, Alexandria, Louisiana, placed order by wire on September 18th for large Unico Department in Special Adam Period Design. Carload shipment was made September 30th.
Twelve Days from Order Date!

ELSASSER COMPANY of Cleveland, Ohio, placed order for a Complete Unico Department September 12th. Installation was completed September 28th.
Sixteen Days from receipt of Order!

EUCLID MUSIC CO., Cleveland, Ohio, placed order for their new Unico Department September 21st. Shipment was made September 23rd. Installation was completed September 30th.
Nine Days from receipt of Order!

DONOHUE & HAENLE, Scranton, Pennsylvania, ordered a carload of Unico equipment on September 21st. Equipment was completely loaded in car ready for shipment September 23rd.
Two Days from receipt of Order!

SPEED —Yes, but not at the sacrifice of *Quality*. Months in the Making but only Days in Delivery.

OCTOBER COMPLETION DESIRED? UNICO SERVICE WILL DO IT - BUT ORDER! NOW!

Complete Unico Outfits available for Immediate Shipment \$354.84 upwards, including Unico Installation Service.

Phone, write or wire our nearest branch today.

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.
299 Madison Ave.

ATLANTA, GA.
49 Auburn Ave.

SAN FRANCISCO, CAL.
942 Market St.

DALLAS, TEX.
209 Dallas Bank Bldg.

LOS ANGELES, CAL.
926 Midway Place.

H. A. MOORE & CO., LTD. (Sales Agents)
Premier House, London (W.C.I.), England

NEW ORLEANS, LA.
506 Marine Bank Bldg.

CHICAGO, ILL.
30 N. Michigan Blvd.

SALT LAKE CITY, UTAH
150 Main St.

DENVER, COLO.
1642 Arapahoe St.



The tang of Fall is in the air. Football enthusiasm and fighting loyalty for Alma Mater is rampant. Stands of cheering, singing grads and under-grads rock as cheer leaders dance and prance. As timely as sunrise comes Columbia's medley record of Princeton's traditional songs, throbbing with the old Princeton spirit. It is The Shannon Four led by Ken Clark, the cheer leader who annually brings Princeton cohorts to their feet urging their warriors to battle. Will it sell? We'll say it will. A-3691.

Columbia Graphophone Co.
NEW YORK

HEALTH BUILDERS MARKET NEW SET

Musical Weight Reducing Exercises for Men and Women Announced on Five Ten-inch Double-disc Records—Reports Indicate Great Popularity for This New Product

A new product has just been placed on the market by Health Builders, Inc., New York City, which is well known throughout the entire talking machine industry as the producer of Walter Camp's "Daily Dozen," set to music on Health Builder records. This new product is called "Health Builders' Musical Weight Reducing Exercises for Men and Women," and consists of carefully selected exercises for weight reducing, while the "Daily Dozen" are especially designed for "keeping fit" purposes.

The "Weight Reducing" course, like the "Daily Dozen," consists of five ten-inch double-disc records and the same high quality record, careful recording, spirited music and clear commands which mark the "Daily Dozen" are to

be found in the "Weight Reducing" course. These records are contained in an attractive cloth-bound album embossed in gilt with special index. Accompanying the set, and as an integral part of it, is a booklet of instructions with an entire page devoted to each of the ten lessons and containing eighty-two photographic poses clearly portraying the different positions in the various exercises. The book also contains a specific chart showing which records to use for certain results and tabulating what each Health Builder "Weight Reducing" record will do for the user. There is also a suggested schedule given for beginning the course and a few suggestions for menus that can be used to advantage, particularly in the early stages of the process of reduction, are also given.

In an introduction to the course, written by Robert B. Wheelan, president of Health Builders, Inc., it is stated: "In planning and designing these reducing records we did not look to any single authority.

"These exercises have been selected by a com-

mittee of experts from the greatest authorities in America, France, Sweden and England." In closing it says: "Perform each exercise exactly as scheduled and you cannot fail achieving the desired results and of obtaining once more the proportions which nature intended you to have."

The new set was offered to the trade for the first time last week by the various representatives of Health Builder, Inc. The results are reported to be very gratifying. Almost all dealers who carry the Walter Camp "Daily Dozen" sets placed substantial initial orders for the "Weight Reducing" course and it is expected that this new course will reach a very large volume of sales and a wide distribution by the end of the year.

UNICO EQUIPMENT FOR BRUNSWICK

Attractive Model Shop Installed at Brunswick Headquarters in New York by Unit Construction Co.—Handsome Equipment Throughout

Credit for the attractive model phonograph shop installed in the New York branch of the Brunswick-Balke-Collender Co., which was described at length and illustrated in The World last month, is due to the Unit Construction Co., of Philadelphia, Pa.

The equipment is Unico throughout and is planned to serve as an excellent model for Brunswick dealers to follow. The demonstration rooms, record department, service fixtures, lighting and ventilating are all of the newest type and are said by the officials of the company to represent the latest in wareroom equipment. Many favorable comments have been received on this installation not only by the Brunswick Co., but by the Unit Construction Co. as well.

DEATH OF WILLIAM KOENIG

FREEPORT, ILL., October 7.—Freeport's oldest retail business man, William Koenig passed away on the evening of September 19 at his home, 641 West Stephenson street, after an illness of two weeks.

Mr. Koenig was born in Erie County, Pa., in 1853 and went with his parents, Mr. and Mrs. Joseph Koenig, to Ogle County, Ill., when he was a small child. After a few years the family went to Freeport. Mr. Koenig embarked in the furniture business while a very young man and continued in it, progressing and expanding until at the time of his death his business embraced a most extensive display of furniture and a complete stock of Columbia Grafonolas and records. He owned much valuable real estate and was prominent in Masonic, Odd Fellows and other fraternities. His widow survives, as does a son, Robert F. Koenig, and a daughter, Mrs. F. G. Caffee. The latter is a resident of Kansas City, Mo. Mr. Koenig also leaves four sisters, three of whom live in Freeport. The deceased was interested financially in various manufacturing and other enterprises here and elsewhere and was regarded as an extremely successful business man.



For Victrola IX

No. 1402. Mahogany or quartered oak. Horizontal shelves. Patented hinged rim for Victrola IX. Height 34½, width 19¼, depth 22¾. Holds 8 Victor albums. Average weight, crated, 90 pounds.

Here Is a Money-maker!

THERE are a number of reasons why you should sell this attractive Udell record cabinet for Victrola IX. First, it is easy to sell, because it is something your customers want and you can make them a good price. Second, it stimulates the sale of Victor IX's, record albums, and records, too, because it gives the Victrola IX owner a convenient place to keep them. This cabinet is a money-maker. It is quick-moving merchandise, a tonic for your business. And the price is right—\$13.50 each! (10% trade discount if you order a half dozen.)

The UDELL WORKS
28th Street and Barnes Avenue
INDIANAPOLIS

IN PITTSBURGH

Marked Business Revival Since End of Strike—Big Send-off for Pioneer Co.—Interesting Review of General Trade Conditions

PITTSBURGH, PA., October 11.—With the ending of the coal strike and the return to work of the striking miners and railroad men there has come about a marked revival in the industrial centers of the Pittsburgh district, with the result that there is a marked feeling of optimism among the business people of the Steel City. In the latter class the talking machine fraternity must be reckoned and they are in high glee over tangible signs that are now manifest which indicate that the coming Fall and Winter seasons will undoubtedly be very brisk. This is especially true of the industrial towns and hamlets adjacent to this city, where for the past few months there has been enforced idleness in practically all industries, due to the miners' strike, with the result that the tradesmen were "hard hit." In this slow-up of business the talking machine dealers were vitally affected and they were, it is notable to report, among the first to recover with the revival of business.

In Pittsburgh proper all of the leading talking machine dealers are a unit in declaring that the "tide has turned" and that business is showing every evidence of increasing as the days pass by.

Columbia and Edison Demand Increases

The World representative stepped into the large talking machine shop of the Columbia Music Co., conducted by John Henk, one of the best-known and most popular talking machine dealers in western Pennsylvania, a few days ago and found Mr. Henk much pleased over the volume of business that he was handling. Mr. Henk sells the Columbia Grafonola and the Edison phonograph. In speaking of business conditions, Mr. Henk said: "It appears to me that with the passing of the coal strike business in the talking machine line is bound to increase. We have been quite busy the past few days and have made some good sales of Edison consoles and high-grade Columbia machines. We find also that our Edison and Columbia record business is increasing at a satisfactory rate. We have a staff of expert salesmen and saleswomen who know their business and that is a factor in the successful handling of talking machines that must not be overlooked."

Pushing Starr Line

The Starr Phonograph Co. of Pennsylvania, which is now located at 634 Grant street, has

a fine display of the latest models of the Starr phonograph as well as the latest Gennett records. H. C. Niles, secretary and manager of the company, stated that sales are brisk and he anticipated that his September and October deliveries of Starr phonographs and Gennett records would far exceed the deliveries made the same months a year ago. Mr. Niles said: "The console type of the Starr phonograph is a good seller and we have had considerable difficulty in securing enough instruments to care for the demands made by our clients in this territory."

Columbia Demand Gains Steadily

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., is back at his desk again after a delightful vacation trip to Battle Creek, Mich. Mr. Nichols, always an optimist relative to the Columbia line, emphasized the fact that the outlook for business was excellent and stated that reports for business handled in September showed a decided gain over August as well as a good gain over September of 1921. Mr. Nichols also stated that the Columbia record business was in a very healthy condition and that sales of records were above his anticipations.

Victor School of Salesmanship

Under the auspices of the three Victor distributors in this district the W. F. Frederick Piano Co., the C. C. Mellor Co. and the Standard Talking Machine Co., a Victor school of salesmanship was held in the Moose Temple the week of September 11, opening Monday and closing Thursday. F. A. Delano, of the Victor school of salesmanship, was the instructor. More than one hundred students from western Pennsylvania, Ohio and West Virginia were enrolled in the class. The instruction was in keeping with the high standard maintained by Mr. Delano and the class proved to be a decided success. On the closing day the students were the guests of the three distributors at a dinner dance held at the Fort Pitt Hotel.

Demonstrates Victor Health Records

T. E. Shortell, manager of the Victor department of the S. Hamilton Co., had a demonstration given in the show window of the main store, 815-817 Liberty avenue, of the Victor health records. Miss Emma Francis, of Glassport, Pa., was the demonstrator and did her work before a large and interested crowd of

observers. A similar demonstration by Miss Francis was given at the East Liberty store of the S. Hamilton Co.

A. V. Williams in New Post

A. V. Williams, vice-president and sales manager of the W. F. Frederick Piano Co., Victor dealer, has relinquished that post and returned to Cumberland, Md., where he will manage the Cumberland business of the Frederick Co. Mr. Williams was in Pittsburgh for the past eighteen months and prior to that was in Cumberland for more than twenty years. He is widely known there and is now "back home." C. E. Lucore, a former manager of the Rudolph Wurlitzer Co.'s local store, succeeds Mr. Williams as sales manager.

Pioneer Music Co. Opens Branch

The Pioneer Music Co., of Indiana, Pa., held the formal opening of its new local piano and talking machine house on Friday, September 15, and it was largely attended. The first floor and part of the second floor of the new building occupied by the Pioneer Music Co. is devoted to the display and demonstration of the Victor talking machine and Edison and Brunswick phonographs. A full line of Victor, Edison and Brunswick records is also kept in stock. The treasurer is H. C. Trader, a former traveling salesman for the Buelin Phonograph Co., Edison distributor. J. M. Stewart is president of the company and C. F. Gaylord is vice-president. Among the guests at the opening were Wallace Russell and J. Ferguson, of the Standard Talking Machine Co., Victor distributor; George Baish, of the C. C. Mellor Co., Victor distributor; T. A. Dillon, of the Buehn Phonograph Co., and Burt Hengeveld, of the S. Hamilton Co., all of Pittsburgh. The Victor Co., of Camden, N. J., the C. C. Mellor Co. and the Buehn Phonograph Co. also sent handsome floral pieces in honor of the opening. Prior to the opening the firm served a complimentary dinner to the sales staff and other attachés, artists and out-of-town guests. The Pioneer Music Co. succeeds the old-established house of S. Ren Pollock, Inc., which was founded in 1891. The entire store was remodeled and is now one of the most modern and up-to-date music houses in the State.

Mrs. M. H. Pickering-Steele Passes Away

Mrs. Mary H. Pickering-Steele, president of the W. H. Pickering Co., Pathé dealer, died at her home on September 28, aged 80 years. She was a native of England and came to Pittsburgh when quite young. The Pickering store is one of the largest stores of its kind in this vicinity and has a very complete Pathé department. The store was closed Friday and Saturday, September 29 and 30, in honor of the de-

(Continued on page 94)

The Advantage of the Victor

The advantage of the Victor is that it is absolutely first in public favor.

Anyone thinking of buying a talking machine thinks of a Victor first and thinks of it as the best.

And then, after the purchase is made, the buyer has the satisfaction of knowing and saying that he owns the best machine made and he knows it won't get out of order.

Another thing! Have you ever realized the tremendous value of the Victor line and of Victor records as a nucleus around which to build the "musical headquarters" of your city?

We are helping many Victor dealers to attain this very thing.

ECLIPSE MUSICAL CO.

Victor Wholesalers

CLEVELAND, OHIO.

BETTER
BUSINESS

ECLIPSE



"I gave up Jim-my Rog-ers. Who owns two ga-rag-es. All for the love of Mike,—

The Love of Mike

A Comic Waltz Song With a Contagious Laugh

HEAR IT NOW!

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

TRADE HAPPENINGS IN PITTSBURGH

(Continued from page 93)

parted woman, who was much esteemed by the large staff. The deceased is survived by her husband, one daughter and three sons.

Sonora Publicity Drive

The Peerless Queen Anne period style Sonora was featured by the Sonora Distributing Co. in some very excellent newspaper publicity. This publicity was unusually artistic in character.

Marion Harris' Appearance Boosts Record Sales

The feature of the past week in the Davis Theatre, Keith vaudeville house, was the appearance of Marion Harris, the noted Brunswick record star. Miss Harris was given an ovation at every performance during the week and "The Phonograph Girl," as she was called, made a decided hit. Brunswick dealers stated that as a result of the coming of Marion Harris to Pittsburgh the sales of her records were materially increased.

Fine Vocalion Publicity

The Sonora Distributing Co. used excellent publicity methods in the Pittsburgh newspapers on the eve of the release of the Vocalion records for October. The Vocalion line has achieved widespread popularity in Pittsburgh, due to the wide-awake and progressive methods utilized by the management of the Pittsburgh distributing offices.

Player-Tone Going Strong

The outlook for Fall and Winter business of

the Pal Player-Tone talking machine was declared to be excellent at the offices of the company here. It was pointed out that a number of new distributors and dealers were taking on the Player-Tone line.

HIGH PRAISE FOR SILENT MOTOR

Hallet & Davis Piano Co., of Boston, Writes in Commendatory Words of the Merits of the Silent Motor—Have Used Over 1,000

Charles A. O'Malley, president of the Silent Motor Corp., 325 Dean street, Brooklyn, N. Y., recently received a letter from the Hallet & Davis Piano Co., of Boston, Mass., one of the oldest piano manufacturing organizations in the United States and a company of national prominence, both in the piano and talking machine fields, in which the Silent Motor Corp. was thanked for its co-operation and service in the delivery of a large shipment of Silent motors to that company.

The Hallet & Davis Piano Co. also remarked that there are over 1,000 Silent motors either in the homes of its customers or on its dealers' floors and that the company has not yet received a complaint.

The Silent motor is manufactured in three models, playing in excess of two, three and five records. The company is now delivering motors to several well-known manufacturers of talking machines and its production is being increased.

DEATH OF THOMAS J. LEONARD

Former Sales Manager of Thomas A. Edison, Inc., Passes Away at Home in Orange, N. J.

Hosts of friends in the phonograph trade will mourn the death of Thomas J. Leonard, formerly general sales manager of Thomas A. Edi-



T. J. Leonard

son, Inc., who passed away at his home in Orange, N. J., early last month, after four weeks' illness.

Mr. Leonard joined the staff of Thomas A. Edison, Inc., in 1905 as a member of the accounting department, having before that time been connected with the General Electric Co. His ability and rare personality won for him quick promotion until he finally occupied the sales manager's chair. Some months ago he resigned from the Edison Co. to become sales promotion manager for the Dunn Fountain Pen Co., which position he occupied until his death.

The Dubilier Condenser Co., a New York corporation, has changed its name to the William Dubilier Co.

The man higher up did not get his job by pull. He's there because he worked.

REGAL
PREDOMINATES
 IN THE
50¢ RECORD FIELD

THE PHONOMOTOR CO.

W. F. HITCHCOCK, Proprietor

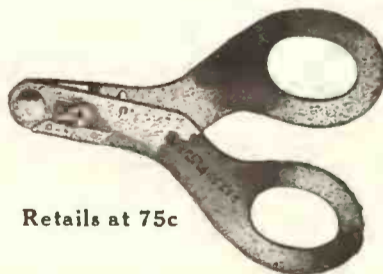
121 WEST AVENUE
 ROCHESTER, N. Y.

5 years of success everywhere



THE PHONOSTOP

100%
 Efficient



Retails at 75c

THE NEED-A-CLIP

Two Well-known Phonograph Accessories Needed in Every Instrument of Class. Satisfaction Guaranteed in Every Case

Once adapted becomes permanent.

A WHOLE PAGE of references if desired.

DON'T DALLY with inferiors, get THE BEST.

PHONOSTOPS are universal, STANDARD, and finished in nickel and gold.

NEED-A-CLIPS in nickel only.

Get Our Printed Price List Immediately

Samples sent by parcels post C. O. D.; money back if unsatisfactory, but you'll want more.

Hallet & Davis Piano Co.

ADOPTS THE SILENT MOTOR

BOSTON

NEW YORK

HALLET & DAVIS PIANO CO.

PIANOS AND THE VIRTUOLO PLAYER-PIANO
ESTABLISHED 1839

FACTORIES: BOSTON
BOSTON OFFICE 146 BOYLSTON ST.



Sept. 15, 1922.

Silent Motor Corporation,
321 Dean St.,
Brooklyn, N.Y.

Dear Mr. O'Malley:

Att'n of Mr. O'Malley.

Now that you have completed shipment to us of the first 3,000 motors for our Hallet & Davis phonographs, we wish to thank you for the very fine cooperation and service that you have given us from the beginning.

Better still, however, we wish to tell you that we already have about 1,000 of our phonographs, either in customers' homes or dealers' stores, and have yet to receive a complaint on the motor.

The writer has had a good deal of experience with phonographs and phonograph motors in the past ten years and is frank to admit that he never dreamed of finding a phonograph motor which is so absolutely fool-proof as your Silent motor.

With very kindest regards, I am

Yours very truly,

HALLET & DAVIS PIANO CO.

Secretary.

ROA/M

139 GOLD MEDALS AND HIGHEST COMPETITIVE AWARDS RECEIVED SINCE 1839.

Motors manufactured in three models which are guaranteed to play in excess of two, three and five records. Samples and prices on request.

The Silent Motor Corporation

CHARLES A. O'MALLEY, President

321-323-325 Dean Street

BROOKLYN, N. Y.

BROOKLYN DEALERS ARE IN AN OPTIMISTIC MOOD

In Metropolitan and in Long Island Area Dealers Have Arranged for Active Campaign to Capture Trade This Fall and Winter—Long Island Phonograph Co. Honored—Many New Stores Opened and New Lines Added—Liberal Orders Placed for Stocks

In Brooklyn and Long Island the activities of talking machine dealers are much in evidence, resulting in some substantial business. The general belief is that business in point of sales totals this Fall and Winter will be much larger than that of last year. Vacation time is over and everybody is hard at work carrying out plans formulated the past few months and in many instances dealers have renovated and rearranged their stores and added new equipment. Considerable effort has been made by the wholesalers in this section to impress upon dealers the necessity for ordering their quota of machines at this time and actually getting them into their warerooms or storehouses, where they will be available when the busy season is under full sway. A majority of the dealers have taken this advice and have placed orders for Fall stocks, but the usual number of them are holding back until the last minute, and these same dealers are going to be sadly disappointed when they want machines to sell, according to jobbers, who point out that manufacturers are limited in their production in these short months between now and the first of the new year, and consequently, while they have tried to figure on the dealers' demands and have produced accordingly, it is impossible to expect them to produce quantity enough to meet a rush demand for machines that dealers are bound to create by withholding orders.

Victor Dealers Ordering for Fall

The American Talking Machine Co., Victor wholesaler for this section, is working its forces to full capacity, filling orders that are being sent in by dealers from every corner of Brooklyn and Long Island. So far, according to R. H. Morris, general manager, September has shown a decided increase which, he states, is most gratifying and is significant of the fact that business is improving. A feature of this increased sales activity has been in the record end of the business, which has taken a decided spurt. Repeat orders for popular numbers or-

OCTOBER IS HERE

Business Is Better

YOU ARE GOING TO NEED VICTROLAS THIS FALL.

IF YOUR STOCK IS NOT ARRANGED FOR BY NOW, YOU HAVE DELAYED LONGER THAN YOU SHOULD HAVE DONE.

DO NOT WAIT

Order for Immediate Delivery

AMERICAN TALKING MACHINE CO.

BROOKLYN, N.Y.
VICTOR WHOLESALERS



dered on the first of the month are being sent in by dealers, indicating that every effort is being made to keep record stocks up to standard.

Chas. Offerman and Main Rountree, representatives of this wholesale house, have been tremendously busy visiting as many dealers as possible during the month of September and trying to help them put stocks and stores in shape for Fall and Winter business. They report that their dealers are very optimistic as to the business to be done this Fall.

C. W. Keith Concentrates on Sonora Business

An important event in the activities of the Long Island Phonograph Co., Sonora wholesaler, is the news that C. W. Keith, father of R. H. Keith, president and general manager of the company, has retired from his other business interests in order to devote his time exclu-

sively to the interests of the Long Island Phonograph Co. Mr. Keith has been treasurer of the company heretofore, but now will take up the duties of financing this company personally and will take full charge of the credit department of the business as well. He was formerly connected with the Underwriters Salvage Co., of New York City, where he handled many varied lines of merchandise, which required his active and personal supervision at all times. R. H. Keith, president of the company, will still continue as general manager and E. E. Schratweiser will continue with his duties as sales manager, while the rest of the organization will be intact as heretofore.

In discussing general condition in the talking machine trade in this section R. H. Keith stated that so far business has shown a decided increase over that of last year and that all indications point to a very prosperous Fall and Winter for Sonora dealers everywhere. He also remarked that Sonora dealers who have not ordered a sufficient supply of machines at this time will probably find themselves short during the holiday rush.

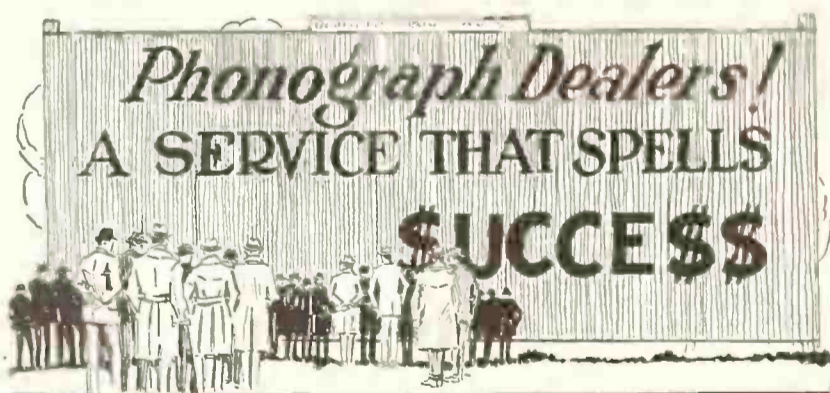
C. Rommele to Become a Benedict

Charles Rommele, popular Victor dealer, who conducts a store at 11001 Jamaica avenue, is soon to leave the ranks of the bachelors and join forces with the married men. In honor of this occasion he gathered together a large number of his friends, to whom he gave a bachelor dinner. He was presented with a suitable gift and received the best wishes for his success in this new venture. Mr. Rommele is one of the progressive talking machine dealers in this section of Brooklyn and his store has grown to large proportions through his continuous efforts.

Heretofore he has devoted some of his store to a sporting goods department, which he now is in the process of liquidating, so that he can make room for his talking machine business. Very shortly this additional space is to be completely renovated and talking machine equipment installed and when completed it will give Mr. Rommele one of the most attractive and largest talking machine shops in this section.

Fine Sonora Sale

A sale worthy of mention recently made by Geller & Selden, who conduct a Sonora talking machine shop at Rockville Center, L. I., was for three Sonora Deluxe models, which re-



THE service we offer our dealers is a material factor in the service they can offer their customers.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Consult with us regarding plans for increasing business during the fall season.

*Any communication from you will have
our prompt and careful attention.*

Long Island Phonograph Co., Inc.

Sonora Distributors for Brooklyn and Long Island

150 Montague Street, Brooklyn, N. Y.

Telephone Main 4186

tail at \$450 each. The purchaser was the owner of a Deluxe model which he secured some time ago and was so enthusiastic about it that he purchased three similar machines and gave them to members of his family. Geller & Selden are progressive dealers of the best type and have to their credit many fine sales.

Cup Presented to Long Island Phonograph Co.

An important event in the activities of the Long Island Phonograph Co., Sonora wholesaler for Brooklyn and Long Island, was the formal presentation of the prize-winning cup to them by George E. Brightson, president of the Sonora Phonograph Co. This cup is awarded each year by the Sonora Co. to the jobber doing the greatest volume of business per capita for his territory, and this past year this enviable record was held by the Long Island Phonograph Co.

The presentation was made at the office of the Sonora Co. in New York City, to Robert H. Keith, president of the Long Island Phonograph Co., and was preceded by a luncheon at the Merchants Club, which was attended by the sales staff and officials of the Long Island Phonograph Co. and members of the Sonora Co. of New York. In his presentation Mr. Brightson brought out the fact that the competition had been very keen and that at all times the race was a neck-and-neck affair and was not



Pres. Brightson Presenting Cup to Mr. Keith definitely decided until the very last month. He added that the winning of this cup was a truly commendable feat, owing to the fact that the Long Island Phonograph Co. was the youngest member of the Sonora wholesale family.

R. H. Keith, president of the company, in commenting upon the winning of this prize cup, stated that every member of the Long Island Phonograph organization was materially instrumental in its winning and had set for themselves a goal which they hope to equal, if not exceed, this coming year. No doubt Mr. Keith will have this wish gratified, for the organization to-day is running along in the smoothest manner possible and with the same continued effort sales totals this year ought to be greater than ever.

Jerome W. Ackerly Prepared for Busy Times

From reports received during the past month, Jerome W. Ackerly, who conducts a Victor shop at 42 Ocean avenue, Patchogue, L. I., is extremely busy trying to catch up with his talking machine activities in this section. Mr. Ackerly is keenly optimistic as to the prospects for Fall and Winter business and he expects to do a greater volume of business this Fall and Winter than ever before. He has made elaborate plans to take care of this expected increase through the construction of additional record racks and additional counter space which will enable him to handle this business more efficiently. Mr. Ackerly is considered one of the most progressive dealers on Long Island and no doubt will be able to show a gratifying increase in sales this Fall and Winter.

Liberty Music Shop Has Sonora Line

A new addition to the roster of Sonora dealers established by the Long Island Phonograph Co. is the Liberty Music Shop, corner 110th and Liberty streets, in the Richmond Hill section of Brooklyn. Charles Miller, the proprie-

VICTOR
SONORA

THIS MERITS ATTENTION

Holiday business is close at hand. Time is, therefore, short to arrange for stock requirements. Plans should be made at once to insure sales and profits.

Victor machine styles have been determined for the balance of the year, so you run no risk in making the necessary preparation.

VICTOR
SONORA

G. T. WILLIAMS CO. Inc.

272 Flatbush Avenue Extension
Brooklyn, N. Y.

tor, has conducted a successful business here for some time past. To introduce the Sonora phonograph to his clientele he devoted an entire window for the display of every model in the Sonora line, which created considerable interest and attracted many people into the store. During the time this display was in the window several large-size Sonora models were sold, and in addition many prospective customers were interviewed, which will result in sales later on. From all indications this progressive store will reap its share of the harvest that is expected this Fall and Winter.

Hoffman's Music Shop Opens in Valley Stream

A newcomer into the ranks of the talking machine trade in Long Island this month is Hoffman's Music Shop, recently opened at Valley Stream, L. I. This new store is equipped with modern furnishings and is expected to become one of the best-known establishments in this section before long. The store will feature the Victor line of machines and records exclusively and intends to carry a complete stock at all times so that it can give to the people of Valley Stream a service of the best kind.

Rearranges and Renovates Store

The Michnoff Talking Machine Co., of 1239 Broadway, Brooklyn, has just completed the rearranging and the renovation of its store preparatory to an expected Fall and Winter business. Private hearing rooms have been rearranged and record racks and counters placed in more convenient positions, new fixtures installed, and the general renovation tends to give the store a much more attractive appearance. Business during the Summer months, officials of the company stated, was very satisfactory considering conditions, but this month has shown a decided spurt, and all indications seem to point to very bright prospects for this Fall and Winter. With the rearranging and additional equipment this concern is well prepared to take care of a large volume of business and be able to offer its clientele a superior service in every way.

New Home of G. T. Williams Co., Inc.

The new home of the G. T. Williams Co., Inc., Victor distributor, at 272 Flatbush avenue extension, is now completed and is one of the very finest wholesale equipments in all Metropolitan New York. The plant runs through an entire city block and has entrances on three different streets which lead to all departments. Large plate glass windows have been installed on all sides of the building and are used for display purposes, which present a very attrac-

tive appearance. Two elevators are available, which give access to all floors of the building, one of which is used exclusively for the handling of freight. This particular one is situated on the sidewalk where loading and unloading of machine stock can be done easily and efficiently. In addition to the plant on Flatbush avenue the company has secured a large storage warehouse where surplus stocks of machines and records will be kept. The plant on Flatbush avenue will be used for the storage of current orders and sufficient quantity of stock will be carried here to take care of these in the shortest time possible.

Joseph Scholz Opens New Store

Joseph Scholz, well known in talking machine circles in Brooklyn and Long Island, is now busy making plans preparatory to opening a new talking machine store at 765 Fourth avenue in the College Point section. Mr. Scholz is to equip his new store with every modern convenience which, when completed, will be one of the most attractive in this section. He plans to feature the Sonora line of phonographs and one or two well-known makes of records with which he hopes to establish himself firmly with the talking machine buying public in this vicinity. Mr. Scholz is an experienced talking machine man and his many friends are congratulating him and wishing him every success.

David Feiner Now Sole Owner

David Feiner, of the Woodhaven Music Shop, Inc., at 9309 Jamaica avenue, Woodhaven, L. I., has now become the sole proprietor of this progressive talking machine store. Mr. Feiner recently purchased the interest formerly owned by M. Rappaport, who was president of the corporation. Mr. Rappaport is to retire from active business and Mr. Feiner will conduct the store as heretofore. The shop will be known as the Woodhaven Music Shop.

ACME-DIE

- CASTINGS -

ALUMINUM-ZINC-TIN & LEAD ALL TYPES

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., OCT. 10, 1922.

IN politics, in publicity, in general notice, the Eastern centers of population and influence continue to obtain an amount of attention which is rather disproportionate to their actual importance. It is true that New York is the national money center; but since 1913 there is not quite so much to being a money center as there used to be. It is true that the Eastern States have the poise of self-assurance and the sense of superiority which come from long experience and the habit of headship. Yet one may sometimes beg to doubt the reality of some of these pretensions. The Middle West has been rather in the position of the political step-child during past years. One remembers when Sockless Jerry Simpson was acclaimed the representative and archetype of mid-West belief and customs. But really it is just a little bit different to-day. Say what one will, the balance of political power lies to-day in the region which is bounded to the east by the Alleghanies and to the west by the Mississippi. In twenty-five years the boundaries will be the Wabash River and the Rocky Mountains and the center of population will be the center of political and economic importance. The balance of those powers lies already in that region of which Chicago is capital. Whether one thinks of politics, of business or of social amenities, to know the Middle West's mind is to know the general mind of the American people. And that is why business men in any department, branch or line of activity, industrial or commercial, financial or economic, should realize that when they know what the mid-West is thinking they know what the American people as a people will be thinking to-morrow. When they know what the mid-West is doing they know what the American people, as a people, will be doing to-morrow: in the things that matter.

The Mid-West Mind

TRUE, it is easy enough to say things like these, easier than to prove them. But the economic, the sociological, the political facts are on our side. American national opinion is nearly always coincident with mid-West opinion; a fact which politicians have long since recognized. Let business men recognize them, too. And in recognizing them, let business men, East and South and Far West, know that the mid-West is not quite so provincial and hopeless as its detractors would have it. We, out in the great middle empire, are pacific, but we are not peace-at-any-price folks. We are individualists, but we know that capital cannot be allowed to tyrannize any more than labor can. We laugh at the idiots who prate to us of class consciousness and the proletarian revolution; but we don't believe that a coal digger is a criminal because he wants decent treatment. We may be like the citizenry of Gopher Prairie or like the family of Babbitt; but we believe we are not so blamed unhealthy, at that, in our views and our ways. And, so far as the business of the country is concerned, we feel that there is no reason on earth for gloom. We feel that there is just a little too much high finance about the condition of the money market and that business men are not getting from the banks all the help which they need just now. We feel that corrupt bargains between both parties in industrial controversies sometimes have more to do with high prices than is usually admitted. We feel that the people want peace and prosperity more than anything. We know that we are a country of average people, neither very clever nor very stupid; and we realize that average people, when they are Americans, want the best out of life in a quiet and rather simple way. A few joy-riders, booze hounds and would-be "society" folks don't mean anything real in our community life. Music means much more. It would do the heart of many an atrabilious Easterner good to see at first hand what our smallest communities are doing in music. We have always believed in God, our country and our fellow-man. We are beginning to believe in music, too. And that is why those of us who have music to sell are not a bit afraid for the future of the music industry in our mid-West land.

What We Are and Do

OUR good friends of the Consolidated Talking Machine Co. are enthusiastic jobbers of Okeh records, which accounts for the fact that we caught ourselves the other day looking over the quite fascinating foreign language lists of records issued by General Phonograph Corp. Now, of course, foreign language records are put out by other makers, too—as witness the really astonishing and highly elaborate lists, in a baker's dozen of languages, sent out each month by the Victor, Columbia and Edison companies. But it is not the fact of foreign language records being a staple product that intrigues our fancy. It is the realization that in this country—and not less in our Middle West—there is a very remarkably rich field awaiting cultivation by every merchant who is wise enough to keep his eyes, ears and brain open. It is curious how much the native American ignores the existence in his own community of foreign enclaves, and how little he realizes the vast wealth of music and art which the so often despised foreigner has to give his adopted land, if only we knew it. Certainly, from the most cold-blooded business point of view, it is simply silly to overlook or neglect any business opportunity so obvious as this. They say that forty-nine languages are spoken in New York City. In Chicago Polish, German, Croatian, Serbian, Swedish are spoken still by large groups, while their music and especially their songs not only are now but always ought to be preserved and cherished. Here is business, just waiting for the man who has sense enough, brains enough and courtesy enough to treat the foreign-speaking man right and give him what he wants. Why overlook a good bet?

Our Polyglot Field

ONE of the most interesting and encouraging features of contemporary trade development in Chicago and the mid-West generally is to be found in the continual growth of neighborhood retail stores. The City of Chicago offers a most instructive set of examples. Every residential district which has been opened out of bare subdivision acreage during the last ten years is filling up with the greatest rapidity. First come the two-flat buildings and the bungalows. Then along the streets, where the trolleys run, come the meat market, the grocery, the delicatessen and the ubiquitous drug store, which sells everything first and drugs last. Within a couple of years a drygoods store has poked its way into the neighborhood, and then come a milliner, a shoe store and a little specialty shop for women. By this time the neighborhood is awake and realizes that it has come into the possession of a community consciousness. Balaban & Katz, Ascher or some other local magnate then proceeds to fill up a large vacant lot with a movie theatre, seating a couple of thousand people, to find that from the first day it is crowded. Lastly, come the music stores. They come in very quietly and rather hesitatingly. Usually they start with a few talking machines, some records, a little sheet music and a player-piano. Sometimes on the other hand they open up with a grand hurrah. In the neighborhood which honors the writer by allowing him to live in it there have been within the past month two elaborate openings of music stores, within half a mile of each other, along the same main thoroughfare. One is a most elaborate and really beautiful affair, run by a former wholesale expert of the talking machine business, who lives in the neighborhood and has resolved to devote the rest of his life to doing musical good to the same. The other is more of a piano store, but is handling one of the most expensive, beautiful and exclusive of talking machines, along with records and sheet music. Ten years ago the sites of these two stores were raw prairie, with scarcely a house in sight. To-day they are built up as far as the eye can see. This is true, not only of the mid-West, but of the entire country as well. Every large city has several distinct communities within itself which have developed on the outskirts and not a few of these have music stores of an exceptionally high character, and many of them supply the musical wants of their entire community. The moral is simple: Believe in your community, stay in it and work in it. It pays.

Neighborhood Stores

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., October 7.—During the past few weeks there has been a noticeable change in practically every phase of the talking machine business in Chicago and vicinity. Starting about September 15 the manufacturers, jobbers and dealers experienced a spurt in orders and sales, which gives every indication of going on without interruption throughout the Fall and holiday season.

Almost without exception the talking machine manufacturers in this section of the country are receiving substantial orders from their jobbers and dealers. There is no doubt that the dealers as a whole refrained from placing advance orders during the Summer months with the idea in mind of being as conservative as possible in view of general conditions. Soon after Labor Day, however, the industrial situation began to improve and with the cessation of the various strikes there was almost a boom in practically every Western trade center. The majority of manufacturers prepared themselves in advance for such a condition and as a result shipments of machines are being made with a minimum of delay. In some instances, however, the demand has been so far beyond expectations that even day and night shifts are inadequate. Probably the most gratifying feature of this business spurt is the fact that it seems to be steady and consistent rather than meteoric and spasmodic.

Among the manufacturers of motors, tone arms and sound boxes there is also a better feeling, consistent with the spirit of the season. As might have been expected, many talking machine manufacturers did not place good-sized

orders for parts during the Summer, as they had practically no assurance of a prosperous Fall business from their dealers. The early part of September marked the start of the buying season on the part of the manufacturers and practically all of the motor, tone arm and sound box makers are enjoying a healthy Fall business, that, in all probability, will continue into next year.

From the dealers' angle the most interesting feature of the month's activities has been the resumption of record buying on the part of the public. There is no gainsaying the fact that record sales during the Summer of 1922 were at a low ebb. For many years the talking machine dealers have anticipated a drop in record sales during the Summer, but this year the drop took the appearance of a stagnation, and during July and the first two weeks in August record sales in Chicago territory were a bitter disappointment to almost every dealer. Toward the end of August, however, there was a slight improvement and with the return of the vacationists the early part of September many of the dealers noticed an increase in record sales that was most encouraging.

This improvement has continued steadily for the past several weeks and at the present writing there is a shortage of records of almost every make and description. Of course, this shortage applies particularly to the popular hits of the day, but it is gratifying to note that in this category of popular hits there must be considered a larger number of selections than have been recognized as hits for several months. The dealers in the North side, for example, report

a demand for "Three o'Clock in the Morning" that is far beyond their highest expectations, and one dealer stated that he had been obliged to accept a shipment of fifty records, whereas he had placed an order for 200. This same condition applies to a large number of other hits and with the advent of cool weather the dancing enthusiasts throughout the city are again in evidence and their activities are reflected in the demand for dance hits.

The wholesale distributors in Chicago are to be congratulated upon the service and co-operation they are extending the dealers at the present time and upon their foresight during the Summer months. At a time when the dealers were only buying from hand to mouth jobbers were obliged to place orders for September and October, and under these conditions they have given the dealers exceptional service. It is true that the jobbers' stocks of machines and records are pretty low just now, but they are doing everything possible to bring their stocks up to requirements and their representatives are co-operating with the retail merchants along practical and result-productive lines.

General business conditions in Chicago and the surrounding territory are very satisfactory, with the situation improving day by day. With the finish of the railroad and coal strikes labor conditions began to reach a stage of normalcy and there is apparently a wave of prosperity in almost every industry in Chicago.

Business Revival Exceeds Expectation

"The demand for Victrolas and Victor records during the past few weeks has simply been

(Continued on page 100)

Announcement

"The Jewel Phonoparts Co., 154 Whiting St., Chicago, Ill. have added many refinements and improvements to their line of Jewel Tone Arms and Reproducers, and from Oct. 15th will be in production and will be pleased to furnish the Manufacturing Trade, on request, with illustrations, samples and prices on the highest grade Tone Arms and Reproducers that long knowledge of the business, money, skill and carefulness in manufacture, assembling and inspection can produce at the lowest possible cost consistent with the quality."

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 99)

phenomenal," said D. A. Creed, vice-president and general manager of the Chicago Talking Machine Co., Victor wholesaler, in a recent chat with *The World*. "We had expected that our dealers would experience a business revival around the middle of September, but the reports to date show that this revival has been far beyond anything we had figured upon. What is even more gratifying than this activity on the part of the dealers is the fact that the public is in a buying mood and the members of our sales staff tell us that there is a steady, constant call for Victor products that will undoubtedly be reflected in the sales totals of the next few months. We are doing everything possible to co-operate with our dealers and are taking care of their requirements, but there is almost certain to be a marked shortage in practically every type of Victrolas and Victor records this Fall and Winter."

Important Campaign Soon

A. B. Cornell, sales director of the Jewel Phonoparts Co., 154 Whiting street, manufac-

turers of Jewel tone arms, sound boxes and attachments, returned recently from a visit to the East. While out of town Mr. Cornell spent some time at the executive offices of Thomas A. Edison, Inc., in Orange, N. J., discussing with the sales executives of that company the details of an important campaign that will shortly be introduced by the Jewel Phonoparts Co. in connection with Jewel attachments for playing Edison records.

In a chat with *The World* Mr. Cornell stated that Jewel attachment business during the past six weeks had shown a tremendous increase and the Jewel factory is now working to capacity to take care of the demands of the dealers and jobbers. Substantial orders have also been received for Jewel tone arms and sound boxes and the prospects are that the Jewel Phonoparts Co. will close in 1922 the best year in its history.

New Price Increases Business

The recent announcement by the Walbert Mfg. Co., of this city, advising the trade that

the retail price of the Geer repeater had been changed to \$1.50 has met with the enthusiastic approval of the trade. W. H. Huth, head of the company, states that this approval is reflected in the receipt of orders from jobbers and dealers in every section of the country. The Geer repeater, which is a pioneer in the repeater field, is now being merchandised by representative jobbers and dealers everywhere and Mr. Huth is making plans for an intensive co-operative sales campaign that should prove of material assistance to the dealers in developing the demand for Geer repeaters. Mr. Huth spent several days out of town recently arranging for the return of his family from South Haven, Mich., where they had spent a very delightful Summer vacation.

Krasco Co. Opens New York Office

The Krasco Manufacturing Co. announces the opening of a New York office on the twelfth floor of the Wurlitzer Building, 120 West Forty-second street. These new headquarters will be in charge of D. S. Root, general manager of the Krasco Mfg. Co. W. E. Lent, production manager and technician, leaves on the first of the month for a visit with talking machine manufacturers throughout the country. Mr. Lent will call on a great number of concerns who manufacture talking machines with an idea of bringing about better co-operation between them and his company. He intends to go into the matter of motors very thoroughly with the production men of each company he visits, in order that he may be of help to them in the matter of securing maximum service as regards motor equipment.

Phil Ravis Visits Chicago

Phil Ravis, president of the Peerless Mfg. Co., of New York, manufacturer of Peerless albums, was a recent visitor to Chicago and was given a hearty welcome by his many friends in the trade. Mr. Ravis commented favorably upon general business conditions, stating that the demand for Peerless albums had steadily increased during the past few months and that the Peerless factory is now working to capacity. While here Mr. Ravis used up quite a number of his order blanks and opened up a number of new accounts.

Establishes Many Jobbing Accounts

R. W. Moon, general manager of the Swanson Sales Co., with offices in Los Angeles, Chicago and New York, spent some time in Chicago during September, making his headquarters at the Swanson factory at 308 West Ontario street. Mr. Moon made Chicago a central point in connection with several trips to nearby cities during which he established important jobbing connections for the Swanson portable. Mr. Moon left Chicago on October 1 for the East and before leaving stated that he would soon have an important announcement to make regarding his future plans for the development of Swanson business.

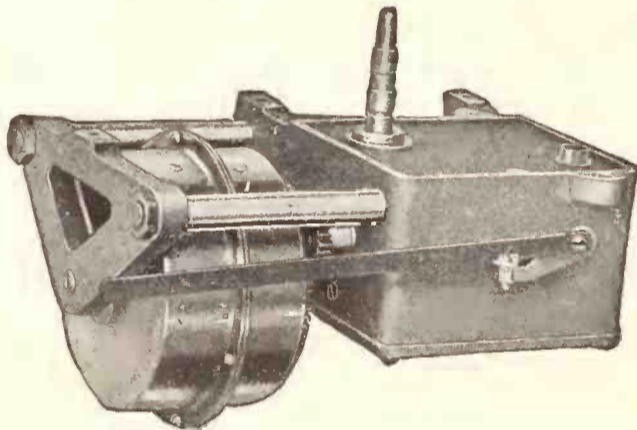
Books Large Orders for Motors

The United Manufacturing & Distributing Co., 536 Lakeshore Drive, manufacturer of United enclosed motors, has received quite a number of good-sized orders during the past few weeks from well-known talking machine manufacturers in different parts of the country. Lynn D. Rudolph, president of the company, states that a number of important accounts have been opened recently, full details of which will be announced in the near future. This company has one of the best-equipped motor plants in the trade and the popularity of the United enclosed motor is evidenced in the fact that it is now being used as standard equipment in many well-known makes of machines.

Formal Opening of the Jefferson Shop

The latest newcomer to the Victor family of Chicago is the beautiful Jefferson Music Shop, at 4766 Milwaukee avenue, which was recently opened under the management of Hans Schoessling. Mr. Schoessling is president of the company and Lionel C. Lenz is secretary and treasurer. The dimensions of the new shop are 26 by 115 feet, and it is equipped with eight

BEAU BRUMMEL In Squeaky Shoes!!



AN EXQUISITE CABINET WITH A CRUDE MOTOR

A thing may be durable and yet most objectionable.

Not so long ago, all motors were noisy. The coffee-mill-like winding sounds and the mechanical sounds of the motor were the accustomed though annoying prelude to an operatic air.

Today, instruments equipped with our enclosed, automatically lubricated motors avoid this objectionable defect. Not a sound—No intrusion of mechanics into the artist's offering, they are musical instruments—not machines.

Also, manufacturers were accustomed to bear a certain amount of bother and expense due to motor troubles after their instruments were sold.

Most of the makers of fine Phonographs now use our equipment, their motor troubles are forgotten, their costs as well as their overhead expense are reduced, and their cabinet work, no matter how exquisite, is matched in refinement and quality by the mechanism inside.

Let us send samples for trial at our expense to your Mechanical Department. See for yourself just what we offer at less money than you are doubtless now paying.

Let Us Furnish You Samples

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 100)

demonstration booths and hearing rooms, each of which is 9 by 12 feet. The booths, the counter paneling and the wainscoting are finished in a deep walnut and represent the very latest shop equipment put out by the Unit Construction Co.

The Jefferson Music Shop is carrying a complete line of musical instruments, as well as talking machines and pianos, and in the talking machine line will feature the Victor product exclusively. On the day of the grand opening more than 1,500 people attended.

It might be well to say in this connection that Mr. Schoessling is well acquainted with the Victor trade throughout this section, as he was connected with the wholesale Victor department of the Rudolph Wurlitzer Co. for the past eighteen years. Delegates from the three Victor jobbers in Chicago were also present at the opening.

Joins General Phonograph Corp. Forces

L. M. Sebok, who for the past three years has been in charge of the foreign record division of the Columbia Co.'s Chicago branch, has severed his connection with that company and has taken up activities with the General Phonograph Corp., of New York. In his new association Mr. Sebok will have to do with the foreign record distributing division of the General Phonograph Corp. All told, Mr. Sebok was with the Columbia Co. for about five years. When he first went with the Columbia Co. his duties were of a promotional type in conjunction with Columbia foreign record business in the mid-Western and Southern States. Two years after this he came to the Chicago branch and up to the time of his resignation had been taking care of the Columbia dealers in this territory.

One of Mr. Sebok's assets as a foreign record salesman lies in the fact that he speaks six foreign languages. This alone has enabled him to become very intimate with dealers who handle foreign records. He is of Hungarian birth and received his collegiate education in Europe. Before coming to this country he

made quite a good record for himself as civil engineer and was instrumental in building electrical power plants in Constantinople, as well as a 150-mile railroad in the high plateau regions of Bolivia, South America. Mr. Sebok has left Chicago with the best wishes of all of his friends in the trade, who are very sorry to see him go.

Jewel Products Popular in Japan

"The sun never sets on Jewel products," said A. B. Cornell, sales director of the Jewel Phonographs Co., of this city, in a recent chat with the World. To substantiate this broad statement Mr. Cornell showed a set of photographs that



Japanese Model Showing Jewel Equipment

he had recently received from a phonograph manufacturer in Japan who is using Jewel equipment exclusively.

The accompanying photographs will give some idea of the distinctiveness of these Jap-

anese instruments, and on one of them the Jewel octagon arm and reproducer is noticeable, ready for playing in Edison position.

Mr. Cornell states that the Jewel export busi-



Another Japanese Style With Jewel Equipmentness is growing rapidly, and orders are being received from manufacturers and jobbers in all parts of the world. The Jewel plant is now working at capacity and plans are being made to give the trade increased service during the Fall and holiday season.

Congratulations, Mrs. Gelbspan

Friends throughout the trade are congratulating Mrs. L. Gelbspan on her splendid recovery from a recent surgical operation. She was taken ill some five weeks ago and since that time has been in a local hospital. Mrs. Gelbspan is now able to resume her duties as head of the Boston Book Co. and at present is planning to catch up with the vast amount of work which has accumulated on her desk since

(Continued on page 102)

THE ORO-TONE

This Arm is adjustable in length from 8 to 9½ inches, and adjustable in height up to ½ inch.

Extremely sensitive ball bearing swing or arc.



THE ORO-TONE O-1 CONCERT REPRODUCER

Produces a deep, rich tone quality with great carrying power and splendid definition.

THE ORO-TONE O-G CONCERT ARM
With Angle Throw Back Improvement

The Last Word in Scientific Tone Arm Reproducer Construction

If you are in the market for a tone arm combination that has splendid eye value, that is perfect in operation, that produces a powerful, deep rich tone quality, that will give continuous service free from complaints, you will be interested in a personal inspection and demonstration of this concert equipment which we are offering at a price that we believe will appeal to you in connection with quality first standards.

DESCRIPTION

No. 16, base; No. 15, large elbow; No. 5, adjustable length extension; No. 6-9, floating throw-back elbow; M, height adjustment screw; L, single ball bearing; S, fixed stud in large elbow; E, stop screw for swing or arc of arm, also hold base to large elbow; C, length adjustment screw; H, assembly screw for No. 4 telescoping extension and 6-9 throw-back elbow; I, hard fibre washer to insure perfect joint alignment and prevent shake or rattle; G, lock screw to prevent assembly screw (H) from working loose.

MAY WE SEND SAMPLE ON APPROVAL AND QUOTE PRICES?

THE ORO-TONE COMPANY

1010 George St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

she was taken ill. As evidenced by the amount of orders and inquiries received by this company in the past month, talking machine business throughout the country is picking up in a pleasing manner. There is a heavy demand at present for record albums and it looks as though the trade were anticipating an excellent Fall and holiday business.

Cable Company Ties Up With Radio

Talking machine men have long appreciated the value of tying up their advertising and window displays with matters of current interest as a means for stimulating business and it is quite common for dealers to take full advantage of the various opportunities offered along this line.

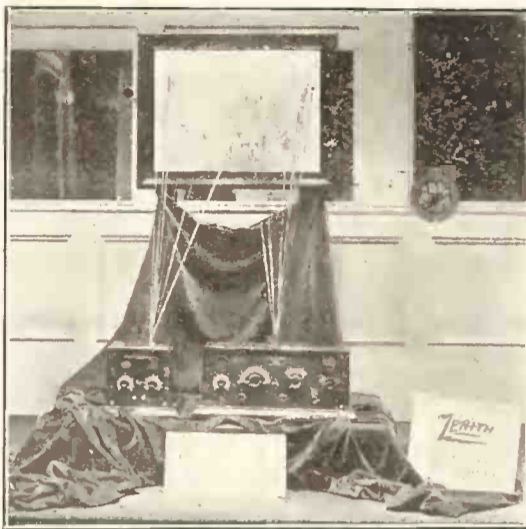
The Cable Company, of Chicago, piano manufacturer and exclusive Victor dealer, is one of those concerns which never fail to take advantage of the opportunities for good tie-ups and as a result some substantial business increases are reported at regular intervals by the retail department of that company.

The latest tie-up of the Cable Company embraces a combination of radio and talking machine which in itself is rather unique so far as Chicago is concerned. The story of the tie-up of the radio and talking machine is interesting.

Some time ago Eugene McDonald, head of the Chicago Radio Laboratories, decided that he would dismantle a small radio transmitting station which he had aboard his yacht. After the instrument was taken down he brought it over to his headquarters in the McCormick Building and had it installed. This little instrument is now installed and known out of Government records as station "WJAZ." After these matters were taken care of he made known to Zenith dealers that he would, upon request from them, broadcast talking machine records on a 300-meter wave. It was then that the Cable Company, which retails Zenith receiving equipment, took advantage of the tie-up possibility and immediately let its clientele know

that the latest Victor monthly releases could be heard in the regular demonstrating booths on Victor talking machines or could be heard over the radio as the choice might be. The effect of this announcement brought large numbers of people into the Cable Company's retail Victor shop and not only has increased the sale of records, but it has also stimulated the sale of Zenith retail receiving sets and Victor talking machines. The Cable Company has also devoted one of its large show windows to the radio-talking machine tie-up.

In the center of the window has been placed

**Cable Company's Striking Radio Window**

a large map of the United States above a radio receiving set. Streamers from the radio set to the map indicate the various broadcasting stations in the different cities from which messages and other program features have been picked up by the Zenith receiving set installed in the Cable warerooms.

Interesting Review of Brunswick Activities

A. J. Kendrick, general sales manager of the Brunswick-Balke-Collender Co., has just returned from a month's tour of all Brunswick

branches west of the Mississippi River. Upon his return he stated that the spirit of optimism regarding business conditions has, in his experience, never been so pronounced. "The sentiment of the average dealer is that of a man who has fully recovered from a prolonged illness," said Mr. Kendrick, "and although the merchant is buying as he is selling he is ready and anxious to buy the things he can sell. The retail salesmen, I find, are on their toes and ready to go, and the expression that 'business is good' is very common to-day. This situation prevails in Kansas City, Dallas, Los Angeles, San Francisco, Portland and Minneapolis."

Throughout the territory he visited an extremely affable attitude, backed up with real sincerity, characterizes the talking machine dealers' establishments. The sales people are greeting those who come into the stores with a sincere welcome that makes one feel at home. This attitude on the part of the sales force is beginning to make the customer feel at home whether he buys or not.

In Los Angeles, particularly, according to Mr. Kendrick, retail transactions are not executed as quickly by the merchants as is the case in other sections of the country. Retired farmers and people from the Middle West who take life easy make up the bulk of population in southern California. Therefore, they are in no great hurry to buy and, while they have money, they buy carefully. Yet, it is extremely noticeable that each opportunity to sell a talking machine is looked upon more eagerly on the Coast than in any other part of the country. When a prospect leaves the store without buying he is called on the next day. Coast merchants put "sell" into everything. Even the store equipment is designed to effect a superfine store atmosphere or setting which makes for successful sales results.

In speaking about the Brunswick conditions in general Mr. Kendrick mentioned that there is a possibility of a shortage in certain styles



"Built by tone specialists"



Magnola Style Louis XVI

IN ITS SEVENTH YEAR OF STEADY SUCCESS

4 Cabinet Styles:

Mahogany, Walnut and Oak Finishes.

Patented Tone-Deflecting System:

Unsurpassed Workmanship.

Vertical Record Filing:

Mechanical and Acoustic Equipment Beyond Criticism.

Write for our *Revised Wholesale Prices*

Magnola Talking Machine Company

OTTO SCHULZ, President

711 Milwaukee Avenue

Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

and finishes of Brunswick phonographs. This is already apparent. Production has been carried on at top speed all Summer in preparation for a good Fall season. The season, however, has opened up better than expected. There will be no further changes in the Brunswick line this year. This also applies to prices.

New Warehouse for the Brunswick

The Brunswick-Balke-Collender Co. has purchased from George H. Shank the five-story building at the southwest corner of Pershing Boulevard (Thirty-ninth street) and Federal street, this city, for the purpose of providing necessary additional facilities for taking care of the company's growing volume of phonograph and record business.

The building has a 90-foot frontage on Pershing Boulevard and extends 202 feet on Federal street. The floor space comprises about 90,000 square feet. It was erected during the war for Government use as a medical warehouse and will be utilized by the new purchasers as a distributing warehouse for Brunswick phonographs, records, tires and other products. A five-car switch connection with the Chicago Junction Railway will greatly facilitate the receipt and dispatch of carload shipments.

Strong Vocalion Billboard Campaign

The local branch of the Aeolian Co., of which H. B. Levy is manager, has been developing a great line of billboard publicity for Vocalion phonographs and particularly Vocalion Red Records. At the present time there are, in and about Chicago, 158 twenty-four sheet posters beautifully designed in nine colors telling the public of the value of the Vocalion product. Each of the billboards carries at the bottom the name and address of the neighborhood Vocalion dealer, of whom there are at the present time 126 in Chicago territory.

The billboard campaign has also been introduced in Milwaukee, where the Edmund Gram Piano Co. and the J. B. Bradford Piano Co., Vocalion representatives in that city, have been showing twenty-five of the posters on the main streets and highways.

Doing Well With Vocalion Records

The recently opened Ted Snyder Song Shop here is doing particularly well with Vocalion records and has been realizing a strong demand for the record of "Three o'Clock in the Morning," being forced to reorder that number several times each week.

New Representative in Springfield

Abe Wolff, treasurer of the Abe Wolff Music Co., Springfield, Ill., is one of the latest additions to the list of Vocalion dealers and has opened a most attractive shop for the handling of that line opposite the Court House in Springfield.

Vitanola Moves Headquarters

Sam S. Schiff, general manager of the Vitanola Talking Machine Co., announces that the Vitanola Co. is just about to complete the removal of its factory from 1900 South Fifty-second avenue, Cicero, Ill., to Saginaw, Mich. Vitanola's big plant at Saginaw has been working at top speed for the past few months taking care of orders and at the same time preparing to receive the departments hitherto at Cicero.

The Saginaw plant, as noted in the May issue of *The Talking Machine World*, is a very commodious affair, with 180,000 square feet of floor space. The main building is three stories in height by 500 feet long and is devoted exclusively to fitting and shipping departments. Coming off this main structure is a three-story wing, 350 feet long, where the Vitanola cabinets are built. In addition to this there is another wing, four stories high, used as a warehouse.

The Saginaw plant of Vitanola is well equipped with shipping utilities, having a four-track spur with track connections to the Michigan Central lines. The capacity of the plant exceeds 200 complete instruments every twenty-four hours.

Mr. Schiff has not as yet stated just what disposition the company will make of the big million-dollar plant at Cicero, which is owned

and controlled by the Vitanola Co. exclusively and is burdened by no encumbrances whatever. Mr. Schiff has just purchased a home in Saginaw and has moved his family there.

Lakeside Increases Capital

The Lakeside Supply Co., of this city, is offering \$25,000 of its 7 per cent preferred, cumulative stock. The capital will now, including the new issue, be \$60,000, \$25,000 of which is 7 per cent preferred cumulative and \$35,000 common. After the preferred dividends at the rate of 7 per cent have been paid the common stock will receive dividends semi-annually.

The Lakeside Co. has been in the talking machine business since the year 1916 and has become internationally known as a jobber of talking machine parts and complete instruments. The company is now most favorably known in the trade and has built up a fine credit and reputation.

About eight months ago the Lakeside Co. added to its talking machine line a complete

line of radio parts and assembled machines, which have been jobbed and also retailed from the Wabash avenue headquarters. The radio business has developed so rapidly that the company finds it necessary to increase its present capital in order to meet the growing radio and talking machine demand. The net tangible assets of the Lakeside Co. will, according to its statement, equal more than the entire stock issue when conservatively appraised and in addition thereto the business already developed, plus good-will, patents and developed results in patents and improvements, will, in their opinion, be worth many additional thousands of dollars. The average yearly sales for the Lakeside Co. for the past three years have been \$144,523 and the company believes the business is merely in its infancy, so that the next two or three years should show a development far beyond anything heretofore accomplished.

The Lakeside Co. is, and will continue to be,
(Continued on page 104)

VITANOLA
The Phonograph of Marvelous Tone

Announcement

We beg to advise the trade that we have moved our General and Executive Offices to Saginaw, West Side, Michigan, where better facilities will enable us to keep in closer contact with our customers.

All mail and shipments, including parts returned for repairs, should be sent to our Saginaw address, where we will continue to maintain our high standard of service.

Vitanola Talking Machine Co.

Saginaw, West Side

MICHIGAN

Wake up lit-tle girl you're just dream-ing pret-ty dreams, Dream-ing the hours a-way,

WAKE UP LITTLE GIRL YOU'RE JUST DREAMING

HEAR IT NOW

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

under the active management of G. C. Fricke, president, and W. A. Fricke, secretary. These gentlemen have founded and developed the Lakeside business from its inception. Both are widely and favorably known throughout the talking machine industry and have excellent reputations for business integrity, for their knowledge and experience, and on account of the many years of practical experience in the telephone and telephone instrument business, which was theirs before they got into the talking machine game.

Columbia Store Moves

The popular Columbia music store located on the Northwest Side has moved to larger and more up-to-date headquarters at 3130 Armitage avenue. The new store was formally opened to the public on September 30 and in the evening a popular concert was given, which was largely attended. Besides a full line of Columbia goods this concern handles sheet music and makes a specialty of German and Scandinavian records.

Cheney Factory Working at Capacity

A. C. Harper, general manager of the Cheney Talking Machine Co., in commenting upon Cheney business, reports that his company has shown a very large gain during the past four months. The factory is working to capacity and is doing everything in its power to catch

up with the orders. In discussing the trade situation Mr. Harper pointed out that, although general retail business has been somewhat dormant during several months, Cheney wholesale sales, nevertheless, have shown much improvement. This is accounted for by the fact that the Cheney Co. has been making a big campaign throughout the trade. Dealers and jobbers have been working very hard also. The business coming from the Coast section of the country is especially good and about 60 per cent of the demand is for upright cabinets.

Chas. E. Byrne Returns From the East

Charles E. Byrne, secretary and treasurer of Steger & Sons Piano Mfg. Co., has returned from a visit to the trade in the East. He spent about a week in New York City looking over things and reports that everyone in that section is anticipating a large volume of Fall business. Sherwin Murphy has just returned from a pleasant vacation, which was spent in golfing and fishing at Mackinaw Island, Mich.

New Tonofone Needle

In order to meet the demand of the trade for a loud-tone needle the Tonofone Co., of this city, set about a few months ago to fill this want. The effort met with success and there is now a Tonofone needle which gives a volume twice as great as the well-known medium Tonofone needle. This new loud

needle is now ready for the trade and the Tonofone Co. is at present engaged in sending out samples to all jobbers and retailers. The new Tonofone, which is practically as loud as a loud steel needle, is differentiated from the regular Tonofone in finish, being gold-plated. The retail sale price will remain the same as before, six for fifteen cents and twelve for twenty-five cents. The new loud Tonofone still maintains the original resilient, flexible, non-scratching point and will play some twenty to fifty records. The loud-tone needle is particularly adapted for playing dance and band records, whereas the best results for the medium-tone needle are obtained when playing vocal, violin and other instrumental numbers where large volume is not required. The Tonofone Co. recently announced that owing to increased production it is now able to give larger margins of profit to both wholesaler and dealer.

Bill Nolan Visits

"Billy" Nolan, formerly of the Louis Buehn Co., Inc., Philadelphia, was a recent visitor to the Chicago trade. Mr. and Mrs. Nolan passed through Chicago together en route to Appleton, Wis., their new home. Mr. Nolan has purchased Carroll's Music Shop at Appleton and will carry on this exclusive retail Victor business. Mr. Nolan has had an interesting career in the talking machine field and has gained a wide and valuable experience as well as a large acquaintanceship throughout the Victor trade. When he first entered the business ten years ago he associated himself with the Educational department of the Victor Talking Machine Co. and after several years came over as retail manager of Lyon & Healy's Victor department. He held this position with Lyon & Healy for two years and three years ago took up activities with the Louis Buehn Co., Inc., remaining with this institution until he recently purchased the Carroll Shop at Appleton.

Looks Over Chicago Trade

Joe B. Ryde, of the firm of Fuller-Ryde Co., Victor dealer at Indianapolis, Ind., spent some time renewing acquaintances throughout the Chicago trade the first of the month. Mr. Ryde spent several days here viewing conditions in the Chicago trade and had an enjoyable visit with his many friends here. Mr. Ryde was formerly connected with Lyon & Healy's Victor department, serving as assistant manager to L. C. Wiswell.

Alto Business Increasing

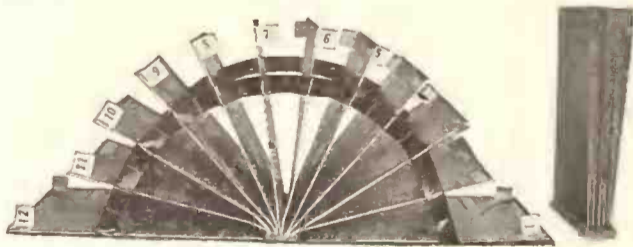
There is a constantly growing demand for fibre needle cutters, according to a report given out to The World this month by the Alto Mfg. Co. This concern has for years been putting out clever little fibre needle cutters of the scissors type, which retail for \$1. Every item in the manufacture of this needle cutter is made in its entirety by the Alto Co.

Radio Show Officially Opens

By the time readers of The Talking Machine

THE PHONOGRAPH WORLD'S PROFIT PULMOTOR "ABILITY" AT LAST

1. Access-ABILITY
2. Dur-ABILITY
3. Find-ABILITY
4. Index-ABILITY
5. Label-ABILITY
6. Place-ABILITY
7. Port-ABILITY
8. Profit-ABILITY
9. Replace-ABILITY
10. Sale-ABILITY
11. Vis-ABILITY
12. Work-ABILITY



Not for one—but—for *all*—all 12—automatically, instantly, all the time—anywhere. The three-fingered—one-handed—miracle.

Anywhere—much more accessible, safe and convenient in but one-half the area. Infinitely more accessible, closed, than any "album"—open—anywhere.

THE AUTOMATIC-ALBUM

Just as marvelous an automatic cabinet fixture, as it is a transportable album. Optional at will.

UNYVERSAL UTLYTY UNYTS CO.

6111 Winthrop Avenue

CHICAGO, U. S. A.

N. B.—Universal, Unit-Backed, Regular Albums, Flat-Opening, Uncut, Unpunched, Full Stock Strength, Leaves.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

World receive the October issue the big Radio Show at the Coliseum here will be well under way. From present indications this will be the greatest radio show ever attempted and will, in all probability, be the forerunner of an annual event. Radio manufacturers with plants scattered all over the United States are demonstrating their goods to the public. The organization of this exhibition has been worked out to an exactness that causes many old show people who have looked over the plans to marvel. Every little detail, regardless of how small, has been given very careful consideration.

There is a plan on foot at present to organize radio manufacturers of the entire United States. The plan is tentative as yet, but it calls for an organization of these manufacturers along lines similar to those put into execution by the motion picture industry. According to a newspaper account, Charles Pettijohn, special assistant to the president of the Motion Picture Producers and Distributors of America, announced recently that he had arranged for a general conference of radio men during the Chicago Radio Show to prevent legislation censoring broadcasting. Such legislation was attempted in Missouri and the new organization is to prevent a spread of similar efforts.

One of the main features of the Chicago Radio Show will be music and particularly talking machine music as applied to radio. Every conceivable kind of an instrument for the utilizing of combinations of radio and talking machines will be featured. Reports coming from the box office indicate that the advance sale of tickets is far greater than anticipated and it is expected by the men in charge of this exhibit that ere the closing date rolls around a new record of gate receipts for paid admission into the Coliseum shall have been made.

Dempsey Marches to Happiness

Some few moons ago, as everyone well remembers, there was a large argument on the other side of the world which necessitated the

intervention of these United States. A call for arms was sent out and many a young man answered. Among the many was one, Frank A. Dempsey, of Chicago, who put on his marching shoes and marched into the fray with the American Ambulance Corps. After the war was over Mr. Dempsey marched home again, not as a mister, however, but as "Private" Dempsey. When he marched a few steps around his neighborhood he was espied by a beautiful young lady named Miss Lydia A. Barley. Feelings of admiration for each other sprang up between the two and then Private Dempsey marched on downtown and right into the offices of the Emerson Phonograph Co. The Emerson people liked the way Mr. Dempsey conducted himself and ere long he was top-notch salesman for this concern for its Chicago territory. But all during this time he never lost sight of this little girl, who lived up on 4656 Clarendon avenue. So the other day he marched into her home and then marched her up to the minister, who took their oath of allegiance and sent them marching joyfully on the road to happiness.

Barnhart Bros. & Spindler Display in Boston

R. N. McArthur, advertising and sales manager of Barnhart Bros. & Spindler, has returned from an extended visit through the East. While in the East Mr. McArthur spent a week or more supervising the Barnhart exhibit at the Graphic Arts Exhibition, which was held in the Copley Plaza Hotel, Boston. The exhibit consisted of everything in the printing line that is manufactured by Barnhart Bros. & Spindler, which concern, by the way, is one of the largest type foundries and die casters in the country. At the close of the exhibit Mr. McArthur spent a number of days vacationing throughout the eastern section of the country.

Reporting Good Business

The General Radio Laboratories, whose headquarters are at 1740 Tribune Building, in this city, is reporting this month that the G.R.L. products are meeting with an exceptionally fine

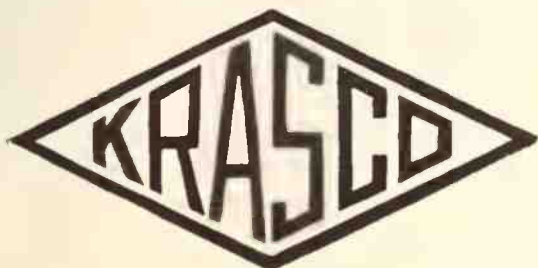
reception from the talking machine trade. The General Laboratories Co. is marketing a high-grade radio receiving set, which is put out in a cabinet which simulates a miniature grand piano. The instrument is equipped with a loud speaker which emits its tone through a wooden sound amplifier cleverly concealed in the cabinet. The tone may be modulated by the fallboards of the miniature piano and this is opened and closed by means of a foot pedal. When in operation the lid of the cabinet may be lifted up so as to permit easy accessibility to the knobs and dials which control the wave lengths, meter lengths, etc. Besides this complete instrument, the General Radio Laboratories put out a large line of radio accessories, such as radio telephone receivers, variable condensers, radio plugs, jacks, variometers, dials, knobs, binding posts, etc.

The Lyon & Healy Radiopera

The latest thing in radio cabinets to be introduced to the trade in this section of the country is the Radiopera cabinet, which is being manufactured by Lyon & Healy. This new instrument is being brought out under the supervision of Charles P. Hindringer, manager of the radio department. It is a radio receiving set which contains the highest grade of radio equipment obtainable. The part of the set manufactured in the big Lyon & Healy plant is merely the cabinet, which comes in red and brown mahogany finish, equipped with an R. C. Westinghouse receiving set and Western Electric loud-speaking unit. When ready for the trade this instrument comes completely equipped with a rubber-encased Willard storage battery, Tunger battery charger, "B" battery, antenna, lead-ins, etc.

The set has a range of 1,500 miles and the wave length is from 180 to 700 meters and when a loading coil is added this is increased from 1,800 to 2,800 meters. The loud-speaking unit is of the highest grade manufactured by

(Continued on page 106)



KRASCO

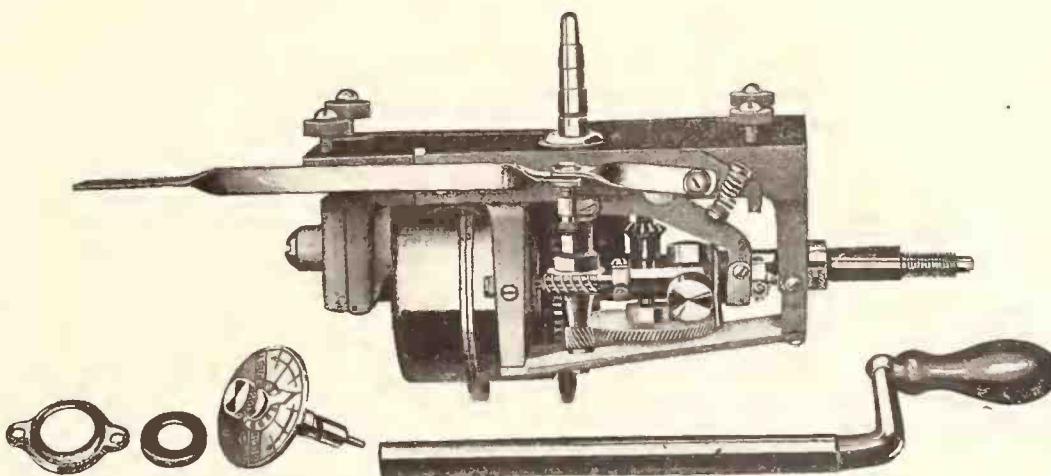
NOW OFFERS

GREATER TRADE CO-OPERATION

made possible by two new and important innovations:

First: Personal visits by our Technical Expert; and

Second: The installation of our new Repair Parts Department, which enables KRASCO users to obtain real KRASCO parts at cost.



The above illustration is of "The Old Reliable" Krasco No. 2. Over 1,000,000 No. 2 Krasco Motors are installed today and giving excellent service. This is the smallest type Krasco and is particularly adaptable for small instruments and portables. Other types of Krasco Motors are Nos. 2, 3, 4, 22, 33 and 41. Built to satisfy all demand. These motors will play from FOUR to TEN records on one winding. Krasco Motor No. 33 is a Four-Spring Motor especially adaptable for playing 10 records. It is the largest serviceable spring motor on the market today.

The KRASCO GUARANTEE MEANS

A Revelation in Smoothness, Quietness and Mechanically Perfect Motors

KRASCO MANUFACTURING COMPANY

451 East Ohio Street

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 105)

the Western Electric Co. and its amplification can be modulated from what might be termed whispering strength to a volume loud enough to be heard over a considerable distance. Lyon & Healy are also offering the cabinet to those who desire to equip it with their own receiving sets and loud-speaking units. The cabinet dimensions are forty-two inches high, thirty-eight inches in length and seventeen and one-half inches in depth.

Confers in Chicago

Sam Green, president of the Paragon Phono Parts Co., Newark, N. J., was a visitor to Chicago for a few days last week, arriving here to confer with Nat Golden, sales manager of the company, and making an extended trip through the West. While here Mr. Golden closed an important deal, which will be announced in detail later, and incidentally found it so difficult to dodge Chicago taxicabs that he left town twenty-four hours earlier than he had anticipated. Mr. Green is now calling on the trade in Minneapolis and the surrounding territory and will probably return to Chicago in a few weeks.

George E. Brightson in Town

George E. Brightson, president of the Sonora Phonograph Co., New York, was a Chicago visitor this week en route to New York, after making a trip to the Pacific Coast. While here Mr. Brightson held a conference with Frank Goodman, assistant sales manager of the company, in reference to a change in Sonora jobbing representation in this city. Mr. Brightson was keenly enthusiastic regarding general business conditions throughout the country, stating that Sonora jobbers and dealers are closing a Fall season that will compare favorably with the banner periods of previous years. As usual, Mr. Brightson is making a careful survey of business and industrial conditions wherever he visits and his comments regarding the business outlook are, therefore, worthy of more than passing attention.

W. E. Hotchkiss Arrives

W. E. Hotchkiss, of New York City, has arrived in Chicago to take charge of the Interstate Phonograph Co. headquarters here. This institution jobs Pathé and was formerly looked after by C. S. Tay, who has severed his connection with the Interstate Co. and is now associated with the General Radio Corp. Chicago headquarters at 53 West Jackson boulevard.

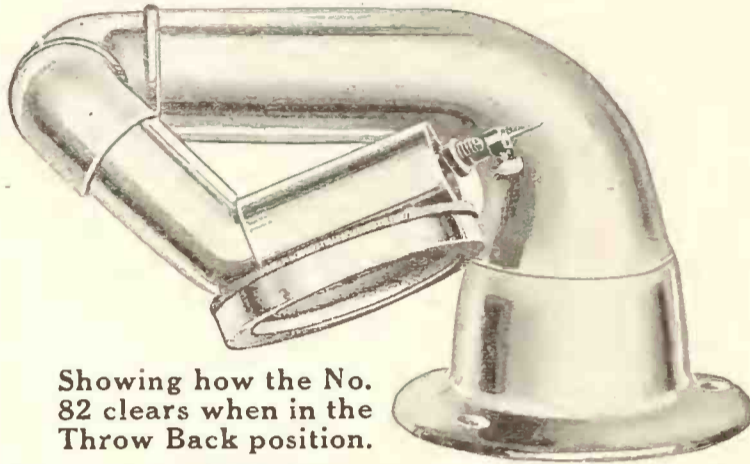
New Mailing Idea

The Brunswick Co. has just come out with a new idea for the mailing of a monthly memorandum which is very artistically and cleverly gotten up. The idea behind this new trade stimulator is to do away with the cumbersome envelopes, stuffed with fillers, so long made use

STERLING No. 82 THROW BACK TONE ARM

A New Member of the Sterling Family

In response to a demand for a Throw Back Tone Arm, we have designed the No. 82 which embodies all the advantages of Sterling construction with the addition of the Throw Back feature. When in its normal operating position the Sterling Reproducer maintains perfect alignment under all conditions.



When in its Throw Back position the reproducer, even when adjusted for Edison or hill and dale records, "clears" the tone arm.

A new and improved needle holder is another added feature.

Showing how the No. 82 clears when in the Throw Back position.

STERLING DEVICES COMPANY

Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-set Automatic Stop and the Sterling No. 41 Non-tapering Tone Arm
1819-21 CARROLL AVENUE CHICAGO ILLINOIS

of by the trade in general. The new mailer is known as the Brunswick Courier, "a picture message." It is a large sheet, approximately ten by sixteen inches, and printed on both sides in color. The illustrations contained in this piece of printed matter show advertisements of Brunswick window cards in miniature. When folded up the set becomes a perfect envelope wherein can be placed the regular monthly bulletins, supplements and so forth. Other pieces of publicity now being put out by the Brunswick Co. are big, handsomely colored folders which show on one side small facsimiles of all magazines wherein the Brunswick Co. will carry its publicity campaign for the coming year. The reverse side of this tells of the tremendous sales appeal which the Brunswick Co. is making to the people of the country. It also names every magazine and paper wherein the Brunswick ads will appear during the coming year, as well as data which, when totaled, show that the Brunswick Co. will be putting Brunswick publicity under the noses of 14,520,293 people each and every month during the coming year. This persistent work means much for the dealer and the line he represents.

New Kimball Model

The W. W. Kimball Co. has brought out a new Kimball Console type talking machine which will be ready for the trade about October 15. This new model will be known as Style "S" and is of a modified Queen Anne type with simple, graceful lines. One of the interesting features of this new instrument is the specially constructed horn and tone control, which modifies the volume from soft to loud without interfering with tone reproduction. Style "S" carries a high-grade universal tone arm which permits

it to play all disc records. A novelty of this instrument is a sliding door which forms the sound modifier of tone control. Tradesmen in and about Chicago who have already had the opportunity of viewing the new instrument have expressed a very favorable opinion of this par-



The New Kimball Style "S"

particular feature. The top is conveniently divided, but in such a way that the division is scarcely noticeable when closed.

Style "S" comes completely equipped and carries six record albums. In size, the new model is thirty-five inches high, thirty-seven and one-half inches wide and twenty-one and three-fourths inches deep.

Takes Charge of Columbia Conference

Robert Porter, field sales manager of the Columbia Co., spent several days in Chicago and while here presided over the first Fall



MELODY CONSOLE

Height 36 1/2, Width 36, Depth 20 1/2. Heineman No. 77 Motor, Improved Blood Tone Arm and Reproducer. Genuine Mahogany. List Price \$125.00. Dealers' Price, \$60.00.

MELODY NATIONAL SALES CO.

190 N. State Street, Chicago, Ill.

Manufacturer

MELODY PORTABLE PHONOGRAPH

There are actually more motors of this type in use today than the combined total of all others.

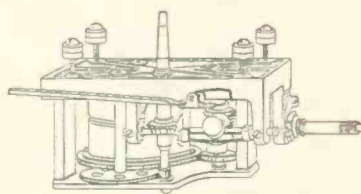
THE ONLY CHANGE IS IN THE NUMBER

Ask for LAKESIDE No. 45

Silent Winding and Running

Plays from 3 to 4 Records

Single	Lots	- - - -	\$7.50
12	"	- - - -	7.00
48	"	- - - -	6.75
96	"	- - - -	6.60



These Prices for Oct, Nov and Dec. Deliveries, Discount of 3% allowed for cash with order.

LAKESIDE SUPPLY COMPANY, 339 So. Wabash Ave CHICAGO, ILL.

PHONE: HARRISON 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

sales conference of the sales force of the Columbia Co.'s Chicago branch. Several splendid sales plans were discussed and adopted and the sales force left immediately after the meeting for their respective territories, full of enthusiasm, as well as ambition, to make this Fall one of the greatest in the business history of the local Columbia branch.

F. D. Hall Laid Up

Frederick D. Hall, founder of the Hall Mfg. Co., is slowly recovering from a severe attack of sciatic nerve inflammation which has confined him to his home for a number of days. Mr. Hall recently returned from a protracted visit to the Coast, on which he was accompanied by Mrs. Hall. Reports coming from Mr. Hall's home say that he is slowly but surely getting over his affliction and will soon be able to return to his desk at company headquarters.

Whiteman's Orchestra Opens in Chicago

Paul Whiteman's Club Royal Orchestra is making a tremendous impression on Chicago's music lovers since its opening day in the Pompeian Room of the Congress Hotel. The orchestra is being directed in Chicago by Clyde Doerr. This organization, as is already known to the trade, is one of the Victor Co.'s most famous record makers. The engagement at the Congress Hotel will be a lengthy one. On the opening day Victor wholesalers and retailers throughout Chicago and this section of the country turned out en masse to welcome the artists. Mr. Doerr and his musicians before coming to the Pompeian Room played a short engagement at the Grand Central Theatre at St. Louis.

Formal Opening of Lester Store

Announcement has just been received in the Chicago office of The World telling of the formal opening of Leslie's Music Store at Urbana, Ill., Saturday, October 7. The new store succeeds the old organization, which was known as Leslie's Drug Store. The new store is at 121 West Main street and carries a complete line of musical instruments and makes a specialty of Victrolas and records. The formal opening was largely attended by other Victor dealers throughout that section of the country, as well as an aggregation of prominent members of the Victor's jobbing houses in Chicago. Mr. Leslie, by the way, is president of the Central Illinois Retail Victor Dealers' Association, which meets in Peoria next week.

New Consolidated Travelers

H. M. Ritter, formerly assistant foreign record manager of Columbia's Chicago branch, is now associated with the Consolidated Talking Machine Co. He is looking after the foreign Okeh record business of this concern. Mr. Ritter is well known throughout the foreign trade of this section and is planning an active campaign for the furtherance of this business. He will handle Chicago and contiguous territories and will make personal calls on all Okeh dealers who make a specialty of foreign records.

Another newcomer into the ranks of the Consolidated sales force is J. T. McGrath, who, up to a few months ago, covered the Wisconsin territory for the Fuller-Morrison Drug Co., Pathé distributor. Mr. McGrath has established headquarters at 771 Twenty-eighth street, Milwaukee, and will cover the Wisconsin territory for the Consolidated. He will represent this company's line of Strand talking machines, Diamond consoles and Consolidated talking machine accessories.

A. T. Miller, who at one time represented the Consolidated Talking Machine Co. in Michigan, but who resigned and went over with the Price & Teeple Piano Co.'s sales force, has again returned to the ranks of Consolidated Co. and will resume his old duties representing Okeh records and Strand talking machines throughout the Michigan territory.

A Super-phonograph

That the phonograph can still be improved is evidenced by the statement of B. B. Blood, of the Blood Tone Arm Co., who gives us the information that he has a phonograph which

he has tested for three years. He claims it possesses a quality and volume of tone that is unbelievable. He makes the following statement:

"Ever since I began making tone arms and experimenting with a view to improving them I have been possessed with the thought that too little attention is paid to the tone chambers. The tone arms in many cases do not come up to expectations on account of these poor tone chambers in the cabinets they are tested on. Of such great importance did this seem that I decided to try some tests of my own, and after a considerable amount of experiment I stumbled on to an idea which I have embodied in a machine. This was about three years ago. From that day on I have tested this phonograph against everything and have never found its equal.

"This improvement is entirely in the tone chamber construction and is very cheap to manufacture. By using my latest tone arm with this machine I obtain results that actually astonish the listener. It works equally well on any

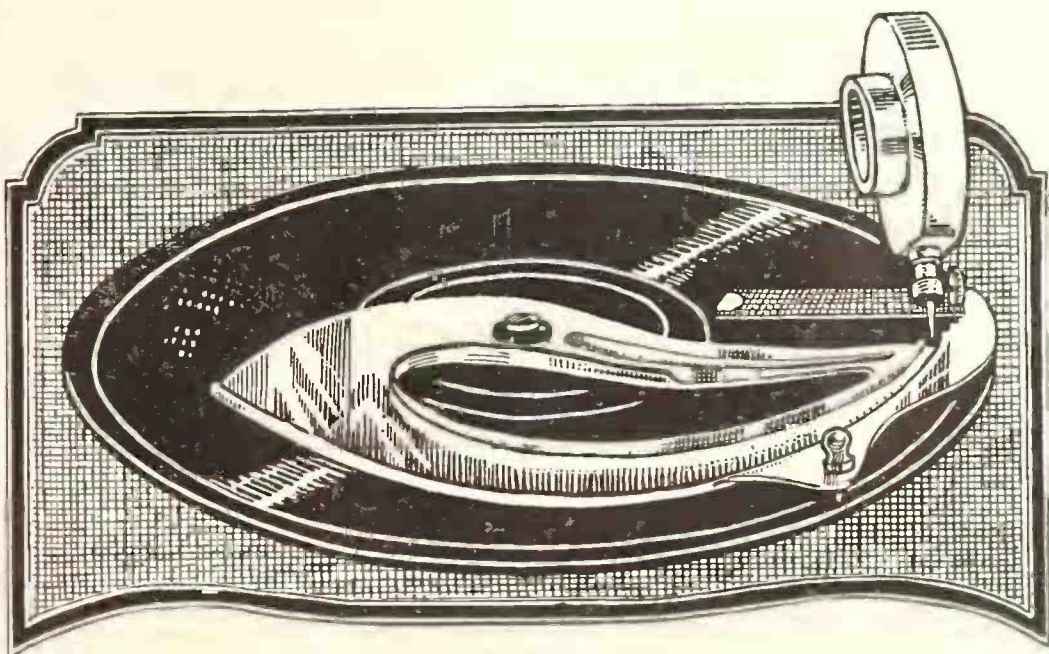
record, from the most delicate harp or violin to the heaviest bass or band record. Unless you were told you could look this machine over and would not be able to determine what it is that produces the result.

"This device entirely upsets some of the pet theories regarding tone chambers and proves beyond a doubt that the phonograph is capable of still further development. And to prove that this is a real improvement I am willing to put this machine up against anything that can be shown for tone quality and volume."

The "Capitol" Is Going Big

Perhaps one of the busiest sales managers in this territory at present is none other than I. Lowenthal, general sales manager of the Burns-Pollock Electrical Mfg. Co., of Indiana Harbor, Ind. Mr. Lowenthal recently opened a Chicago sales headquarters in Room 300 of the Republic Building, this city, and has been busily engaged in putting on new travelers for over six weeks. He has in this time

(Continued on page 108)



All Sales Records Broken

Sales of the Improved GEER REPEATER at the new \$1.50 retail price, are breaking all records. The excellent adjustable GEER feature and the long lasting quality of this repeater, make it a supreme bargain. Get in now and share in the big fall and winter sales and profits. Write us direct or ask your jobber for prices and terms.

WALBERT MFG. CO.

925-41 Wrightwood Ave.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

not only put on in the neighborhood of eighteen salesmen, but he has personally gone out into the territories assigned to the men in order to "start the ball rolling." Mr. Lowenthal has been in charge of sales departments for a quarter of a century and has been instrumental in numerous instances in putting over some of the most popular articles and pieces of goods seen in the commercial field to-day. Each and every time a new sales representative is taken on Mr. Lowenthal goes out into the field with that man and spends from one day to two weeks in personally supervising the work and laying out a sales campaign.

Mr. Lowenthal has been in charge of Burns-Pollock sales for quite a while now and since he has been with this institution he has been the means of building up the plant capacity from a few Capitol talking machines per day to an output great enough to demand additional factory space.

The Capitol, as the trade well knows, is a beautiful combination of an electric table lamp and high-grade electrically driven talking machine. This instrument has been on the market for a number of years and has on many occasions proved its worth not only as a trade stimulator of exceptional value, but as a first-class business builder as well.

Many New Vocalion Accounts

During the past month there have been many new Vocalion accounts added in the city. Wm. P. Krause is opening an exclusive retail music shop at 4626 Lincoln avenue and will handle the Vocalion exclusively. A unique frontage, handsome interior decorations and up-to-date sound booths are a few of the features of this establishment. An idea may be gathered of the attractiveness of this shop when we say that it was designed as near as possible after the model of the Aeolian Hall in New York.

Purchases Entire Knittel Output

Barney Olshansky, head of the Chicago Phonograph Realization, has just returned from



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.
Aretino Co.

Manufacturers of
High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2957 Gratiot Ave., Detroit, Mich.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

a trip to the Knittel plant at Quincy, Ill., where he purchased everything in the way of completed Knittel talking machine and cabinets that was on the floor and in the warehouse. The amount purchased consisted of something like 2,100 cabinets, many of which were complete and equipped with tone arms and motors. Mr. Olshansky makes a specialty of purchasing material such as that mentioned

above and since his starting in the talking machine business several years ago in a small way this concern has grown to be the largest and best-rated of its kind in the country.

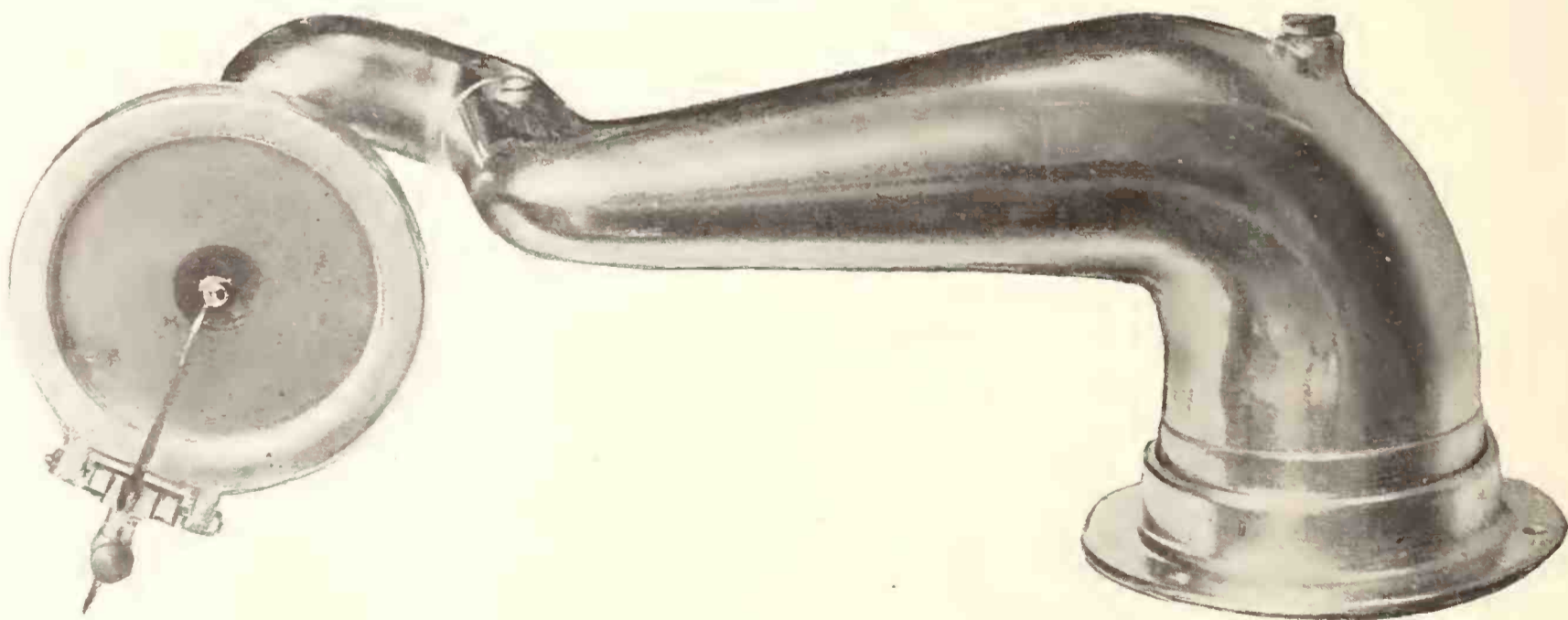
Kimball Pushing Okeh

W. W. Kimball Co., jobber of the Okeh records in this city, is putting on a very large sales campaign which it anticipates will do much towards increasing the sales of Okeh

DO YOU WANT:

POSSESSES. ACTUAL TESTS HAVE PROVEN THAT IT HAS NO EQUAL. IMPROVEMENT IS GOING TO INSURE YOUR SUCCESS IN THE PHONOGRAPH FIELD.

The BEST tone, the GREATEST volume, the CLEAREST enunciation, the ARM that will bring out ALL THAT IS IN THE RECORD? Then you want the BLOOD Arm. IT HAS REAL IMPROVEMENTS THAT NO OTHER ARM



KEEP AHEAD OF THE CROWD by dealing with a concern that has set the HIGHEST STANDARD EVER ATTAINED IN TONE ARMS. SUCH A CONCERN IS ALWAYS STRIVING FOR BETTERMENT. HONEST EFFORT COUPLED WITH A SCIENTIFIC KNOWLEDGE OF SOUND TRANSMISSION IS BOUND TO PRODUCE RESULTS. OUR BUSINESS TODAY IS PROOF OF THIS FACT. GET IN LINE. WE CAN TAKE CARE OF YOU.

Free Samples for Test

BLOOD TONE ARM CO.

326 River St., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

records. This campaign is directed not only to the dealers, but to the public as well, and in this connection the Kimball Co. is spending a great amount of time and energy in mailing out a large and diversified list of Okeh leaflets. These leaflets herald approaching monthly releases of Okeh records, as well as Odeon and Fonotipia records.

Goes Into Radio

C. S. Tay, who for several years has been Chicago manager of the Interstate Phonograph Co., has resigned his position and has gone over with the General Radio Corp. as Chicago manager for its headquarters in the Monadnock Building, this city. Mr. Tay is very well known throughout the Chicago trade.

DEPARTMENT STORES DOING WELL

Talking Machine and Music Departments Shown to Be Prospering

A survey of the retail trade and a recent canvass of department stores show a very promising outlook for the Fall, which is already beginning to materialize. During the latter part of September and the first of October business began to pick up and has steadily maintained its pace. This point is significant, for it shows that prospects who have heretofore been merely lookers-on have now become buyers. Throughout the past Summer there were only occasional spurts and no clear conception of the true status could be gained. But now that this condition has changed, there is every indication of a very good Fall.

Probably the above statements are too conservative to match the report of at least one department store, viz., Rothschild & Co. They have had an exceptionally good Summer. Their music department has been going after business very strongly all Summer, advertising in the daily papers every week, and has doubled last year's business. These efforts during the

W. W. KIMBALL CO.
Wholesale Distributors

Okeh Records

Wherever you are you want records for the fall season and for Holiday Trade. Prepare at once. Write to us for Agency terms.

This is the time to make quick turnover

Remember you can get Okeh Celebrity records, famous Odeon and Fonotipia Records and always the latest "Hits of the Hour" in dances and popular songs.

Try Our Service

W. W. KIMBALL CO.

Established 1857

306 S. Wabash Ave., Kimball Bldg., Chicago

Manufacturers of Phonographs, Pianos, Player-Pianos and Pipe Organs



hot spell proved worth while, judging from the large number of prospects that were gained in addition to sales.

W. B. Papineau, manager of the music department of The Fair, is also very optimistic over present conditions. He finds that special sales and advertising stunts are a great stimulus. One sale in particular which he had planned to hold several days lasted one day only on

account of the exceptionally large demand that was created. Some changes are being made in the music department of The Fair to take care of the Winter business, which greatly add to the attractiveness of the appearance of the department. A novel arrangement in small goods is made by displaying them in a wholesale way. Violin strings, bridges and other small acces-

(Continued on page 110)

What every live dealer is asking—

“What can I do to stimulate my talking machine business?”

His answer should be

Selling the “Capitol.”

Why?

It has no competition; electrically driven (no winding); carries a longer guarantee; finished in statuary bronze, silver and gold.

Can be sold without cutting the PRICE or TERMS to make a sale

Made and Distributed by
BURNS-POLLOCK ELEC. MFG. CO.
INDIANA HARBOR, IND.

DIMENSIONS
HEIGHT 27"
DIAMETER OF SHADE 20"
SPREAD OF FEET 16"



Sales Office:
Room 300, Republic Bldg.
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

sories are mounted on cardboard and displayed in show cases, so that the purchaser can pick out the desired items immediately. This is a very quick method of making sales, as it does away with taking out a lot of dusty boxes which have been stored away out of sight. Mr. Papi-neau has arranged the department in accordance to the class of trade that is catered to.

T. W. Hindley, manager of the Vocalion Salon of Mandel Bros., says that there has been a big increase in the demand for console models. The higher-priced consoles are occupying the post of best sellers. This has been brought about by the wonderful new lines the Aeolian Co. has recently brought out and the demand for period models that period furniture has created. Mr. Hindley says that more and more the demand is turning to period models. Furniture manufacturers are advertising the period idea in home furnishing, with national campaigns of advertising, the effect of which is reflected in the popularity of period talking machines for the home.

STEGER SIGN ON "DIXIE" HIGHWAY

Several large painted signs, featuring Steger pianos, player-pianos and phonographs, have been completed recently on the walls of the factories of Steger & Sons Piano Manufacturing Co. at Steger, Ill. One of these artistic and well-arranged signs fronts on the "Dixie" Highway and occupies the full width of west wall of the Steger lumber kiln, which is one of the largest dry kilns in use in the piano industry. This

display is more than a hundred feet wide and it attracts the attention of thousands of passing motorists and interests them in the Steger.

GREAT OPPORTUNITIES AHEAD

For the Aggressive Talking Machine Dealer, Says C. E. Sanders, Provided He Goes After Business Intelligently and Persistently

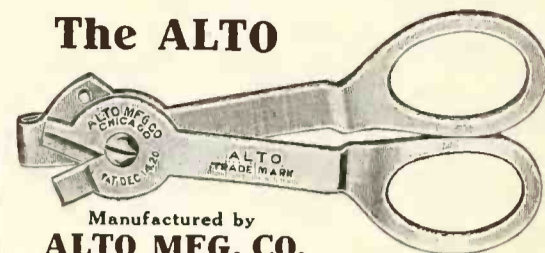
CHICAGO, ILL., October 9.—C. E. Sanders, of the Cheney Talking Machine Co., believes that the coming months hold great opportunities for the talking machine dealer provided he shows a proper spirit of aggressiveness in going after business. In this connection he said:

"There is only one way of getting a volume of business in the phonograph field to-day and that is to go after it. A dealer who expects to make a real success must organize a sales force and put them to work soliciting prospective customers in their homes. Realizing that this plan is necessary we have tried to assist our dealers by supplying them with literature to be given to prospects personally and by sending to the dealers' prospects a series of letters with the understanding that the dealer or salesman will call upon the prospects during the time this series of letters is being sent to them.

"We believe that only hard work and continued effort will bring results in the sale of talking machines and for that reason we do not attempt any stunts. There is no longer a talking machine craze, but there is, and always will be, a continued demand for a good repro-

A Better Fibre Needle Cutter for Less Money
RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.
1801-1803 Cornelia Ave., CHICAGO, ILL.

ducing phonograph, and inasmuch as we have that kind of a product we have tried to develop our trade by assisting the dealer in working direct with the prospects who want that sort of an instrument. We feel sure that if the dealer organizes himself to go after the business and delivers service to his customers after he has sold them, thereby proving to them that he is interested in his business and their welfare, there will be no question of his success."

In commenting upon the development of the Cheney distribution Mr. Sanders said:

"During the last year we have successfully opened the New England territory under Stephen Colahan, the central New York territory under J. A. Scanlan, the Missouri-Kansas territory under Mr. Hubbell. Van Korn & Shower, of Detroit, Mich., in the Michigan-Indiana territory, have increased their sales many times. The California territory has recently been taken by Munson-Raynor in Los Angeles with E. Darvill as director of sales. They are doing a business even beyond their fondest hopes. In addition to this our previous jobbers under the guidance of Mr. Shewell in the New York-Philadelphia territory, Mr. Madison in the Cleveland territory, Mr. Hoch in the Minneapolis territory, Mr. Whiting in the Omaha territory and Mr. Johnson in the Portland territory make a combination which means success in the sales end of our enterprise.

"That our plans were founded upon good judgment is attested by the fact that from January 1 to September 23, 1922, inclusive, we have delivered over 400 per cent more instruments than we did during the same period of 1921 and during the first three weeks of September, 1922, we delivered nearly 1,000 per cent more than during the same period of 1921."

BERT WHITE WITH CLEVELAND CO.

RICHMOND, IND., October 9.—Bert White, formerly connected with the firm of Walter B. Fulghum, Victor retailer here, and at various times connected with several Victor jobbing concerns in the East, has joined the sales staff of the Cleveland Talking Machine Co., Victor distributor of that city. Mr. White is not only well known to and popular with the trade, but his wide experience in the merchandising of Victor products will make him a valuable asset to the Cleveland Talking Machine Co.

PHONOGRAPH POST CARDS IN FRANCE

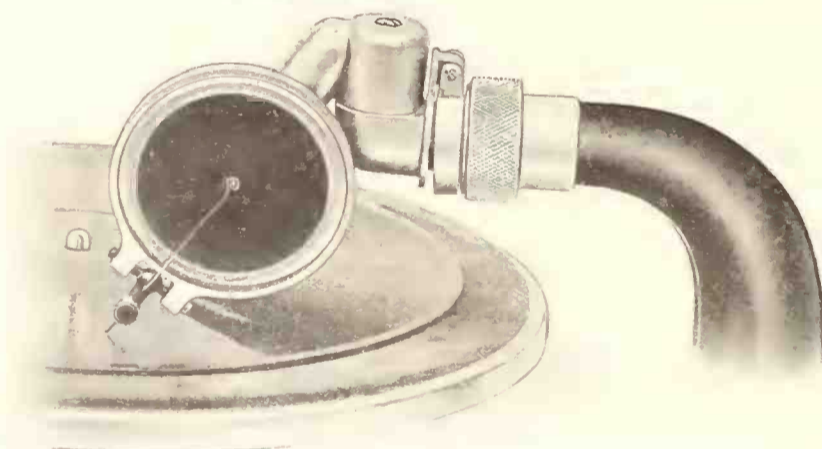
To enable people to send their voices to their friends through the mails is the ambition of three French inventors, who have united their ingenuity in the production of a wax-like material called "sonorine," which may be spread upon a postcard. Spoken messages may, it is said, be impressed upon the prepared cards by placing them in a phonographic apparatus, into which the sender speaks. The recipient has only to put it through a receiving phonograph in order to hear the voice of his friend.

Actuelle records are reported as having a brisk sale by the Pittsburgh Talking Machine Co., Pathé distributor, Pittsburgh, Pa. The Pathé line of phonographs, it was also stated, is selling better than had been anticipated.

THE NEW ORO-TONE
CONCERT EDISON EQUIPMENT

No. 2-E. C.

MAY
WE
SEND
SAMPLE
ON
APPROVAL?



You and Your Customers will be Delighted with the Deep, Powerful Tone Quality

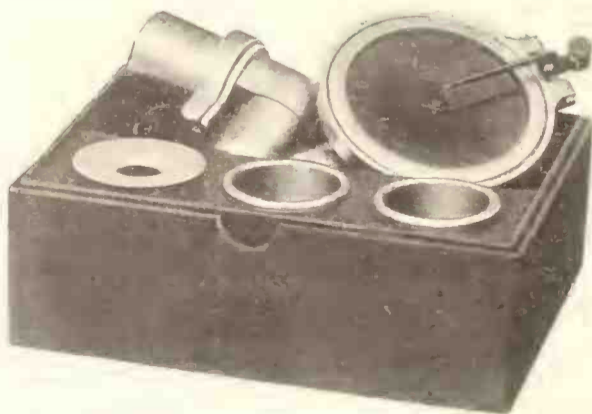
Operated with the raising and lowering lever the same as the regular Edison reproducer.

Retail price—Highest grade nickel plate..... \$7.25

Retail price—Highest grade gold plate..... 9.25

Usual Discount to Dealers

The above prices include this very essential and attractive needle cup case. Substantial and durable mahogany color leatherette. Fitted with gun metal finish needle cups as shown. Just what every Edison phonograph requires for needles and to hold either reproducer when the same is not in use. These cases will be supplied separately at 25c. each, less the usual discount.

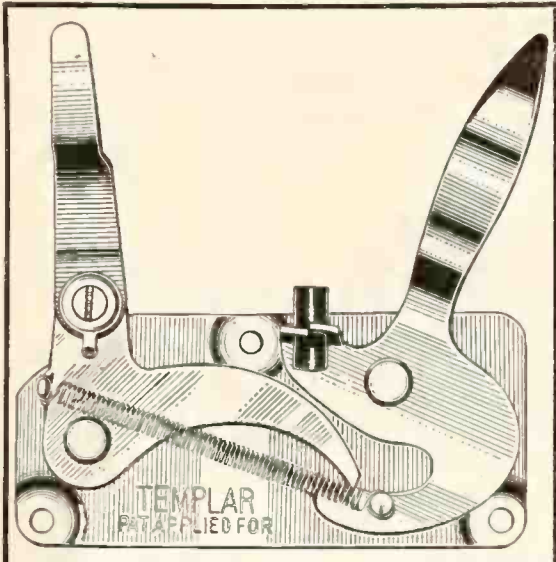


Order Your Sample To-day—It Will Be Sent on Approval
Send for Folder Showing Wireless Equipment

THE ORO-TONE CO.

Manufacturers of Highest Grade Phonograph and Wireless Equipment

1000 to 1010 George Street, Chicago, Ills.



THE
TEMPLAR AUTOSTOP
SOLVES THE AUTOSTOP PROBLEM

An Automatic Stop is no longer a Talking point. It is Recognized by all High-Grade Manufacturers to be a Necessity. The question now confronting the manufacturer is "What Stop Is the Most Efficient?" We say (and we base our belief on the opinions of many manufacturers of high-grade phonographs) that the

TEMPLAR AUTOSTOP

is without question the most accurate and dependable Autostop on the market today. The component parts of the TEMPLAR (which are fewer in number than is the case with any other autostop) are designed to compensate for all the lost motion of its moving parts. There is absolutely no wear on any of its parts nor is there any possibility of these parts getting out of order. The ease with which the TEMPLAR is mounted on the motor-board, plus its simplicity of operation, its accuracy and its reasonable cost, are a few of the features which cause TEMPLAR to be so highly recognized throughout the trade.

**TEMPLAR—IT STOPS AS A STOP SHOULD STOP
FOR PROOF OF THIS ORDER A SAMPLE**

TEMPLAR MANUFACTURING COMPANY
3225 LEXINGTON STREET CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

LOUIS K. SCOTFORD PASSES AWAY

Trade Mourns Loss of Prominent Talking Machine Man—Was President of Oro-Tone Co.

CHICAGO, ILL., October 7.—The trade has just learned with great sorrow of the passing away of Louis K. Scotford, president of the Oro-Tone Co., of this city. Mr. Scotford at the time of his death was resting at his Summer home at Lake Catherine, Antioch, Ill. He was seventy years of age, having been born September 21, 1850, in a small town near Kalamazoo, Mich.

Mr. Scotford was a pioneer in the talking machine trade and was looked upon as one of the best-versed men in the industry. He had to his credit over thirty patents applicable to talking machines, which involved sound boxes, tone arms, turntables, etc. His first entrance into the trade was something like twenty years ago, when he brought out his initial patent, which was a contrivance for keeping turntables and records from wobbling while the motor was in motion. He was an acoustician of recognized ability and spent considerable time in evolving ideas for better record reproduction.

Besides his activities in the talking machine business Mr. Scotford was also recognized as an authority by manufacturers of rubber stamps, and in this line he developed and patented several hundred improvements. At the time of his death he was president of the Superior Type Co., of which concern he was one of the founders. He was also vice-president of the Hill Independent Mfg. Co., of Philadelphia, Pa., which institution makes a specialty of manufacturing numbering machines.

Mr. Scotford was associated with the Cheney Talking Machine Co. years ago when this concern was founded and he held the office of vice-president for a time. This connection, however, was of short duration, as he soon found that he could not do justice in so far as his time was concerned to the rapidly growing Cheney Co. A few years later he brought out the Scotford tone arm, a very ingenious piece of mechanism that achieved considerable success.

In 1919 Mr. Scotford was elected president of the Oro-Tone Co. This concern manufactures the well-known Oro-Tone tone arms, sound boxes and Edison attachments, many of which were developed personally by Mr. Scotford.

Mr. Scotford's death was due to heart trouble, with which he had been bothered for several months, although he had never been seriously ill until about a week before his death. His widow, Martha W. Scotford, was at his bedside when the end came. Besides his widow he is survived by three children, L. C. Scotford, a resident of Chicago, who has been interested in Oro-Tone activities for several months; John R. Scotford, of Cleveland, and Mrs. L. F. Dewey, of Okanogan, Wash.

The funeral was held on September 25 from

Mr. Scotford's Summer home at Lake Catherine and interment was in the North Shore Cemetery, near Waukegan. The funeral was attended by many of Mr. Scotford's associates in both the type manufacturing and talking machine trades. The pallbearers were all, with the exception of William Tures, secretary of the Oro-Tone Co., officers of the Superior Type Co.

OKLAHOMA T. M. CO.'S NEW HOME

Many Features Included in New Structure Especially Constructed for Wholesaling the Victor Line of Talking Machines

OKLAHOMA CITY, OKLA., October 7.—The latest structure devoted exclusively to the wholesaling of Victor products is the new home of the Oklahoma Talking Machine Co., at 626 West Main street, this city. Designed especially for the handling of Victrolas and records at wholesale, the building is a model of its kind and it has many distinctive features. The famous Victor trade-mark adorning one sidewall of the structure the full height of the building is one of the largest in the world. On the other side the word "Victrolas," a 140-foot word, is equally distinctive.

The building is two stories in height and constructed so as to permit of the building of additional stories without affecting the architectural harmony. The general offices are on the ground floor front. At the rear are the record racks and storage space for the surplus record stocks. An unloading dock with an incline runway from the second to the first floor permits of the rapid handling of freight. The second floor also accommodates a very complete parts and repair department.

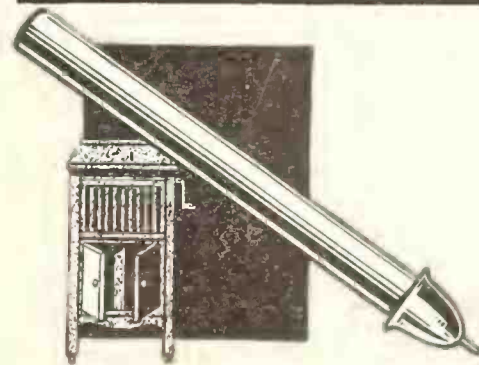
MARION CHENEY CONCLUDES TRIP

President of Pittsburgh Cheney Talking Machine Co. and the Record Sales Co., Okeh Jobber, Points to Bright Outlook

PITTSBURGH, PA., October 7.—Marion Cheney, manager of the Pittsburgh offices of the Cheney Talking Machine Co. and the Record Sales Co., Okeh record distributor, returned from a business trip to West Virginia and Ohio the past week. Mr. Cheney stated that the outlook for Cheney and Okeh record sales is bright. He stated that conditions in the Pittsburgh district proper are improving and that the local dealers were preparing for a brisk Fall and holiday season. The Cheney dealers in this city are: Joseph Horne Co., Boggs & Buhl, Dauler-Close Furniture Co., Goldman & Wolf, Gray & Martin and the National Phonograph Co.

During the stay of Marion Harris, popular Brunswick artist, in Pittsburgh, Pa., at the Davis Theatre recently, a large model of a Brunswick phonograph and a number of Brunswick records made by Miss Harris were on display in the lobby of the theatre.

AGAIN



Tonofone
The Needle With A Flexible Point
Has Solved The Big Problem

VOLUME

sufficiently great for dance purposes is now obtainable with the new

LOUD TONOFONE

BUT

at the same time the distinctive incomparable qualities of the original Tonofone are unchanged. The fine tone of the record is brought out in all its purity. This is accomplished only by Tonofone, that wonderful talking machine needle with the famous flexible, resilient, non-scratching point—an exclusive feature

"Tonofone"

the best needle value ever offered. No dealer's stock is complete without this needle that satisfies music lovers. Write for samples and further particulars regarding the new **LOUD TONOFONE** as well as the medium toned Tonofone

THE TONOFONE COMPANY
110 So. Wabash Ave., CHICAGO, ILL.
Inventors and Sole Makers



But those good old days,—have pass'd and gone,— Good old days,— I had my hab-its on,—

STATE STREET BLUES

A Fox Trot Blues

HEAR IT NOW!

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

DEMAND FOR VAN VEEN EQUIPMENT

Notable Installations Made Throughout the Country—Interesting Chat With Leon Tobias on the Expansion of Van Veen & Co., Inc.

Van Veen & Co., Inc., New York, manufacturers of Van Veen equipment for talking machine warerooms, report considerable activity on the part of the talking machine dealer in the improving of his warerooms.

Leon Tobias, secretary of Van Veen & Co., in a recent interview with The World was optimistic regarding the future of the talking machine trade and as evidence told of a number of installations recently completed by his company and in course of construction.

What is claimed to be one of the handsomest departments in the western part of New York State has recently been completed for the Clark Music Co., Victor retailer, of Syracuse. It consists of ten hearing rooms and a complete record department, providing for 20,000 records

with necessary counter equipment. The color scheme is antique ivory.

"We have recently completed a handsome equipment for Landay Bros. in their new building in Bridgeport," continued Mr. Tobias. "also a large job for J. H. Remick Co., Philadelphia, and we are now engaged in putting in a very fine store at Broadway and Ninety-sixth street, New York, for the same company. We are also installing new booth and record rack equipment in the Boston store of Remick on Tremont street. The Remick concern has given us seven installations in all, having done work also for the Remick Co. in Brooklyn, Chicago, Newark, Washington and Boston.

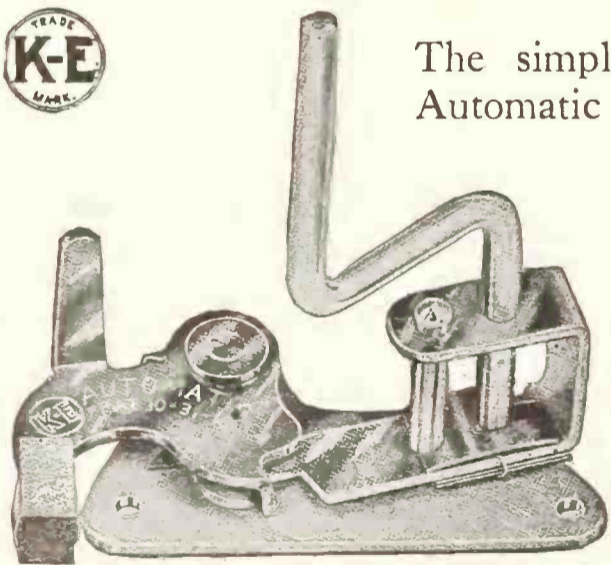
"The installation in the new warerooms of Landay Bros., in Bridgeport, Conn., consists of hearing rooms, record racks, plate-glass musical instrument wall cases, wainscoting, counters, show cases, etc. On the second floor of the building two large demonstrating rooms are being built, twenty by thirty feet. The finish is in mahogany and the effect is artistic.

"We are now engaged in completing a fine Colvan Grafonola department for Leo K. Snyder, 2113 East Monument street, Baltimore, Md. This consists of six hearing rooms, Colvan double construction, record racks, roll racks, sheet music racks and counter equipment, also arch and colonnade treatment and when completed will rank among the finest talking machine stores in Baltimore. We also recently completed an installation for the Mazor Piano Co., 730 East Baltimore street, in the same city.

In Washington we are at present engaged in building additional equipment for Louis & Co., at Seventh and G streets, N. W.

"Other jobs, either completed or in the course of construction, are: Haines' Pharmacy, Mellbrook, N. Y.; Brown Talking Machine Co., Victor retailers, Newark, N. J.; the Griffith Piano Co., Scranton, Pa., and also Reisman Book Store, of the same city; Blumstein department store, Victor department, New York City; Chiesman Victrola Shop, Saranac Lake, N. Y.; Hays' Music Co., Yonkers, N. Y.; Schwartz Bros., Norwich, Conn.; the Berkshire Furniture Co., Pittsfield, Mass., and the Greenland Brunswick Shop, 141 Main street, White Plains, N. Y."

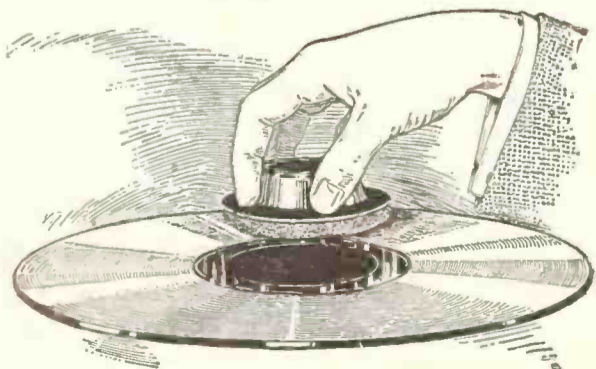
AUTOMATIC STOPS



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

Send 50c. for
Sample Stop

SWEETEN THE TONE



with K-E and Simplex
Circular Record
Cleaners.

Reduced Prices, Big
Profits.

Write for Particulars
NOW.

Cleaners are now available in
quantities with dealer's individual
imprint.

KIRKMAN ENGINEERING CORPORATION
484-90 Broome Street

New York

DA-LITE DISPLAYS FOR JAPAN

Da-Lite Electric Display Co. Fills Initial Order for Sign Equipment and Panels for Use in the Flowery Kingdom

TOLEDO, O., October 3.—The Da-Lite Electric Display Co., of this city, is continuing to issue some effective panels for calling public attention to the new Victor record releases through the medium of the special lighting equipment. The October panels feature "Why Should I Cry Over You?" "I'm Just Wild About Harry," "Coal Black Mammy" and "Oriental Fox-Trot" and are shown in attractive colors and pleasing designs.

Henry Cuddeback, head of the company, is finding a strong demand for the Da-Lite electrical display equipment in fields outside the talking machine trade and has disposed of a number of such equipment including special panels for use in foreign countries. Only recently he filled a substantial order for equipment and panels advertising the Pompeian toilet preparations with the wording in Japanese. The Da-Lite signs were observed by a group of Japanese business men touring the country who were so impressed with the idea that they took steps to secure a supply of them. The Japanese are keen observers.

REGAL
PREDOMINATES
IN THE
50¢ RECORD FIELD

Okeh Records

The Records of Quality

INSURE

100% Satisfaction

TO

Consolidated Dealers

Okeh Records insure 100% satisfaction. This is a fact that "holds water." Consider this: We carry a complete stock at all times of every record in the Okeh catalogue, not only the hits and a few specials, but all of them. This enables our dealers to secure prompt delivery on every record.

Our Service extends still further. Dealers not only receive every "advertising help," but also the closest cooperation, in order to keep their turnover rapid.

The proof of the service is profits. Our average dealer turns over his stock ten times a year—larger profits on smaller investment.

Join the ranks of satisfied dealers. Write us regarding an Okeh Agency.

Consolidated Talking Machine Co.

227 W. Washington Street, Chicago, Ill.

Detroit Branch: 2957 Gratiot Avenue

Here's a dance record you can sell to the victim of the most aggravated case of lead feet—"Coal Black Mammy" and "Tempting," played by those fox-trot masters, Eddie Elkins and His Orchestra. A-3697.

Columbia Graphophone Co.
NEW YORK



BALTIMORE

Record-Breaking Business Keeps Jobbers on the Jump—All Lines Enjoy Boom—Freight Situation Hampers Deliveries of Orders

BALTIMORE, Md., October 12.—The talking machine business has taken a real boom here since the first of September and every wholesaler at present is more concerned as to how he is going to fill his orders than in booking new ones. "My last month's business was 134 per cent greater than that of September, 1921," said W. F. Roberts, manager of E. F. Droop & Sons Co., Victor distributor. "We had the largest day's business in our history, covering seventeen years, last month, selling over \$2,000 worth more than any previous day in the firm's history. We are giving the closest attention to filling the orders already booked and are doing our best with the new ones which are steadily being received. There has been a steady increase in business since practically the first of August, and our August business was about 100 per cent above that of August last year. There is still a shortage and we are way behind in orders on 240's, 260's and 110's. We are filling orders as fast as the goods are received, but owing to the difficulties of present freight shipments we are having considerable difficulty in filling orders already booked."

This situation is typical of both the other Victor dealers, Cohen & Hughes and Eisenbrandt's, both of which report excess orders for practically all types of the Victor products.

Manager Shaw, of the Brunswick Co., also

reports a great increase in business the past month, especially in the southern portion of the Baltimore territory, notably North Carolina, which is experiencing a big boom in business just at present, and practically all dealers are placing heavy orders in anticipation of a big holiday trade.

Practically the same report is made at the Columbia headquarters here. Manager Parks is now making his tour through the Southern States and reports a very encouraging outlook for the Fall and holiday trade. According to Mr. Parks, many of the dealers who are not placing their orders now will find themselves sold out before the holiday trade sets in.

The same situation applies to the Victor line, according to H. T. Bosee, manager of sales of Cohen & Hughes. Mr. Bosee said that practically all salesmen had been using every effort and means to get Victor dealers in their territory to place their orders, and while a number of dealers have already done so, quite a few are holding off, giving as a reason that they want to dispose of their stock on hand before ordering new goods. These dealers, according to Mr. Bosee, are the ones who are going to run short before the holiday trade is over. He also reports a shortage in the popular types of the Victor, both in uprights and consoles. James Robinson, formerly with the Edison

Co., is now city salesman for Cohen & Hughes.

J. W. Hebling, formerly of the St. Louis branch, is now with the local Brunswick house, taking the place of H. H. Sheldon, who has been transferred to St. Louis. A. S. Fordham, formerly of the Columbia branch, is now selling for the Brunswick people. Edward Wallerstin has been transferred from the Virginia to the Maryland territory.

Manager Shaw, of the Brunswick, announces a big advance sale on the new \$150.00 console, "The York," delivery on which is expected about the middle of the month.

The Lexington Talking Machine Shop has been doing some unique advertising of "Say It With Music" in the way of having a man dressed as a typical countryman, pulling a small wagon through the streets with a small Victrola playing the piece, "Say It With Flowers," which produced big results.

L. E. Parker, manager of the Morris Music Shop, Portsmouth, Va., has been making a big hit with an unusually large type of horn Victrola with which he has been giving concerts at church affairs and entertainments in that city, according to reports received at the office of Cohen & Hughes.

Julius J. Borarasky, proprietor of the Music Shop, of Charleston, W. Va., has one of the most unique music shops in that section of the country and one which is attracting considerable attention in the trade.

William Berdy, Brooklyn, N. Y., Victor dealer, with headquarters at 1198 Fulton street, is recovering from an operation performed in Baltimore, Md. After a short stay in Atlantic City he will return to Brooklyn.

MIRRORS
Sell one with each
VICTROLA



Style A



Style B



Sell One of These MIRRORS With Every Horizontal Type TALKING MACHINE

Hang a Plate-glass Mirror above one of your horizontal type talking machines and note the result. The pleasing effect will help sell both the Machine and the Mirror.

These Plate-glass Mirrors (glass 12" x 24") are furnished with a beautiful Polychrome frame, in either oblong or upright style.

We have contracted for the entire output of a local factory and are offering them to the trade as a "get-acquainted" special at \$5.75.

Whether offered in combination with a talking machine or sold outright these Polychrome Mirrors are bound to be a popular number.

Send for Sample Today, \$5.75

BADGER TALKING MACHINE CO.

191 FOURTH ST., Dept. A.

MILWAUKEE, WIS.



Ragtime Rastus
Price \$1.25

MAGNETIC THE DANCERS

PATENTED AUG-1922



Shimandy
Price \$1.65

A
Great
Attraction
for
Your Window

Retail
Price \$1.00



Simple
to Adjust
on Any
Phonograph
No
Attachments

Retail
Price \$1.00



Boxing Darkies
Price \$1.50

INTRODUCING OUR LATEST ITEM

This fascinating little couple will waltz, one-step or fox-trot to the music of the record in a most realistic manner. Captivating in appearance and dainty in movement, they appeal at once to the most discriminating purchaser.

10,000 SOLD IN NEW ENGLAND SINCE SEPTEMBER 15

NATIONAL COMPANY, Cambridge 39, BOSTON, MASS.

We also announce reduced prices on our original line.



Fighting Roosters
Price \$1.65

ANNOUNCES RECORD SERVICE RACK

Diamond Products Corp. Doing Well With Diamond Rack for Installation in Private Hearing Rooms and Juvenile Console Phonograph—General Manager Foster on Trip

The Diamond Products Corp., New York, manufacturer of the Diamond record service rack for talking machine dealers and the Diamond Juvenile console talking machine, is very optimistic about Fall and Winter business. The console machine designed for children has been exceptionally popular with talking machine dealers in every section of the country and it now has a distribution in every State. Recently the company announced to the trade, in addition to its line, a record service rack designed for installation in private hearing rooms of talking machine stores. This service equipment is made to hang on the walls of the booth and has two pockets which will hold a quantity of records. One of these pockets is labeled "records selected" while the other is labeled "records not wanted." It also has a spindle in the center of the rack above the pockets where a record can be placed in full view of the prospective customer. This record rack is made in two sizes and finished in mahogany, ivory or gray. In the short time that this product has been on the market it has met with considerable favor everywhere and has proved a stable addition to the Diamond line of products.

R. H. Foster, general manager of the company, has been exceedingly busy these past two months both in the New York office and at the

Oswego factory getting ready to meet the large demand created for this popular line. He stated that the factory is being rushed to capacity to meet the demand for the Juvenile console and the record service rack and that all indications point to a very prosperous Fall and Winter. Mr. Foster is now on a business trip which will take him to Chicago and large centers in the Middle West and expects to be gone about four weeks.

J. B. Price and Lee Conover, representatives for the Western and New England territories respectively, are both away on trips through their districts and are booking large orders for both the Juvenile console and the record service rack and before Fall is over they will have turned in a most gratifying sales total.

GERMAN AND POLISH RE-CREATIONS

Thos. A. Edison, Inc., Releases Re-Creations by Famous Artists on Order

Thos. A. Edison, Inc., recently issued an imposing list of German and Polish Re-Creations released on order. This special list of foreign selections was produced as the result of a constant and increasing demand for them and consequently they are meeting with an immediate popularity with the trade.

The German Re-Creations, which number fourteen double discs, include numbers by such famous artists as Marie Rappold, Jacques Ur-lus, Margaret Matzenauer, Arthur Middleton, Otto Goritz, Karl Jorn and Eduard Mittelstadt—all of them international figures.

McNAMARA SOLE EMPIRE PROPRIETOR

Takes Over Interest of John H. Steinmetz Estate in Empire Phono Parts Co.

CLEVELAND, O., October 6.—W. J. McNamara, president of the Empire Phono Parts Co., of this city, recently purchased the interest of the John H. Steinmetz estate, of Chicago, in the business and is now sole owner of the enterprise of which he was one of the founders. The late Mr. Steinmetz was the organizer of the Empire Talking Machine Co. and also held a financial interest in the Empire Phono Parts Co. The company is enjoying a steadily growing volume of business in tone arms and sound boxes, according to Mr. McNamara. It indicates great activity in the manufacturing field.

DEATH OF JUDGE HENRY WELLNER

GARY, IND., October 6.—Judge Henry Wellner, of this city, died unexpectedly recently. He had been very active in local politics and was greatly instrumental in organizing various civic organizations. He formed the first complete negro jury to try negro cases in Gary, which brought him State-wide publicity. In addition to his political activities, Judge Wellner was also interested in the musical business in this city, having for years been one of Gary's most successful merchants. In his stock he carried a most complete line of Columbia records in various foreign languages. In Judge Wellner Gary has lost one of its leading and most desirable and beloved citizens.

Have U Seen Them?

Send for Catalog and Attractive Proposition.

Have U Heard Them?

PARLA

PENNSYLVANIA
RADIO LABORATORIES

RECEIVING SETS

Made Right!

General Offices and Factory: 37th and Brandywine Sts., Philadelphia, Pa.

Sold Right!

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., October 4.—All of the talking machine dealers and distributors of the Quaker City are most enthusiastic over the business that they have been doing during the past month and a most optimistic feeling seems to pervade the local trade concerning the outlook for the coming Fall and Winter months.

The distributors in particular have been doing an especially good business and without a single exception they assert that they expect to establish new sales records during the remainder of this year. The end of the recent railroad and mine strikes, together with the increasing volume of business in nearly every line of industry, have all combined to help in bringing back normal conditions and the dealers and distributors reason that there is now nothing apparent to interfere with a continued increase in all branches of their business.

Weymann's Big Advance Shipment

One instance of the fine business that the dealers are enjoying is to be found in the report of H. W. Weymann, head of H. A. Weymann & Son, who states that on October 2 his firm made the heaviest shipment of Victrolas on advance orders taken during the past months and which aggregated the largest in dollars and cents and also in volume of any other shipment that the Weymann firm has ever made in any single day since they became distributors for the Victor Co.

"Not only have we just sent out this record-breaking shipment," said Mr. Weymann, "but the indications all point to the fact that we will in all probability make equally large, if not larger, shipments of Victrolas in November, as most dealers realize that it is to their advan-

tage to secure a complete stock for the Fall trade so that they will not be caught short in their deliveries to their customers. Style No. 111 Victrola, I have found, is very much in favor, like all the other horizontal models, for which there is a remarkable demand. The reports which we are receiving from our dealers almost daily cause us to be most optimistic over the prospects for business during the next three months, not only on the Victor lines, but also on Q R S rolls and other musical small goods.

Dealers Keeping in Touch With the Public

F. B. Reinecke, of the Louis Buehn Co., reports business as picking up splendidly and that dealers are all active in putting their goods before the public in attractive and interesting manner. The Baker-Flick department store, of Camden, drew an audience of more than four hundred persons to a Victor concert it gave on September 27. The concert consisted of a well-selected program of Victor numbers, followed by a dance, and was under the management of Mrs. Ray T. Lute, who is considered an expert in Victor lines, having been at one time in charge of sales promotion for the Eclipse Musical Co., of Cleveland, O., and other concerns in the West.

Remarkable Illustration of Quick Service

The Unit Construction Co., of this city, builder of talking machine wareroom equipment, is providing excellent service to the talking machine dealer in making quick installations in time for the Fall and holiday business.

The following several instances of quick work are reported by the company: In Alexandria, La., Pincus & Murphy placed an order for a larger Unico department in a special Adam

Period design. This order was placed on September 18 and shipment was made on September 30, twelve days from the date of the order. In Scranton, Pa., Donahoe & Haenle ordered a carload of Unico equipment which was completely loaded and car ready for shipment two days after the receipt of order. The Elsasser Co., Cleveland, O., recently ordered a complete Unico department and installation was completed sixteen days from the date of order.

Many other instances were given and orders are still being received at the headquarters of the company from dealers who desire immediate shipment to take care of their increased Fall and holiday business.

Miles F. Goodman's Good Work in Lancaster

Miles F. Goodman, of the Keystone Furniture Co., recently proved to the people of Lancaster that he is the most progressive merchant in the town. He engaged the "Happy Six Orchestra" (of Columbia Graphophone fame) to play in the window of his store from 6:30 until 8:30 p. m. Each selection was announced through a megaphone with the Columbia record number. For a week previous signs, cards and extensive newspaper advertising, broadcasting Columbia and the Happy Six, heralded the event. It required five policemen to keep a passageway open so that customers could enter the store where Mr. Hoffman, the genial manager, and the efficient sales force took care of them.

From 8:30 until 12 o'clock the "Happy Six" furnished the music for a dance held in Heimenz Auditorium. Between the dances a Grafonola tickled the palates of the music lovers with a fine program of the latest Columbia releases.

(Continued on page 118)

NOW IS THE TIME

Dealers who have delayed estimating their needs and placing orders for Victrolas should do so now. Any further delay will cause serious inconvenience later.

The *Victor Company's* recent assurance of no further change in style this Fall and the addition of two Flat Top *Victrolas* places the trade in the most favorable position to meet competition.

Business has improved and will get better so the big problem later on will be to obtain enough goods.

We have never been better prepared to give service and have orders on file at the Factory for additional large quantities of goods.

Buehn Dealers will get service, but we must have your co-operation.

Place Orders Now

The Louis Buehn Company
The Victor Wholesalers
 of Philadelphia

Cable Address Reg'd
"Fillasse-Phila."

Send for Samples and Special Quantity Quotations

Long Distance Phone
Baring 0535

IMICO INDIA RUBY MICA DIAPHRAGMS

International Mica Co.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 117)

Mr. Goodman is to be congratulated as Lancaster's foremost merchant and a real Columbia go-getter.

New Salesmen for Heppe

George Witney, manager of the Heppe stores, also gives excellent reports of the amount of business being done by his firm and, in fact, he has found that the Heppe business is increasing so consistently throughout all parts of



Wm. J. May



Wm. E. Trout

Pennsylvania and other nearby States that he has just taken on two new salesmen who will be employed in the wholesale Victor traveling department. These new salesmen, whose photographs are shown on this page, will start out on their new work in a day or so. They are William J. May, who will have charge of the Maryland, Delaware and New Jersey territory, and William E. Trout, who will have charge of the eastern Pennsylvania territory.

Installs Unico Equipment

Joseph Heim Co., Inc., talking machine dealer of this city, recently added to its sales efficiency through making an attractive installation of Unico wareroom equipment made by the Unit Construction Co., also of this city.

Paul Specht Scores in Reading

Paul Specht and his Hotel Astor Orchestra (exclusive Columbia record artists) appeared at the Rajah Theatre in Reading, September 25, 26 and 27. Through the efforts of Columbia dealers and the co-operation of the management of the Rajah Theatre the appearance was most

successful. Local dealers tied up to all the theatre ads and a Grafonola was placed in the lobby of the theatre and the Paul Specht record No. A-3672 was played before and after the show. The theatre furnished signs to all Columbia dealers for their windows. Mr. Specht visited and was enthusiastically received by all Columbia dealers and is more than pleased the way they are co-operating.

The dealers report a gratifying sale of his initial record and the best part of it all is that the public is hungry for more.

General Radio Corp. Expansion in All Lines

Good demand for the entire line distributed by the General Radio Corp., of this city, is reported by Walter L. Eckhardt, president of the company. "September business looked like old times back once more," said Mr. Eckhardt.

The sales of Okel records have been exceptional. August, which was the first month in which the General Radio Corp. was distributor of this well-known brand, far surpassed expectations and September sales have eclipsed the August record. Strand phonographs, which the company also distributes, are selling well.

In the radio field not only has the volume of business substantially increased, but many new dealers have been added to retail RCA sets and the Geraco line of radio parts. The sales of Music Master horns have already reached a large figure and are steadily increasing in volume. The General Radio Corp. has just placed on the market a new product that is creating large orders wherever shown. It is a new combination attachment adaptable to either the Victrola or Columbia talking machines whereby the amplifying horn of either of these makes may be converted into a loud speaker for radio sets.

The General Radio Corp. recently opened Chicago offices under the direction of C. S. Tay in the Monadnock Block. Mr. Tay is an experienced talking machine man and merchandiser and was long closely identified with Mr. Eckhardt in his former connection with the Interstate

Phonograph Co. He is exceptionally well qualified for the important duties attendant upon his office as Chicago manager. Further expansion is planned by the General Radio Corp. through the opening of an office in Pittsburgh which will shortly be announced. Mr. Eckhardt is extremely optimistic over the future and is going after all available business.

Fox Philadelphia Co. Expanding

Harry Fox, head of the Fox Philadelphia Co., is finding that business is increasing steadily with each succeeding week. Mr. Fox has a wide circle of friends throughout Philadelphia and vicinity which was built up through his former connection as manager of the Emerson-Philadelphia Co. He recently established his own company with headquarters at 723 North Twenty-sixth street, and already has secured the distributing agency for a number of well-known talking machine accessories. Mr. Fox reports that the demand is strong for the entire line. With the approach of the holiday season a very strong demand is noticeable for the Kiddie Rekord, of which the Fox Philadelphia Co. is the local distributor.

Penn Co.'s Campaign for Record Trade

T. W. Barnhill, head of the Penn Phonograph Co., is looking forward to one of the best and most prosperous seasons in the history of his firm. Under the direction of Mr. Barnhill, Victor Moore, who is in charge of the Penn order department, has sent out a number of letters to the Penn dealers calling their attention to various Victor numbers that are especially worthy of note and comment. The interest that these letters have aroused among the Penn dealers is indicated by the large number of orders received recently for these particular records. Mr. Moore describes with enthusiasm the beauties of the records, giving the entire overture from "Tannhauser" on two records, and states that "the discriminating customer will have no difficulty in discovering the excellence of these records and your sales people should, by all means, have them called to their attention." He also points to the many beauties of the Victor recording of Jascha Heifetz's performance of Chopin's Nocturne in E Flat and says that, while many people have undoubtedly heard this composition performed many times, they have not been familiar with the name of its composer and that if this record is called to their attention it will certainly result in many sales.

National Record Albums in Demand

The demand for record albums continues strongly. The National Publishing Co., of this city, reports that business is continuing in a very satisfactory manner and the factory is busy taking care of orders. H. C. Fry, of the company, reports that there is a strong tendency towards increased prices in the paper market, which, if continued, may result in increased prices for albums.

Extensive Advertising of Vocalion Records

B. H. Rogers, head of the Lincoln Business Bureau, distributor of the Vocalion records, has been doing some extensive advertising in connection with the many novelties contained in the new list of the October Vocalion records.

CHRISTMAS IS COMING

Are you prepared? Every indication points to big Holiday Victor business. If you can let us know your approximate requirements *now* it will enable us to render the maximum of service at that important time.

H. A. WEYMANN & SON, Inc.

1108 Chestnut Street

Philadelphia, Pa.

VICTOR WHOLESALERS

Authorized distributors of

BUESCHER TRUE TONE

Saxophones and Band Instruments

Manufacturers of

WEYMANN "KEYSTONE STATE"

String Instruments

Wholesale distributors of


Q·R·S
PLAYER ROLLS

Italian Music Rolls

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.

UNITED MUSIC STORES

619 Cherry Street
225 W. Mulberry St.Philadelphia, Pa.
Baltimore, Md.



Increased Business Means Increased Problems

Intimate knowledge of successful Victor merchandising enables us to offer a service of genuine value during the important Fall and Holiday seasons.

The Talking Machine Co.
Victor Wholesalers

1025 Arch Street Philadelphia, Pa.

"LET PHIL FILL 'EM"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 118)

He has featured in detail the many interesting numbers in a manner to win attention.

Interesting Literature on Main Springs

Main springs and their importance to the talking machine are treated upon in an interesting manner in a recent piece of literature copyrighted by Everybody's Talking Machine Co., of this city, producer of the well-known "Honest Quaker" brand of main springs.

"There is a difference," the message states, "in main springs, a difference that can make or mar the capacity of a talking machine motor. The function of the talking machine motor spring is the receiving, retaining and giving up of energy. The spring must possess sufficient energy to absorb the power created by the winding. It must be built so that it will give back the exact measure of energy thus created. It must not give off more, for by doing so it

is giving away its own strength. It must not give off less than what was received, otherwise it is not a proper conductor of energy, thus failing in its prime function, which is to use its power in driving the motor. Quality and consistency of material, correctness and uniformity of specifications, therefore, all play an important part in determining the performance of this most important part of the modern talking machine." After the introduction appears the "Honest Quaker" main spring chart, showing sizes, specifications and prices in various quantities of the entire line. This chart is claimed to be one of the largest and most complete ever published. The "Quaker Mica" diaphragm chart is also shown on another page, which is claimed to show the correct dimensions of practically any and every diaphragm used in the talking machine field.

Everybody's Talking Machine Co. has in the course of preparation a new catalog which is about ready for distribution. It has been very carefully and attractively prepared and is expected to constitute one of the most complete listings of repair parts ever produced.

C. E. SHEPPARD WITH BUEHN CO.

Succeeds Wm. H. Nolan as Traveling Representative—Latter in Business at Appleton

PHILADELPHIA, PA., October 5.—William H. Nolan, who long has been connected with the Louis Buehn Co., Victor distributor of this city, as traveling representative for the last five years, severed his connections on October 1 in order to engage in business on his own account at Appleton, Wis. This is a town close by his home town of Oshkosh.

Louis Buehn, president of the company, has announced the appointment of C. E. Sheppard to the sales staff of the company. Mr. Sheppard is an experienced talking machine man, having been in the business for the last ten years, and is expected to be a valuable addition to the Buehn traveling force. He will cover practically the same territory that Mr. Nolan did.

EVERYBODY'S CO. NOW IN NEW HOME

The Manufacturers of "Honest Quaker" Main Springs, Diaphragms and Other Specialties Have Spacious Quarters in Philadelphia

PHILADELPHIA, PA., October 8.—With astonishing rapidity Everybody's Talking Machine Co. has "got to rights" in its new home at 810 Arch street. Although only occupying the new quarters about a month everything looks, and business is conducted, as though it had been in operation there for years. The large supply bins in the storage room are already well stocked with every conceivable part used in the construction of the talking machine. The keeping up of these stocks requires considerable effort and ability as the demand for "Honest Quaker" main springs, "Quaker Mica" diaphragms and other parts produced by Everybody's Talking Machine Co. has been exceptional.

S. Fingrudt, of the company, reports that business is excellent, with the demand well apportioned throughout the entire line. Turntable felts of an exceptionally good quality which Everybody's Co. is cutting itself and marketing under the brand name of

"Quaker Felt" are proving very popular and large orders are being received. The market is reported well cleaned of stock and dealers in most cases are ordering complete sets of talking machine parts. "Honest Quaker" springs are in much demand and the upward price tendency in the steel market may have its effect in the upward revision of spring prices. Foreign business is also active.

D

ECALCOMANIA

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.

On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.
Write them or us for prices.

Penn Phonograph Company

913 Arch Street Philadelphia, Pa.

Victor Wholesale Only

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the twenty-fourth of a series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

6—MORE ABOUT QUARTETS

I suggested last month the Allegro from Haydn's quartet in D as a fine example, not only of good recording, but of the sonata form on which all symphonies, trios and quartets are more or less strictly founded. The Haydn work is for our purposes especially good because it is so simple. I suggested that those readers who are following this series should get that

record and listen to it carefully several times in preparation for the description which is now to be made. If any have not done so let me remind them that I am referring to Victor Record No. 74726.

The music opens very simply. There is a sort of Ta .Ta .Ta .Ta.Ta .Ta .Ta .Ta . Ta . .Ta . . rhythm in the lower instruments which in a moment the first violin takes up and transforms unto the graceful simple first theme. The characteristic rhythm in 4/4 time is maintained for eight measures and there is a second section of the tune for eight measures more, continuing, however, in the lower instruments the same Ta .Ta .Ta .Ta.Ta . . rhythm (in which the stress goes on the last syllable). In

this way the first theme is set forth for us all to hear and to recognize and enthuse over.

What "Development" Means

Now we have a little development, which lasts just about half as long again as did the first enunciation of the theme. Haydn takes his first tune and works it over somewhat, changing the arrangement of the parts between the instruments and experimenting, as it were, to see how he can make it sound best. But it is the same theme right along. He goes on in this way for a little while and then one finds him working into another key, the dominant of D, namely A. As soon as he gets into this key he slows down his pace and the music flows on into his second theme. This is still not draggy at all, but is a little less tripling than the first. It is the first definitely separate tune since the first theme came in and although it is very quietly introduced without even a pause it can be recognized by the four-time repeated chord which introduces it.

Now begins general development of the ideas which Haydn hasn't up till now introduced. The first theme is again most prominent and the work is mostly devoted to working it out in various changes of rhythm and harmony with much variation of parts as between the four instruments. However, the whole thing is very simple to the ear and nothing is more delightful to the music-lover who is growing in appreciation than the pleasure of listening to the weaving and interweaving of sounds in which the composer clothes his type and discloses his thoughts of beauty. Toward the close of this development section Haydn brings in again his second theme and then immediately proceeds to a restatement of the original tunes, carrying out in this way the method of construction which he originated and which is a recognized element in the sonata form. After this recapitulation comes the coda or closing piece and with this (based on the first theme) the movement comes to an end.

Of course it is impossible to write an analytical description, even one so simple and non-technical as this one, which shall wholly avoid the charge of dryness. But this cannot be helped. The remedy fortunately is simple. One only has to go back and listen to the music. Immediately all that reads on paper so dryly becomes lovely and luminous, and even more so than before, since the dry analysis has now made it not only charming, but intelligible.

About Slow Movements

Of course the first-movement form is the most important in the composition of a quartet, which again, let me remind my readers, is the same thing as a symphony for four pieces, just as a sonata is a symphony for one or two instruments and a symphony a sonata for orchestra. In a previous article I showed how the second movement of a quartet consists always of a sort of slow song-like melody, which is worked out more freely than the first-movement form would allow and which in general consists of three sections. The first of these, as was said, is melodious, sustained and deliberate, worked out very much as if it were actually a song and very often carried along to a quite considerable extent of development, though never leaving the original text, as it were, and always as clear and simple as possible. The second section is sometimes brought in as a complete contrast to the first, for an example of which the reader may refer to the "Nocturne" movement of Borodin's quartet (Victor Record No. 74733). The third section is always a repetition of the first. This tripartite system is used in song-writing and in many instrumental forms such as the Nocturne

Now's the Big Time for BUBBLE BOOKS



Bubble Books for Every Month

by RALPH MAYHEW and BURGESS JOHNSON

Illustrated by Rhoda Chase

Bubble Books are \$1.00 each. Each book contains three records in addition to a story and pictures. These records can be played on any phonograph.

- NO. 1 THE BUBBLE BOOK
Tom, Tom, the Piper's Son, Jack and Jill, Mary's Little Lamb
- NO. 2 THE SECOND BUBBLE BOOK
Shady Stream, Little Bo Peep, Old MacDonald and His Fiddlers Three
- NO. 3 THE THIRD BUBBLE BOOK
Miss Jennie Jones, The Farmer in the Dell, Lady Mary
- NO. 4 THE ANIMAL BUBBLE BOOK
Three Little Kittens, Three Little Pigs, Three Blind Mice
- NO. 5 THE PIE PARTY BUBBLE BOOK
A Song of Sorrow, The Queen of Hearts, Good King Arthur
- NO. 6 THE PET BUBBLE BOOK
I Love Little Pussy, I Had a Little Doggie, Cock-a-doodle-Do
- NO. 7 THE FUNNY FROGGY BUBBLE BOOK
A Frog He Would A-Wagon On, The Green Frog, The Frog and the Crow
- NO. 8 THE HAPPY-GO-LUCKY BUBBLE BOOK
The Merry Miller, The Ploughboy in Luck, Where Are You Going to, My Pretty Maid?
- NO. 9 THE MERRY MIDGETS BUBBLE BOOK
Daddy Lamp-Legs and Popsy Fly, The Fly and the Humble Bee, Soldier and the Fly
- NO. 10 THE LITTLE MISCHIEF BUBBLE BOOK
There Was a Little Girl Who Had a Little Cart, Bobby Shaftoe, Oh, Dear, What Can the Matter Be?
- NO. 11 THE TIPPY-TOE BUBBLE BOOK
City Mouse and Country Mouse, Tinkles, Old Mother Hubbard
- NO. 12 THE GAY GAMES BUBBLE BOOK
The Strawberry Bush, London Bridge is Falling Down, Over, From Room
- NO. 13 CHILD'S GARDEN OF VERSES BUBBLE BOOK
Get up, Summer! My Dad is a Boat, The Seagull
- NO. 14 THE CHIMNEY CORNER BUBBLE BOOK
The North Wind Doh-Blow, The Sandman, Lullaby

Established 1817 HARPER & BROTHERS New York

IF there is one kind of merchandise that sells itself, it's Bubble Books.

And if there is one time of year that's better than another for these sales, it's right now, and for the next two months.

Bubble Books are the ideal children's gift at any time of year—but with Christmas just ahead, they're positively indispensable. Parents know this, and they only need to be reminded.

So be sure you do your reminding early and often.

Don't wait a minute. If you haven't already stocked up for the holiday, order at once, being sure to include plenty of the two fine new numbers 13 and 14.

Then display Bubble Books. Put them right up front, and the rest will take care of itself. For that's the great thing about Bubble Books. They sell themselves, not once, but over and over!

This is the New Bubble Book Hanger which will help you sell Bubble Books. Write for particulars.

Remember, when you sell one you sell a habit, and when you sell a habit, you're building business.

HARPER & BROTHERS, BUBBLE BOOK DIVISION

Established 1817

Franklin Square

New York, N.Y.

Romance, etc., which are in effect songs without words.

Excellent specimens exist, however, of slow movements all in one section, and among these I can quote the Andante from Tschaikowsky's string quartet (Victor Record No. 74575) as played by the Elman quartet, a modern work, but very gracious and showing well the one-section style.

Since, however, I referred to these slow movements last month and since the reference made at the same time to the minuet and finale movement forms was sufficient for our present purposes I may now invite the reader to pass on to the end of another stage in this voyage of discovery.

A Little Sales Digression

Before we leave the quartets for good, however, let me once more urge all my readers to listen to as many of these delightful pieces as time and opportunity will allow. Whether Jazzy Jim and Shiminy Susan care for them or not the fact remains that the more the salesman knows about these treasures of musical art the less will he or she feel inclined to doubt or be pessimistic about the dignity and fineness of his work. After all, it must be remembered that we have not yet begun to scratch the surface of the talking machine field. The top-dressing of cheap immediate demand is pretty well scraped over, to be sure, but underneath all this lies a soil as yet hardly touched. The music-lovers of this country, the true appreciators of music, whose taste is being cultivated every day by the thousand-and-one musical enterprises which are making our country by degrees artistically worth while, are as yet hardly at all cultivated by the talking machine trade. For one among these who knows and loves the beautiful records I have been discussing, or the thousands of others of the same kind, there are ten thousand who neither know nor care about the fine art of recording. The fault is with us of the trade, because we have allowed the manufacturers to put their money and their energy into organizing the artistic status of the talking machine and then have deliberately neglected all this structure of fineness in order to catch just the easy sales; quite forgetting that these easy sales are always spasmodic, never dependable and utterly incapable of forming the foundation of permanent business.

The most original retailer of records in this country who has had astonishing success in digging out and capitalizing the latent love for fine music in this community says in effect: "Don't waste your salesmanship on the Blues and the Jazz. They sell anyway. Use your salesmanship on the standard music, on those who buy it year in and year out. They are not seasonal customers; and they stick."

But enough of such talk or this article will begin to look like yet another preachment on salesmanship, which heaven forbid. There are plenty of those in the earlier pages of The World this month. Let us return to our nuttens, the same being animals which graze in the delectable land of music.

Papa Haydn's Surprise

So we come back to Papa Haydn and his Surprise Symphony. I have already told you something about the genial little man who for so many years, in humble station, quite happy and contented withal, worked and thought, experimented and wrote, till he had laid the foundations of the modern orchestra and its music. His Surprise Symphony survives, with perhaps half a dozen more of the hundred and fifty he wrote, because it, with these few others, is a developed conception with ideas which commend it to modern taste. Most of the old man's work is too thin and tentative for our liking, but the Surprise lives on. It was one of the London Symphonies, so called because it was written for the concert season he gave in London toward the latter part of his career

when he was already a figure of international importance. He wrote a whole set of symphonies for the season of 1792, known as the London Symphonies, which were repeated with great success during his second visit three years later.

The name "Surprise" is given because of the celebrated crash of the drums, brass, wind and strings together, which comes so suddenly and unexpectedly in the second movement. This is written as a theme with variations and affords an excellent typical example of this form because it is so clear and simple. The theme is as naive and childish as possible. It can be symbolized in rhythm by the following:

Ta.Ta. .Ta.Ta. . .Ta. .Ta. . .
Ta.Ta. .Ta.Ta. . .Ta.Ta.Ta. . .

There is the gentlest sort of announcement by the strings which seem to be preparing a quiet accompaniment for some solo to follow later. But just as the ear is becoming rather sleepy over the whole performance and wondering when something is going to happen the whole orchestra comes out with one grand

smash that wakes up every sleeper and makes the ladies jump. Papa Haydn was found one day laughing over this music in his rooms in London. Some one asked him what was the matter. Haydn replied that the Surprise Symphony would be played that evening and added: "I am going to make all the women scream." Even to-day, despite our familiarity with noise, the contrast is piquant.

Victor Record No. 35243 contains this second and the fourth movement. The first movement and the Minuet (third) are on Record No. 35244. Let me suggest a little course of listening to No. 35243 before we go on any further.

(To be continued)

NEW SONORA AGENCY ON COAST

Frederick & Nelson, talking machine dealers, of Seattle, Wash., have secured the Sonora agency, according to a report by E. E. Graham, Northwestern representative of the Magnavox Co., Sonora distributor for the Pacific Coast territory.

KIMBALL PHONOGRAPHS

FALL Offering that Will Interest Dealers

Others are reporting quick sales and profits in phonograph selling.



Style J
Mahogany
Walnut



Style G
Mahogany Oak
Walnut

Why Not You?

If your neighbor succeeds, you can with the same effort. If you haven't gone over this question, write to us giving particulars and we will help you.

There is no time to lose if you would be prepared for the Holiday trade.

Kimball Phonographs

a complete line; variety of designs in Console and Upright types; wide range of prices; reliability of product; play *all* records; visible beauty; correct construction; natural TONE.

W.W. KIMBALL CO.

Established 1857

Kimball Hall, 306 S. Wabash Ave.

CHICAGO

Manufacturers of Pianos, Player Pianos,
Pipe Organs, Distributors of
Okeh Records



Style L
One of the Beautiful Art Models

Kimball Phonographs Play ALL Records

[By the way, let me point out a slight error which disfigures the penultimate paragraph of September's article. The text reads: "listen carefully to the work of the fourth instrument." It should of course be "listen carefully to the work of the four instruments." W. B. W.]

DETROIT

Music Memory Contest a Huge Success—Many Prizes Distributed—Business Continues Good

DETROIT, MICH., October 3.—The big city-wide Music Memory Contest, conducted by the local music dealers and ably assisted by the Detroit News, is now a thing of the past. Over \$16,000 in prizes were offered and close to 75,000 contestants entered the affair. Elimination examinations were held during the greater part of September and the final elimination to determine the winners of the three grand prizes was held at Orchestra Hall on the evening of September 26. Out of all the thousands who had enrolled only fifty-four survived the preliminary examinations and were present to take the finals. The house was packed to capacity with friends and other interested parties, for the contest had aroused an unusual amount of interest all over the city. Only ten numbers were given in the final examination and these were played by the Detroit News Orchestra. At the end of the examination the curtain was lowered and the judges retired to mark the papers and select the winners. Peter C. Sweeney, of the Edison Shop, and H. S. Porter, of Grinnell Bros., represented the contributing music dealers. While the judges were at work on the papers a very pleasing program was given for the benefit of the audience, following which announcement of the winners was made. The first of the grand prizes, a \$1,200 grand piano, was won by Osborn P. Stahl, a man who admits to being unable to play a note, but who has a love for good music; second prize, a Grinnell Bros. player-piano, was won by E. C. DeSmet, and third prize, a Brambach baby grand piano, donated by the J. L. Hudson Music Store, was won by John Korolishn. Fourth prize, a \$375 Edison phonograph, was tied for by three women, which necessitated a re-marking of the papers. Mr. Stahl, who won the first prize, turned in an absolutely perfect paper, never missing on one of the questions asked. He later told how he was enabled to turn in such a perfect paper. He purchased the records of the pieces used in the contest and then played them at home on the phonograph until he had become thoroughly familiar with them. All that remained to do was to become familiar with some details concerning the composers, and in this he was very fortunate, having picked up a great deal of knowledge before the contest was announced. Music students and critics declared that Mr. Stahl's performance was a remarkable demonstration of musical concentration. The present week has seen the contributing dealers busy in shipping out the many prizes which they donated to the various prize winners. Phonographs furnished the bulk of the prizes and there are many homes

in Detroit and vicinity that to-day are happier as a result of winning one of the prizes. While it is impossible at present to estimate the exact money value of the contest, dealers have the satisfaction of knowing that they have done a great deal to further the cause of good music and a public that has acquired a taste for this class of music is bound to more than repay the dealer who helped to instill it in them.

Business Conditions Are Excellent

General business conditions in the talking machine line in Detroit are very good. Business is brisk and from all sides one hears how good the future looks to dealers. September was the biggest month of the year and in some cases the best month in several years. The music trade in Detroit shows an increase in volume of sales of 24.34 per cent more for August, 1922, than for the same month of 1921. This is especially encouraging. Incidentally August, 1922, was 46.65 per cent greater than was July, 1922. These figures were given out by the Retail Merchants' Bureau and this makes the fifth consecutive month that retail sales have shown an increase.

J. Francis Quinn Reports Progress

J. Francis Quinn, of the Brunswick Shop, reports that September, 1922, was considerably ahead of September, 1921, and so far in advance of September, 1919 (one of their best years), as to be almost too good to be true. Mr. Quinn is expecting that October will keep up to this average and is very optimistic about the future. Mr. Quinn expressed the belief that those dealers who were not stocking up on phonographs while they still were able to get their orders filled were making a big mistake. The dealers who are waiting until the last minute to place their orders stand to lose out, is his opinion. Mr. Quinn is a close student of economic affairs and bases his belief on the results of his observations. The Brunswick Shop is looking forward to the greatest Fall and holiday trade this year that it has ever experienced.

P. J. Gordon, well known to dealers throughout the State through his having been for so long a time connected with the wholesale end of the phonograph division of Brunswick-Balke-Collender Co., is now associated with Mr. Quinn at the main store of the Brunswick shop as chief of salesmen.

Sympathy for W. H. Huttie

W. H. Huttie, district manager of the Starr Piano Co., had the misfortune to lose his young son, Charles, through diphtheria on September 20. His many friends and acquaintances were grieved to learn of his bereavement and extended their deepest sympathies.

Music Merchants to Meet

The first meeting of the Music Merchants' Association of Detroit is announced for Tuesday, October 10, by A. H. Howes, president. At this time affairs dropped during the Summer months will be resumed and the organization gotten into shape for Fall and Winter activities.

The J. L. Hudson Co.'s music store reports a wonderful Summer business in all lines. Sev-

eral new salespeople have been added and every salesman is easily getting his quota.

Okeh Recordings Popular

The new Okeh recordings by Vincent Lopez and his Hotel Pennsylvania Orchestra are proving very popular with Detroiters, according to reports received from the Kimball Piano Co., which handles these records in Detroit. "We find it hard to keep a sufficient supply of these records on hand," said H. W. Fish, manager of the store. "Dance records certainly are selling heavily with us and I believe Vincent Lopez recordings have helped greatly in this respect."

Oriole Terrace Orchestra a Big Favorite

The Oriole Terrace Orchestra, hailed as Detroit's Own, which enjoyed a very successful engagement at the Edgewater Beach Hotel in Chicago this Summer and has since been playing a number of the leading cities on the Keith circuit of vaudeville, is due to return to Detroit on October 18, when it takes up quarters in its new home on East Grand Boulevard in the Oriole Terrace. It recently appeared in Detroit at the Temple Theatre and was greeted by capacity houses at each performance. The Brunswick Shop reports that it is impossible to obtain any of Brunswick records of this orchestra owing to its popularity. Since Brunswick has been pressing records at Muskegon it is hoped that the shortage will be relieved to some extent.

Some Jewett News Gleanings

Al Doty, formerly credit manager of the Jewett Radio & Phonograph Co., of Detroit, has left that organization and is now office manager for Lind-Marks Co., local Aeolian-Vocalion distributor.

Jack Riley, formerly Pennsylvania representative for Jewett, has been appointed to succeed Mr. Doty as credit manager.

N. Sinclair Reid has been appointed representative of Jewett for London, England, and the British Isles. Word received from him lately says that the samples have been received and are arousing a great deal of interest among music lovers and radio fans over there. He anticipates a brisk trade to follow.

Admire Edison Baby Console

The Edison Shop has received a sample of the Edison baby console model and is using it for display purposes. It is very attractive and is eliciting a great deal of favorable comment. There is no doubt but that when deliveries can be obtained on this model it will be one of the most popular of the Edison styles.

A. MIDDLETON SCORES IN AUSTRALIA

Cables and newspaper clippings received by the officials of Thos. A. Edison, Inc., disclose the fact that Arthur Middleton, the famous Edison artist, is receiving tremendous ovations during his concert tour through Australia. The houses in which he appeared have been sold out in advance and plans are already being laid for return engagements throughout this music-loving continent.

Dealers of the South make Ready Sales with the New Monthly Releases of

Okeh Records

Correspondence Solicited from Dealers in this Section interested in Okeh Agencies

WHOLESALE PHONOGRAPH DIVISION

OF

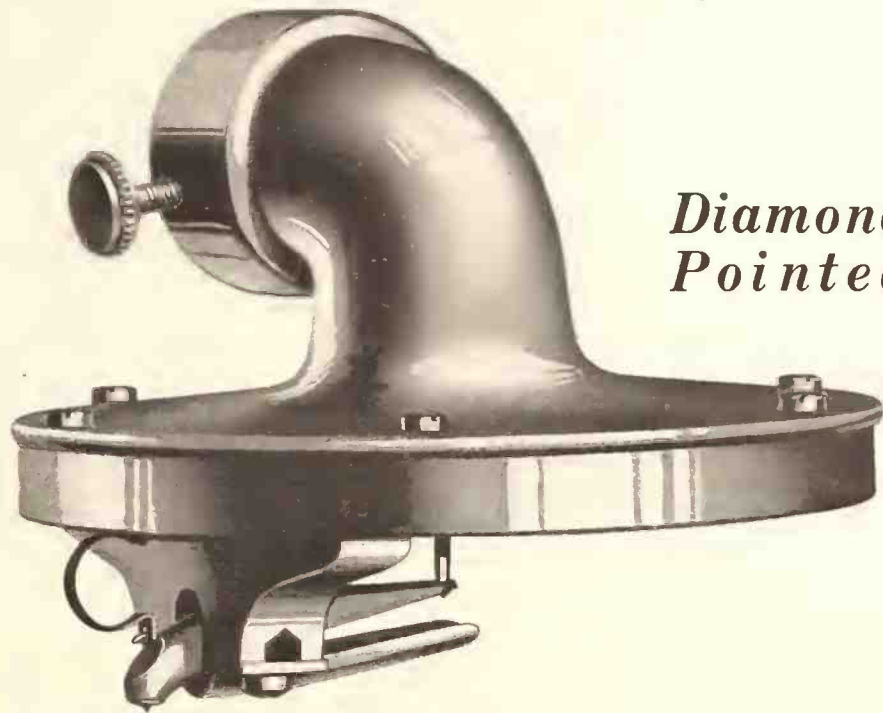
J. K. POLK FURN. CO., Inc.

OFFICES AND SHOW ROOMS

294 DECATUR STREET

ATLANTA, GA.

*Instantly
Attached*



*Diamond
Pointed*

CLARAVOX
CLEAR VOICE

*Faithfully Reproduces, on other Talking
Machines, That Most Exceptional—*

EDISON RE-CREATION RECORD

Clear, well-defined tones, but not harsh—mellow, but not muffled—high in volume, but low in surface noise and always faithfully responding to the recorded sound waves—*truly a scientific achievement*

THOUSANDS of people of your city own talking machines other than the Edison. With the CLARAVOX they can now double the enjoyment of their phonograph through being enabled to play Edison Records with no loss of those rich mellow overtones which make possible a seemingly exact reproduction of the original vocal selection or instrumental rendition.

The CLARAVOX is *not just another* reproducer. It is a wonderful scientific instrument developed after years of research. It embodies a diaphragm of unusual shape connected by a balance spring tension to a light stylus with a microscopically polished diamond point, guaranteed not to cut the record.

The CLARAVOX reproduces Edison Records on Victor, Sonora, Silvertone and other talking machines with a clear natural tone and plenty of volume for dancing. It is today's most talked about talking machine improvement.

DEALERS

Christmas is but two months away. You will do a greater volume of business in CLARAVOX Reproducers than in any other single item in your store. The CLARAVOX will increase your talking machine business and your

Edison Record business. Wire for one to-day and test it out in comparison with any other reproducer. Demonstrate it to your customers. The price is less than you would expect to pay for a product of its quality.

THE CLARAVOX COMPANY
YOUNGSTOWN, OHIO

SALESMEN:—An attractive side line proposition for you. Write us.

KANSAS CITY

Many Dealers Place Orders for Fall Stock—Public Turns to Talking Machines Following Strike Settlement—Month's News

KANSAS CITY, Mo., October 6.—Business in the talking machine line has been much better during September than in the month previous, according to reports from dealers and jobbers. The strikes have been settled, and grain is moving, and the fear of a tie-up of freight is removed, and so the dealer is ordering freely, and the public is buying more liberally.

As an indication of the fact that the market is to be for the larger and better class of machines mention may be made of the sales campaign of the Jones Store, of this city. A Christmas Club has been organized, and the terms are the same liberal ones that were offered last year. As a result of this offer the Jones Store took orders the first ten days for thirty machines. The prices ranged from \$150 up—none of them at a lower price. This is a much higher average than the sales of last year. In the same manner Mr. Lee, the manager of the Victor and Sonora department, states that the sales of records show that there has been a decided change for the better in the demands of the public. More Red Seal records are being sold this year than ever before. This is to be accounted for, first, in the change of the public demand and, second, because of the fact that the public has come to know, during the past year, that the Jones Store is prepared to furnish all the higher-grade records on demand. The boast of Mr. Lee is that he keeps his stock full and up to date and he has been insistent in making this fact known to the public through liberal advertising, which included billboard, motion picture, direct mail and newspaper advertising.

Jobbers are feeling pretty good, also, in regard to the trade. They report that all over the territory the demand is good, and what is worrying some of them a little is that the delayed orders from dealers may turn into a rush which may result in the jobber not being able to supply the demand. Some of the jobbers think that a shortage of stock is inevitable before the end of the year.

Live Columbia Dealer

Louis Deitsch, manager Scanlan's Hardware Co., at South Saint Joseph, Mo., has consider-

able faith in advertising and is making the people of South Saint Joseph conscious that he is a real, live Columbia dealer. This is shown by a set of pictures recently received by the Kansas City branch of the Columbia Co. showing a painted sign on the corner of his building which features a large Columbia record with all-star Columbia entertainers recording exclusively for Columbia. Mr. Deitsch has named this record the "Illinois Avenue Blues." (Illinois avenue is the street on which his business is located.) The "Illinois Avenue Blues" is frequently played by Scanlan's Trio of the American Legion Post.

Another large fence sign on a principal street featuring Columbia Grafonolas and records also registers for Scanlan's Hardware Co. and in the interior of his store is a large door panel painted to portray a music room which displays the Grafonola to good advantage. Mr. Deitsch is putting on an outside Grafonola salesman, saying that he knows that real accomplishment and results will come through consistent efforts.

Fred Jenkins Ends Western Trip

Fred Jenkins, manager of the Victor wholesale department of the J. W. Jenkins' Sons Music Co., has just returned from the West, and states that the people out there are spending money freely for musical instruments. As a feature of the record business worthy of remark he mentioned that the foreigners were buying heavily of records in their own languages.

Mr. Edgar, of the Edgar Shoppe, Tulsa, Okla., was in town this week, and went over the plans of the Christmas Club with Mr. Lee, of the Jones Store, and returned home with the intention of putting a similar campaign on in Tulsa.

Music Appreciation in Schools

One of the big orders of the Fall has been to supply records for the public schools of Kansas City. The School Board has arranged to have the pupils given lessons in music appreciation, using the selections which are to be given at the symphony orchestra concerts. There are to be over ten thousand pupils who



No. 3533—Twelve Flowering Plants, including pots in a box, complete \$5.00; larger size No. 3534 six plants to a box, per box \$3.60.

Write for ILLUSTRATED CATALOGUE NO. 35. Mailed FREE FOR THE ASKING.

FRANK NETSCHERT, Inc.
61 BARCLAY ST. NEW YORK, N. Y.

will attend these concerts. It is the intention for all of them to be given these lessons in appreciation before they go to the concerts, so they may be able to understand and enjoy the selections when they are played. Other pupils will be given the opportunity to hear the records and have the benefit of the lessons in music appreciation. About \$1,000 worth of records have been bought for the schools.

Dealers Tie Up With Victor Artist

Victor dealers here took full advantage of the recent visit of John Steel, the popular young tenor of the Victor family. He appeared at the Orpheum and attracted large audiences. The jobbers and dealers united in distributing at the theatre the September number of the Favorite Records Review, in which Steel occupies a conspicuous position. This was also distributed by mail. The result of this and other advertising was a most satisfactory sale of his records. The enterprising manager of the Wunderlich Victor department, Mr. Standke, induced Mr. Steel to autograph a number of records for him, and this added feature made these records very desirable.

Victor Displays at Fairs

Mr. Schoenley, of the Schmelzer wholesale Victor department, reports that Victor dealers throughout the territory are taking advantage of the fairs that are being held to make special displays and offer attractive propositions, which are resulting in large sales. He also states that the demand for Victor literature has been unusually heavy this Fall.

Changes in the Edison Shop

The retail shop of the Edison Co., at 1012 Grand avenue, has been redecorated and now presents a very striking and attractive appearance. It has been done over in browns and tans, which harmonize beautifully with the woodwork. Mr. Herbert Bailey, who was formerly with Mr. Blackman in the wholesale department here, is now in charge of the retail store. The statement that he had gone to Salina, Kan., was an error. Mr. Chappell still has charge there. A full line of Packard and Bond pianos is being added to the stock of the retail store.

The Edison Shop is proud to announce that Mr. Wilson, who has made such a fine record as salesman in connection with the H. P. Ripley store at Leavenworth, Kan., is to be connected with the local store in the future.

Record Demonstrations Please

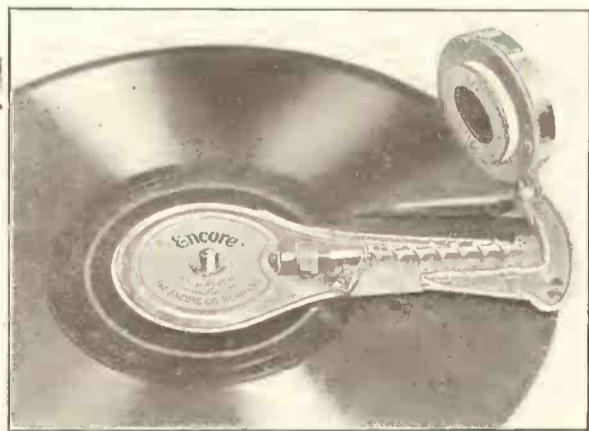
Dealers and jobbers have just had a demonstration of the value of the mid-month release of records, as the sales during the latter half of the month have been about equal to those of the first of the month. This is a new development of the business, and is much appreciated by the trade.

Fine Columbia Publicity

The following paragraph in connection with the Teachers' Institute is from the front page of the Courier-Index, of Marianna, Ark.:

"The time given to 'Musical Interpretation and Appreciation' by Miss Florence E. Hazlett, representative of the Columbia Graphophone Co., was decidedly the most entertaining feature of the week's program. Her demonstration of the many uses of the Grafonola in schools could not be improved upon. All per-

A perfect mechanism of nickel-plated steel, fitted with movable adjuster to play the entire record



The only steel repeater retailing at \$1.00 Regular trade discount.

It's Entirely NEW

The Encore Record Replayer

The Fastest Selling Repeating Device in the World

We have convincing testimony on file from thousands of dealers all over the country who have written us unsolicited praise of the Encore as a solid favorite with customers.

Send Your Order in
N O W
For the Approaching
FALL BUSINESS

The Encore is a trim little device that people look over shoulders to watch with fascinated interest in the window. The low price clinches a high average of sales.

Some Territory Still Open for Live Jobbers

ENCORE SALES CORPORATION

Sole Manufacturer's Representative

6 Church Street

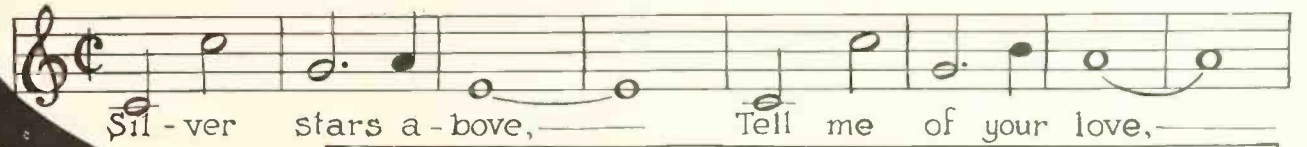
New York City



You can't go wrong
With any FEIST song

Your Feet Won't Keep Still When You Hear —
“**SILVER STARS**”

Percy Wenrich's New Fox Trot Hit—Hear It Once—Remember It Always



Sil-ver stars a-bove, ———— Tell me of your love, ————

sons who have been fortunate enough to see her at work are convinced that no school should be without a good talking machine and plenty of good records.”

Columbia Artists Boost Own Records

The appearance of Frank Westphal and His Rainbo Orchestra, Columbia artists, at the Main Street Theatre, this city, during the week ending September 30, was a distinct success.

The Grafonola Shop, 1120 Grand avenue, exclusive Columbia dealer, sold an immense quantity of Westphal records through a tie-up with the artists, having placed two Grafonolas in the lobby of the theatre. They also circularized their large mailing list with announcements of Westphal's appearance and calling attention to his records, which could be secured at their store.

Edison Elizabethan for Ivanhoe Auditorium

The Edison Shop has just installed in the Ivanhoe Auditorium one of the Edison thousand-dollar Elizabethan period models. This auditorium has been chosen for the concerts of the Little Symphony Orchestra this year. The first of the series of concerts scheduled for this auditorium was given this week when Madam Schumann-Heink appeared. While here she sang for the radio of the Kansas City Star.

Manager Blackman reports that the new \$175 console model of the Edison is making a hit with the trade.

New Brunswick Dealers

Manager Briggs, of the Brunswick, reports that the Baldwin Music Shoppe, of Okmulgee, Okla., and the Newman Mercantile Co., of Enid, Okla., have been added to the list of Brun-

wick dealers. He states that business has been better for the year than during the corresponding months of 1921.

McDowell-Castator Co. in New Home

The McDowell-Castator Music Co., of Pawhuska, Okla., Columbia dealer, has moved into new quarters at 621 North Kihekah avenue, which will give them much more room to display their stock of Grafonolas, pianos and a general line of small goods and sheet music. The store is centrally located, modernly equipped with hearing rooms and up-to-date fixtures. Mr. Clark, the manager, anticipates a large increase in business in their new location.

Buys the Smethurst Store

R. H. Brown, formerly supervisor of music in the schools of Kansas City, Mo., recently purchased the Smethurst Music Store in Manhattan, Kan., and after remodeling the store very extensively now has one of the most beautiful and up-to-date music stores west of Kansas City. Mr. Brown is ably assisted in the store by Miss Hostrup and Miss Moore.

REGRETS DEATH OF LIEUT. WILLIARD

A. H. Curry, vice-president of Thos. A. Edison, Inc., and in charge of the phonograph division, was found in a sad mood when a representative of The World recently called on him. Upon inquiry it was learned that the pilot, Lieut. Gene Griggs Williard, who carried Mr. Curry by aeroplane from Dallas to San Antonio, as reported in The World last month, was recently killed when his plane crashed to the ground.

REGAN WITH HOMER L. KITT CO.

Made Sales Manager of New Concern—Widely Experienced in the Trade

WASHINGTON, D. C., October 7.—Francis X. Regan, formerly connected with the firm of Thomas Goggan & Bros., Houston and Galveston, Tex., and then connected for several years with Knabe Warerooms, Inc., this city, has been appointed sales manager of the newly formed firm of the Homer L. Kitt Co., which, in addition to the Victor line of talking machines, features Knabe pianos.

The Homer L. Kitt Co. had a very successful sale during the month of September in closing out the stock of the Knabe Warerooms, Inc., that they had purchased. Mr. Kitt looks for a very successful and prosperous year.

TONE ARM OF NEW DESIGN

Samuel Eshborn, 65 Fifth avenue, New York City, manufacturer and distributor of talking machine repair parts and accessories, who recently introduced a blue steel talking machine needle under the trade name "Blue Belle," now announces a tone arm of an entirely new design. This new product has an arm with a gradual flare, a gracefully curved elbow and a ball-bearing base. It is claimed that the reproducer is of a particularly fine quality and gives a splendid tone.

W. M. Duven, furniture dealer of Orange City, Ia., has purchased a store near his headquarters to house his new Victor department.

QUALITY

PRICE

SERVICE

Phonograph supplies for every dealer's needs, the greatest assortment West of New York under one management, and our prices are lower. Expert mechanics for special work.

Repairs in stock for all motors and tone arms.

- Main springs
- Governor springs
- Micas
- Motors
- Tone arms
- Brilliantone needles
- Tonofone needles
- Nupoint needles
- Gilt Edge needles
- Petmecky needles

- Record racks
- Counters
- Phonograph cases
- Walter Camp's records
- Geer and Gold Seal repeaters
- Outing Talking Machines
- Wonder Portables, \$7.50
- Sound Boxes, all makes
- Ilseleys Graphite spring lubricator
- Moving covers, \$5.00

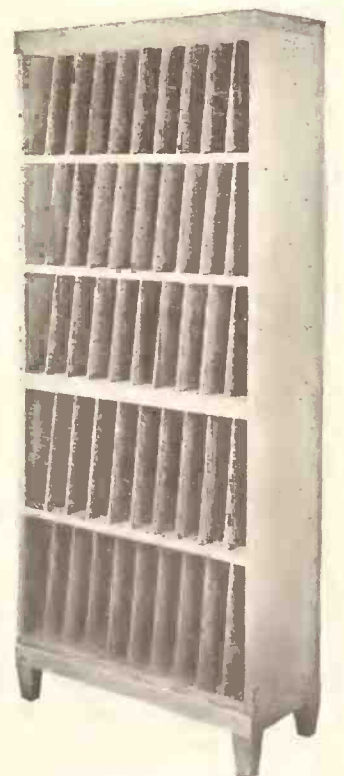
Write us for quantity prices.

Write for latest main spring and supply price list. Send your work to us and receive prompt and efficient service.

Davenport Phonograph Accessory Co.

MANUFACTURERS — JOBBERS — DISTRIBUTORS

Offices: 219 Brady Street, Davenport, Iowa



1,300 record capacity. Rack as above, with box base instead of legs. Our No. 2 at \$32.75.



LONDON'S NEWEST WALTZ HIT! LOVELY LUCERNE

As Beautiful as "Valse Septembre" and by the same Writer



When falls the calm of e-ven-tide, There comes a vis-ion glow-ing.

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

EDISON DEALER-JOBBER MEETINGS

Group Reunions Under Auspices of Phonograph Co., of Manhattan, Held in New York, Newark, Middletown and Scranton

The Phonograph Co., of Manhattan, Edison jobber in the New York district, recently held a series of group meetings between Edison dealers located in the territory served by this organization and S. Roth, manager, and P. J. Burns, sales promotion manager of this jobbing concern.

The purpose of the meetings was to familiarize the Edison dealers with the new London models of the New Edison. All the new instruments were exhibited and examined and sales promotion plans discussed in an extensive manner. These group meetings were held in New York, Newark, Middletown and Scranton.

Over 85 per cent of the Edison dealers located in these jobbing zones attended one or more of the meetings and the new models were unanimously received with tremendous enthusiasm. In several cases these meetings resulted in effective news stories appearing in the local newspapers, bringing out the idea that the new models have been priced so as to bring Edison instruments within the reach of all.

D. TOWELL UNDERGOES OPERATION

CLEVELAND, O., October 5.—David Towell, son of P. J. Towell, popular official of the Eclipse Musical Co., Victor jobber of this city, was recently placed under the surgeon's knife following an attack of acute appendicitis. The operation was a success and Mr. Towell is now on the road to recovery.

CONSTRUCTIVE

If there were no surface noise in the rendition of records there would be no need for

The PHONO-TONER

TRADE MARK
(Registered in U. S. Patent Office)

Dealers who use this device realize how helpful it is in demonstrating a talking machine. It gets rid of a lot of the repairman's troubles, too. Discriminating owners of phonographs appreciate it, and this means more record playing, ultimately more sales.

Profitably retailed at 35c and 50c. Still more profitable as a business help and source of satisfaction to customers.

Samples sent, no charge up to October 31st.

The Phono-Toner (actual size)



Forms handle for needle set screw.

The Phono-Tone Co.
310 Lincoln Building
PHILADELPHIA, PA.

BANQUET TO GEORGE E. BRIGHTSON

President of Sonora Phonograph Corp. Tendered Elaborate Dinner by Barker Bros., Los Angeles, on Recent Visit to That City

LOS ANGELES, CAL., September 29.—A banquet was given at the Los Angeles Athletic Club last evening in honor of the visit of George E. Brightson, president of the Sonora Phonograph Corp., by Barker Bros., the exclusive Los Angeles Sonora dealers. Mr. Brightson, in an inspiring speech, told of the policy for producing "quality" goods, which had been the keynote in the success of the Sonora since its first inception. J. W. Boothe, general manager of the music department of Barker Bros., acted as chairman and told of the continued success which his house had met with in handling the Sonora. Clarence A. Barker, vice-president of Barker Bros., gave an interesting talk on the history of the music department of their great furniture store. F. B. Travers, president of the Magnavox Co., Pacific Coast Sonora distributor, and A. G. Farquharson, secretary of the Music Trades Association of Southern California, also delivered addresses. Those present included George E. Brightson, Clarence A. Barker, F. B. Travers, J. W. Boothe, Sibley G. Pease, Earl S. Dible, Wilbur Spray, Ralph Cassell, Chas. McQuay, Frank Moreno, F. B. Smith and A. G. Farquharson.

EDISON CONCERTS FOR ADVERTISERS

ATLANTIC CITY, N. J., October 4.—One of the real features of the Fashion Show and Exhibits of National Advertisers recently held on the Million Dollar Pier of this famous resort was that staged by the phonograph division of Thos. A. Edison, Inc. The Edison exhibit consisted of an elaborate and effective Edison Tone-Test rendered by the two well-known and famous Edison artists, Victor Young and Helen Davis. The concerts were given four successive days to audiences of two thousand each day.

BRUNSWICK ACTIVE IN NEW ENGLAND

SPRINGFIELD, MASS., October 7.—Harry Spencer, of Kraft, Bates & Spencer, Boston, has been spending a couple of days in this city in the interest of the Brunswick proposition, calling on dealers who handle this instrument. He reports a heavy demand for the Brunswick throughout New England and each week sees some good houses signing up for representation of this line. Dealers are beginning to vigorously clamor for machines and it now looks as though there may be a shortage ere many weeks go by.

W. J. STAATS SAILS FOR EUROPE

Walter J. Staats, treasurer of the Victor Talking Machine Co., of Camden, N. J., accompanied by Mrs. Staats, sailed recently for Cherbourg and Southampton aboard the "Mauretania."

NEW REGINA PHONOGRAPH STYLES

Musical Instrument Specialty Co., of Rahway, N. J., Makes Important Announcement

The Musical Instrument Specialty Co., Rahway, N. J., manufacturer of the Regina phonograph, music boxes and other musical instruments, announces the addition of a number of new models to its Fall production. These include two console models as well as several of upright design. The Regina phonograph is being equipped with an improved motor and it carries as well the Regina patented tone arm and reproducer.

The Musical Instrument Specialty Co. is the successor to the Regina Co. and the same personnel that was connected with that firm for almost a quarter of a century is now associated in this new manufacturing organization. Included in these are M. Chaillet, who was formerly business manager of the Regina Co., and G. A. Brachhusen, who contributed much technical knowledge to the development of the various Regina products as well as a series of patents.

ANNOUNCES NEW EMERSON CONSOLE

PERU, IND., October 6.—A new Louis XV console model has been announced by the Wasmuth-Goodrich Co., this city, manufacturer of the Emerson line of phonographs. The new model, which is exceptionally handsome in appearance, is made only in walnut and mahogany finishes. The exposed metal parts are gold-plated throughout. Many inquiries and requests for samples from dealers have already been received by the company.

FULTON No. 35 MODEL
THE HIGHEST CLASS TABLE MACHINE IN
THE PHONOGRAPH INDUSTRY
TODAY. Sample Price to Dealers \$12.50



Mahogany, 16x16x10. Double Spring, Universal Tone Arm, Back Casting and Metal Horn
Send for Sample To-day
Phonographs and Accessories, Repair Parts for All Makes.

Best Steel Needles of American Manufacture at 30c. per M.
ASK FOR CATALOGS and Price Lists of our No. 50 and 75 Machines. It will pay you.

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

CLEVER ADVERTISING STUNT GETS RESULTS

Indianapolis T. M. Co. Runs a Number of Miniature Ads in Each Issue of Daily Papers and Discovers Returns Through Gifts

INDIANAPOLIS, IND., October 10.—Another Indianapolis dealer who is bending his energies to making his advertising returns bigger and better is A. C. Hawkins, manager of the Indianapolis Talking Machine Co. He has cut his newspaper advertising space into small sections so that in place of running a 150-word ad he runs seven separate ads measuring one inch over two columns. In each of these small spaces he has been featuring one particular item such as a record. For instance, one day he had seven ads scattered through the paper with the word "Blue" in large black type. Three of the seven were worded thus: "Blue. Guess who. Victor Record No. 18933. The Indianapolis Talking Machine Co., 134 North Pennsylvania street. Main 2188." "Blue. You just couldn't be when you hear Victor Record No. 18933 at the Indianapolis Talking Machine Co., 134 North Pennsylvania street. Main 2188." "Blue. There are seven Blue ads in to-day's paper, any one of which, when presented at our record department, will entitle holder to one miniature Victor dog free. Children must be accompanied by parents. 134 North Pennsylvania street."

As will be seen by the last quoted ad Mr. Hawkins offered the dog as a means of ascertaining just how effective the many small ads were. He recovered a large drawer full of the clippings and learned that he had hit on a worth-while means of advertising.

"This is an idea that I shall use in the dull seasons particularly," Mr. Hawkins explained. "When business picks up, as it will near the holidays, I shall use large space in the newspapers. However, the plan of cutting up the ads is good for an exclusive store which cannot afford large space throughout the year. This is especially true when the advertising must be done in a medium that is filled with page and half-page ads that draw attention away from smaller ads. Where a reader will miss seeing a 150-line ad he will be pretty sure to notice distinctive small ads scattered through the various pages.

"In the small ads as well as in large space I try to get away from the stereotyped forms. To do that I have to write my own copy and I stay awake nights thinking it up. Advertising is important and it is well worth any store manager's time to spend it on ad writing rather than trust such writing to some one who does not know the store or the stock and who is not so interested in good copy as the man who is responsible for sales. During the slack season just passed I did not make any increase in our advertising appropriation, but I got three times the ordinary results by breaking up the ads and scattering them through the paper."

Mr. Hawkins says the approaching cold weather season gives promise of being exceptionally good. July, August and September were the best late Summer months he ever experienced, he said. He attributes this to the fact that he has kept a crew of outside men busy. Just now each of his outside salesmen has a Ford roadster and carries a Victrola with him. "Going after prospects without ammunition is like going hunting after rabbits without a gun," Mr. Hawkins explains in regard to that plan of equipping salesmen. The procedure each salesman follows is to put the machine in the house and demonstrate it before the prospect at the time of approach. The salesmen rely on the help of boys or anyone who is willing to earn a few extra cents by helping to lift the machine off and on the car.

J. P. Nelson, Victor dealer of Yankton, S. D., made several sales and secured a number of prospects as the result of an attractive Victor display at a local fair.

INTERESTING CUSTOMS DECISION

Kraft paper containers, especially designed and exclusively employed for holding phonographic disc records, were the subject of a decision by the Customs Board sustaining protests of M. A. Graser-Rothe and Starr Piano Co., of Cleveland and Detroit. Duty was levied on these containers at the rate of 25 per cent ad valorem under paragraph 332 of the Tariff Act of 1913 as manufactures of paper not specially provided for. The importers contended for duty at 15 per cent ad valorem under the specific provision in paragraph 327 for "paper envelopes, folded or flat," and this claim is upheld in an opinion by Judge Fischer.

VICTOR DEALERS OPEN BRANCH

HARTFORD, CONN., October 6—Henry Moran & Sons, dealers in Victrolas and other musical instruments, with stores in this city and New Britain, Conn., have opened a branch store in the Grand-Shubert Theatre building. The Victor line of talking machines is handled.

EDISON TONE-TEST SEASON OPENS

Big Array of Artists to Be Heard Throughout the Country in Conjunction With Local Dealers' Work to Develop and Broaden Trade

The Edison Tone-Test season of 1922-23 has just opened and bids fair to be one of the most successful in point of number of artists on tour and concerts given. Practically the entire country will be covered by these unique comparison concerts and in each case the Tone-Test will be held in conjunction with local Edison dealers.

These Tone-Tests have played a prominent part in Edison sales promotion work for many years past and there now remains no doubt but that the idea is likely to become a permanent and exclusively Edison institution.

Among the better-known Edison artists who are already en route are Marie Morrissey, contralto; Walter Chapman, pianist; Jacques Glockner, 'cellist; Helen Davis, mezzo-soprano; Victor Young, pianist; Hardy Hindermeyer, tenor; Glen Ellison, Scotch baritone; Alta Hill, pianist, and the Dann Trio.

Multiplies Radio's Marvels

ANY up-to-the-minute Radio Dealer will demonstrate this wonderful Horn on YOUR OWN SET. Tune in to your limit and judge the Music Master by what it delivers to your ears.

Fits any set. No extra batteries, no extra current needed. Makes headsets obsolete. A roomful—a theatre-full!—can listen to any program and hear every cadence, every shading of music or speech, through the Music Master.

Fourteen-inch aperture (Home Model) \$35
Twenty-one inch (concert, dancing, etc.) \$45

Tell us your dealer's name before you request this free test. Then we can make sure he has Music Master to show you.

JOBBERS! Sample Music Master Horn
DEALERS! shipped to responsible members of the Radio or Phonograph trade with FULL PRIVILEGE OF RETURN. Write for list-prices and full details.

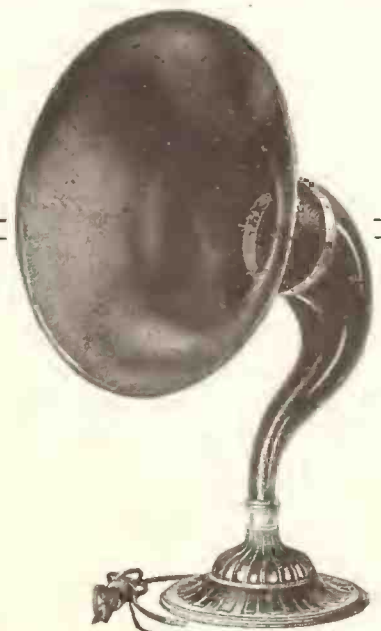
The GERACO Line

Everything worth selling in Radio Apparatus of TESTED merit. Ask for price lists. See the Geraco Phonograph Attachment. Makes any Victor or Columbia a LOUD SPEAKER for Radio receiving. Use it as sound-box. Only \$10.00.

The General Radio Corporation

Walter L. Eckhardt, President
Makers and Distributors of High-Grade Radio Apparatus
624, 626, 628 Market Street, Philadelphia

DISTRIBUTORS FOR
Okeh Records—Strand Phonographs and Gold Seal Record Repeaters
in Pennsylvania, Southern New Jersey, Maryland, Delaware,
District of Columbia, Virginia, West Virginia



The
MUSIC MASTER
Radio
AMPLIFIER
TRUE TONE AT LAST

Music Master Horn Conquers
"Screech" and "Snarl" and "Howl"
and Makes Listening a Joy



TELEPHONE CHELSEA 0088

PHONOGRAPH JOBBERS CORPORATION

MANUFACTURERS AND DISTRIBUTORS

105 WEST 20TH STREET

NEW YORK, N. Y.

MR. MANUFACTURER.
CONSULT US WHEN YOU
CONTEMPLATE RETIRINGMR. BUYER, CONSULT
US WHEN YOU CONTEM-
PLATE LAUNCHING A
SALES CAMPAIGN**JOBBERS—DEALERS—BUYERS**

This is Our Special for the Month:

2,500,00010-inch double-faced lateral cut records of a
well-known make consisting of**Vocal—Popular—Dance—Operatic****Standard Selections—Favorite Songs
Sacred—Instrumental—Novelties—Etc.
By HIGHLY CELEBRATED ARTISTS***Write for Catalog Consisting of Over 400 Selections***AT UNPARALLELED PRICES**We Have Only a Few Hundred Supertones Left
at the Right Price

VICTOR SALESMANSHIP CLASS SCORES BIG IN TOLEDO

Fully One-fifth of the Dealers in Toledo Territory Send Representatives to Class Conducted by F. A. Delano and Under Auspices of Toledo Talking Machine Co.—Banquet Follows

TOLEDO, O., October 3.—One of the outstanding events of the past week was the Victor Salesmanship Class, conducted by F. A. Delano, of the Victor Co., under the auspices of the Toledo Talking Machine Co. The effort aroused wide attention and proved that merchants are desirous of promoting their record and machine trade. Fully one-fifth of the dealers in the Toledo territory sent representatives. While the undertaking required much work and close attention, it is believed the direct benefit to the dealer will extend far into the future.

Chas. H. Womeldorff, manager; Warren L. Kellogg and W. B. Gannon, road representatives, and Arthur Laybourn and Miss Marg. Muth, of the Toledo Talking Machine Co., appointed themselves a committee to look after the comfort and the welfare of the students. The committee divided and met trains, boats and interurbans and saw to it that candidates were properly quartered.

The sessions opened on Monday morning in the French Parlor at the Hotel Waldorf and lasted four days. Study hours were from 9 to 12:30 and 2 to 5:30.

On Tuesday evening the class took advantage of the invitation of the Toledo Association of Music Merchants, who were hosts to the Ohio Association in convention, to join the moonlight lake sail on the steamer "Owana," which proved a delightful event. Mr. and Mrs. Warren Kellogg chaperoned the class group. On Wednesday evening, as guests of the Toledo Talking Machine Co., the class visited the Toledo Industrial Exposition at the Terminal Auditorium. Thursday evening the company again acted as host. This time the class was tendered a banquet in the private dining hall of the Waldorf; the menu card was an especially attractive souvenir.

At the banquet W. B. Gannon was chairman. The first speaker introduced was A. J. Pete, manager of the Lion Store Victrola rooms. After praising the work of Mr. Delano, the Victor Co., and above all that of the local distributors, he directed his remarks to Mr. Delano. He presented him with a gold Victor dog watch charm set with a diamond as the gift of the class. This, he said, would be something substantial and would remind him always of Toledo and the class he inspired.

F. A. Delano's talk was in reply to that of A. J. Pete and also dwelt upon the forward movement of the work and upon the good which would result from the class efforts.

Following this, Wm. Gaston, Ohio and Michigan representative of the Victor Co., spoke upon the message those in attendance should carry to the workers at home and instruct them in the methods learned.

Then, acting upon the suggestion of Mr. Delano, Harry W. Doran made a motion that the class work be carried on through a permanent organization. James B. Watson seconded the motion and Arthur J. Pete was elected secretary by acclamation.

Chas. H. Womeldorff closed the meeting with an address of appreciation and thanks. They were grateful for the opportunity to be instrumental in instructing and entertaining the guests, he said.

Among the students and the firms which sent them were: Constance Sawkins, Sawkins Piano Co., Alma, Mich.; Ada Lehman and May A. Allemendinger, Schaeberle & Son, Ann Arbor, Mich.; Grenievre Olinger, E. O. Little, Auburn, Ind.; J. Gorton Milliken, Milliken-White Music House, Bay City, Mich.; N. E. Roby, Goldwater, Mich.; Margaret M. Doran and Harry W. Doran, Henry S. Doran Co., De-

troit, Mich.; Lillian Beck, Wilbur Templin Music House, Elkhart, Ind.; Florence Ritter, B. S. Porter Son Co., Findlay, O.; W. B. Spratt, Spratt Bros., Fostoria, O.; Naomi Malcolm, Malcolm Music House, Flint, Mich.; Lowell E. Meek, Lowell E. Meek, Hudson, Mich.; Lola Scoby, B. S. Porter Son Co., Lima, O.; Dorothy Hunter, J. W. Rowlands Co., Lima, O.; Consuela Bowsler and M. L. Clevenger, The Johns Music Co., Lima, O.; Shad. W. Vincent, S. M. Vincent & Son, Lapur, Mich.; Vernice Barber, The Wickens Co., Lorain, O.

Mrs. C. G. Wiant and Edna Sautter, C. G. Wiant, Marion, O.; Dora Helme, Wilbur Templin Music Co., Mishawaka, Ind.; G. L. Lathrop, North Baltimore, O.; Mrs. W. G. McClure, Grace King and Muree Wagner, W. G. McClure, Napoleon, O.; Sagie Wilkins, A. F. Beckman, Ottawa, O.; James B. Watson, Sturgis, Mich.; Morris Wagonlander and J. C. Wagonlander, Wagonlander Bros., Sylvania, O.; Eleanor Jones and Earl Schaffer, Sidle Co., Van Wert, O.; Ruth E. Stocking, Virginia Manton and J. Harold Beat, J. W. Greene Co., Toledo, O.; Mary Bauman, Unice Caskey and Elma M. Schliff, Grinnell Bros., Toledo, O.

Esther Hackerdorn, F. C. Herderson Co., at LaSalle & Kock Co., Toledo, O.; Lavina Terry, Haydee Wade, Dorothy Atherholt and Arthur J. Pete, manager, The Lion Store Victrola department, Toledo, O.; Eva May Mardwood, The Peoples Outfitting Co., Toledo, O.; Minna Plotkin and H. Russell Hughes, Whitney Blaine-Wildermuth Co., Toledo, O.

Open New Warerooms in Toledo

Whitney, Blaine & Wildermuth Co. opened their fine upstairs store to the public the past week. Beautiful floral pieces were received from manufacturers and jobbers as well as admiring friends. The demonstration booths are finished in old ivory and French windows have replaced the usual stiff glass partition. The store is large, light and airy and the booths are in direct contrast to the dark, stuffy type. Fixtures of the most modern style have been installed.

SILENT SALESMAN

ORNAMENTAL AND INDISPENSABLE TO YOUR ESTABLISHMENT

Takes up very little room. Each string is packed in separate envelope, plainly marked, and has its separate compartment.

Size of this case 19" wide, 14" deep, 22" high.



Any child can sell merchandise from this case without error. Selling prices marked on each compartment.

Containing the best assortment of strings and trimmings in daily demand.

Your Investment (for case and contents) \$43.00 } Your Net Profit . . . \$40.10
Your Selling Price 83.10 }

And This Beautiful Mahogany Case FREE

FULL PARTICULARS OF OTHER ASSORTMENTS AND EVERYTHING IN MUSICAL MERCHANDISE WITH COMPLETE CATALOG SENT ON REQUEST



BUEGELEISEN & JACOBSON, 5-7-9 Union Square, New York



We have just added a number of new Uprights and Console Models to the line of

REGINA PHONOGRAPHS

Prices to the Trade Range from
\$8.50 to \$125.00

Cabinets of beautiful design and finish, improved motor equipment, tone quality better than ever.

Regina Musical Instruments need no introduction. Well known for over 25 years.

None genuine without the exclusive patented Regina tone arm and reproducer.

Send for particulars on territory arrangements.

MUSICAL INSTRUMENT SPECIALTY CO.

Manufacturers

RAHWAY

NEW JERSEY

TOLEDO

*Dealers Report Big Trade Gains
—Machine Shortage in Sight—
Monthly Review of the Trade*

TOLEDO, O., October 4.—Talking machine merchants are enjoying a volume of trade considerably in excess of twelve months ago. The reason for this is so well established locally that no less an authority than Babson is making it known to the country at large, for Toledo's industrial growth over last year is 30 per cent, which establishes this city as the most prosperous town in the State of Ohio and one of the best in the land.

Toledo began to show improvement last Spring and ever since that time has maintained a steady climb. That's why talking machine dealers have experienced increases ranging from 10 per cent to 100 per cent. That, too, is the reason collections are upon a fairly solid basis. Now retailers are sending their sales people into every part of the city in quest of trade and they are closing contracts. The aggressive dealer is getting more than a mere portion of the business, for he is securing a volume which has made the past months perhaps the most prosperous in his history.

Moreover, a shortage of certain types and

styles of talking machines has already set in. Retailers were told weeks ago that a shortage was coming, but they are sometimes hard to convince. Consequently to-day some are searching nearby markets for merchandise. With Fall trade about to start in earnest it is feared a general shortage will exist before many weeks.

Conventions Bring Many Visitors

Furthermore, the past month has been a busy one for dealers. The Knights Templar State conclave brought thousands of visitors to the city. The Music Merchants' Association of Ohio convention drew merchants not only from Ohio, but from neighboring States as well. And the Victor salesmanship school was well attended both from a local and outside viewpoint. In each of the affairs dealers were concerned and took an active part.

Prospects of a Shortage

At the Toledo Talking Machine Co. Fall trade is booming. A few numbers are far oversold, particularly the 240 and 260 Victrolas. It is predicted that inasmuch as the Victor factory is producing to its utmost, a shortage of many models may result. Chas. H. Womeldorf, manager, is of the opinion that unless merchants cover their wants at once they will find themselves with orders, but no goods with which to fill them.

However, many of the larger dealers have realized this situation was coming and have bought for the future.

Warren L. Kellogg and W. B. Gannon, representatives of the Toledo Talking Machine Co., report a fine improvement over their respective territories and a cautious awakening of the farmer to his musical needs. That individual's buying power is far greater to-day than at any time within the past two years.

Warren Kellogg entertained as his house guests Mr. and Mrs. W. B. Snyder, Lima, O., bride and groom. Mr. Snyder is manager of the talking machine department of the B. S. Porter Son Co., of that city. His bride was formerly Miss Lena Sharp.

Interest in the New Records

Interest in the four special Victor releases to go on sale Saturday, October 14, is greater than usual. It is believed approaching cooler evenings are responsible in a measure for the stimulation. Moreover, the music shows and vaudeville stars are aiding the sale of records.

Launch Annual Christmas Victrola Club

At the Lion Store Victrola rooms a splendid increase in sales is recorded, according to A. J. Pete, manager. The growth amounts to more than 25 per cent. It is stated more demonstration space will have to be provided under present increased business. The annual Christmas Victrola Club was launched October 2. This provides a means for securing a Victrola for \$1 down and \$1 a week. Half-page announcements in each of the dailies marked the start of the club for the season. In other years returns from this early effort have produced nearly one-quarter of the advance Christmas trade.

Reports 100 Per Cent Increase

At the LaSalle & Koch Co. Victrola shop the past month the increase reached 100 per cent, R. O. Danforth, in charge, reports. The gratifying development was made possible by the generally improved conditions locally, by advertising and service to the customer.

General Sales Manager R. V. Davis, of the F. C. Henderson Co., Boston, visited the LaSalle & Koch Victrola shop on his trip West. The store is a member of the Henderson chain.

The Goosman Piano Co. is making progress with country trade, C. E. Colber, sales manager, said. Adjacent communities are being solicited with a crew of workers and the result is a decided increase in sales.

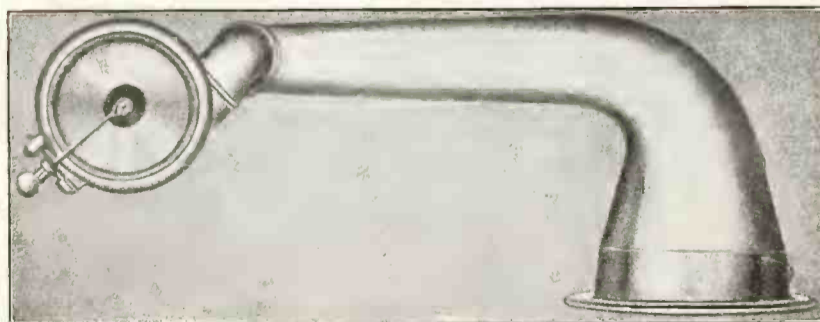
Buy Grubbs Music Shoppe Stock

Compton Bros., owners of the Record Shop and a chain of talking machine stores in northwestern Ohio, have purchased from the receiver the bankrupt stock of Grubbs Music Shoppe. The stock will be moved to the Findlay, O., store and the fixtures will be disposed of in Toledo. It is the intention to greatly enlarge the record rack space in the Record Shop and to employ a force of house-to-house solicitors. Trade is showing a growth over last year. October has opened especially well. Brunswick talking machines and records are featured.

An Effective Window Display

At the J. W. Greene Co. the increase for the month past was likewise very gratifying, E. A.

The Prettiest Universal Tone Arm on the Market



No. 909 T

This article possesses the following important features:

Gradual Flaring Arm

Ball Bearing Base

Graceful Curved Elbow

Chime-Like Tone Reproducer

No intricate mechanisms or obstructions in the Tone Arm or Base.

Terms net, no discount, f. o. b. New York

Price **\$3.75** complete

SAMUEL ESHBORN, 65 Fifth Avenue, New York

The Service House for Talking Machine Repair Parts and Supplies

Kopf states. A panel window display of the Cheney phonograph, Style Six, was of interest to customers and created much favorable comment. The parts from this instrument were shown separately attached to panels which were placed at either side of the instrument. The feature of the display illustrated just how the tone of the Cheney is developed. Another window feature was the working out of the Knight Templar crown and cross with colored needle boxes. This also created a fine impression and built good-will for the store.

A direct advertising campaign which exceeds any previous similar effort was inaugurated the first of the month. Forty-five thousand letters are going to a list of prospects, among the number are many farmers. It is believed that now is the proper time to solicit the outside resident as well as the city dweller and get him started toward purchasing a machine for the holidays.

Rae & Maxwell, Jefferson avenue, and Frank Felightner, Cherry street, Columbia dealers, cashed in upon the recent appearance at the Saxon Auditorium of the exclusive Columbia artist, Nora Bayes, in her new musical show. Her records were prominently displayed and advertised with gratifying results on the cash register.

PERMANENT RADIO FAIR OPENS

Radio Exhibits at Imperial Hotel, New York City, Under Glass Cases

There opened on September 30 at the Imperial Hotel, New York City, a Permanent Radio Fair which is scheduled to be an exhibit at the above hotel until May 30, 1923. This fair is under the direction, and is the idea, of Raymond Francis Yates, editor of the Radio Department of the New York Evening Mail.

There are very few demonstrations given, the various exhibits being in glass cases, and the public is only otherwise entertained by a radio device which can be asked and does answer questions. This latter portion of the Fair is of Coney Island type and does not make the appeal that was expected by those who conceived it.

Among those who have exhibits at the Imperial Hotel are the Eagle Radio Co., Newark, N. J.; Federal Telephone & Telegraph Co., Radio Corp. of America, DeForest Radio Telephone & Telegraph Co. and the Globe Art Co.

The Mercury Radio Corp.'s exhibit should be of particular interest to talking machine dealers, inasmuch as it is installed in a console cabinet containing a combination talking machine and radio receiving apparatus.

Now Is the Time to Buy!

Now is the time to buy Small Goods—now, while prices are low and stocks are full.

Wholesale prices are advancing steadily. The market pages of your daily paper tell of increased costs all along the line.

And read the new tariff law just gone into effect! See what it does to Musical Instruments!

The Musical Instrument Trade will be affected by the causes that are driving up prices in all lines. It is inevitable.

Now is the time to buy! The coming Fall and Winter seem to promise a business revival on a big scale. And far-seeing merchants are hastening to protect their prospects for a big holiday business by starting early to get in their stocks.

To-day is none too soon to make your purchases—particularly on imported merchandise.

We can serve you promptly now from full stocks and at prices that are remarkably low, when compared with replacement costs.

Why not turn to-day to Catalog No. 22 and Trade Price List No. 5, and place a portion of your Fall order now while we can serve you best? If you haven't these two books, let us send them to you, FREE. A request on your business letter-head brings them by return mail.

The FRED. GRETSCH MFG. CO.

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.

OTTO L. MAY A BENEDICT

Assistant Manager of Traveling Department of Victor Talking Machine Co. Weds Miss Esther Tobey—Given Dinner by Associates

CAMDEN, N. J., October 4.—Otto L. May, assistant manager of the traveling department of the Victor Talking Machine Co., was married on Monday to Miss Esther Tobey, of Camden, formerly secretary to Walter J. Staats, treasurer of the Victor Co., and a beautiful and talented young lady. After a brief honeymoon Mr. and Mrs. May will make their home in Merchantville.

On Wednesday evening of last week Mr. May's associates in the traveling department tendered him a dinner, in the course of which he was presented with a handsome chest of silver as a testimonial of their esteem.

NEW ARRIVAL AT G. W. RUEZ HOME

MILWAUKEE, WIS., October 7.—George W. Ruez, president of the Badger Talking Machine Co., Victor distributor for this territory, is receiving

the congratulations of his many friends in the trade over the arrival of another baby daughter. Mother and child are both doing well.

R. H. NOLAN WITH C. BRUNO & SON

Well-known Victor Traveler Joins Sales Staff of New York Victor Wholesalers

C. Bruno & Son, Inc., Victor wholesalers, New York City have announced the appointment to their Victor sales staff of Richard H. Nolan, succeeding and covering the territory of B. C. Bloedon. Mr. Nolan is a Victor man of wide experience and engaging personality. He needs no introduction throughout the Victor trade in the Metropolitan district, as some time ago, as representative of the Victor Talking Machine Co., of Camden, N. J., he covered this territory under Thomas McCready, at that time district manager. Later he was promoted to full charge of the Minnesota territory with headquarters in Minneapolis. From this important position Mr. Nolan comes to C. Bruno & Son, Inc., and is already enthusiastically taking up his new duties.

PHONOGRAPHS ARTISTICALLY DECORATED

Highest Quality Work

Lowest Prices



Every phonograph that enters our studio receives the careful attention of real artists, skilled in this line of work.

Our decorating and refinishing is acclaimed the best on the market. We are given the most important work of the largest phonograph dealers and department stores in the country.

Pleased customers have built up our business. We solicit your work. Our designs are exclusive and original. Japanese and Chinese Lacquering our specialty. Send for our price list and photographs.

No connection with any other firm in this line

MOHAWK WORKS of ART

Mohawk Building

160 FIFTH AVENUE

NEW YORK

TWENTY-NINE NEW AGENCIES

Established by Ed. E. Hohmann for the Well-known Product of the Modernola Co.

JOHNSTOWN, PA., October 7.—Ed. E. Hohmann, manager of sales of the Modernola Co., this city, has just returned from a six weeks' trip through the Middle West and reports that he established twenty-nine new agencies for the product of his company and renewed many of the old customers, who had been lost to the company through the fact of their being burned out some time ago and being out of business for practically a year. He also reports that a distributor has been appointed for Porto Rico and that shipments are going forward weekly to this concern.

Mr. Hohmann reports that the small portable machine which is put out by this company was a wonderful success during the season and the sales are still continuing very large, as the dealers have come to realize that this is an all-year-round proposition and not a seasonal one.

Under the direction of the Kiwanis Club an industrial exposition was held in Johnstown last week and among the more prominent displays was that of the Modernola Co., which was commented on very favorably.

CAROLA ACTIVITIES INCREASE

Cleveland Manufacturers Making Rapid Progress—Instrument Being Received Favorably

CLEVELAND, O., October 5.—The Carola Co., of this city, manufacturer of the new Carola cabinet phonograph, has just issued a very attractive folder, which is included as part of the equipment of every Carola phonograph that leaves the factory. This folder tells the purchaser just how to operate the Carola, pointing out its distinctive features and giving general ideas as to the mechanical qualities of this instrument.

During the past few weeks the Carola Co. has been very busy taking care of the requirements of its jobbers and dealers and preparing

to meet the requirements of the trade during the Fall and holiday season. The new Carola cabinet phonograph embodies distinctive acoustic principles which give it exceptional tonal volume, and this instrument, which is a perfect miniature reproduction of the standard cabinet phonograph, is being received enthusiastically by the dealers, as its moderate retail price can be utilized as the basis for an effective sales and publicity campaign.

PORTABLOOP WITH LORD & TAYLOR

The Eagle Radio Co., Newark, N. J., manufacturer of the Portabloop, a device which eliminates outdoor aerials for radio receiving apparatus, is having its product featured in the talking machine department of Lord & Taylor, New York City. Other large department stores in the metropolitan district are negotiating for sales rights of this particularly effective receiving apparatus which has a particular appeal to apartment houses where the possibilities of outdoor aerials are limited.

ROSES COME AND ROSES GO,
THO' RED OR WHITE OR YELLOW;
BUT THERE'S ONE YOU SOON WILL KNOW—
SO SWEET AND RICH AND MELLOW.
IT CAN'T GO WRONG
'T WILL LINGER LONG
WHEN EVERY OTHER GOES.
AND YOU'LL ADMIT THE BIGGEST HIT
IS CALLED "NOVEMBER ROSE."

THREE RECORD BREAKING SONG HITS

JOHN STEEL Says

"NOVEMBER ROSE"

Is one of the biggest successes he has ever had and

VAUGHN COMFORT

is also programming it regularly to pleased audiences.

FRANK J. CORBETT

says it is a smashing hit and one of the best ballads he has ever sung.

AND

"IN MAYTIME"

(I LEARNED TO LOVE)

won the £200 prize song and dance contest in London. It is vaudeville's most popular song. Hundreds of singers are using it.

"MEET ME NEXT SUNDAY"

(I'LL WAIT FOR YOU)

A real novelty fox trot. Broadway's overnight sensation. You will hear it everywhere.

JACK SNYDER Music Publisher, **Inc.**, 1658 Broadway NEW YORK CITY

CHICAGO
119 No. Clark St., Cohan Grand O. H. Bldg.
BOB EVANS, Manager

DETROIT
150 West Larned Street
CHES. CARPENTER, Manager

PHILADELPHIA
1709 North 29th Street
JACK HARRIS

BOSTON
181 Tremont Street
BOB WINNINGHAM

GLEANINGS *from the* WORLD *of* MUSIC

CONFERENCE HELD TO DISCUSS BROADCASTING PROBLEMS

Radio Interests and Publishing Organizations Meet in General Conference to Discuss Plans Whereby Equitable Arrangements Can Be Made for Payment of Royalties on Music

The conference called by the American Society of Composers, Authors and Publishers, to which the executives of the various radio broadcasting stations were invited and which was held for the purpose of giving consideration to the recognition of the rights of copyright proprietors and the public performance of their copyrighted works by radio broadcasting stations, was held in the directors' room of the offices of the American Society of Composers, Authors and Publishers on Wednesday, September 20.

E. C. Mills, chairman of the Board of Governors of the Music Publishers' Protective Association, was appointed chairman of the meeting and the following associations and business firms interested in radio attended: American Society of Composers, Authors and Publishers, Authors' League of America, Music Industries Chamber of Commerce, Music Publishers' Protective Association, Music Publishers' Association of the United States, Department of Commerce, American Telephone and Telegraph Co., Radio Corp. of America, General Electric Co., Westinghouse Electric & Mfg. Co., G. Schirmer, Inc., and the National Radio Chamber of Commerce.

In opening the meeting Mr. Mills said that consideration was to be given to the public performance of copyrighted works within the meaning of the law. It was the contention of the Society that, first, the factors involved in the Association should receive recognition of their rights, as assured them in the copyright law of 1909; second, the collection of fees, the amounts due for public performances by radio broadcasting stations and from whom and how such fees should be collected were to be discussed.

Nathan Burkan, the attorney for the American Society of Composers, Authors and Publishers, made a short talk in which he pointed out that the discussions were to be general and informal and in no wise binding.

In a further introduction Mr. Mills outlined some of the outstanding features of the present methods of collecting royalties as arranged for by the copyright law of 1909 and those which have been imposed on certain users of music in public performances for profit as arranged for by the American Society of Composers, Authors and Publishers and which have been sustained in a number of decisions by Federal Courts as well as by the Supreme Court.

He stated that at the present time there were

over 7,000,000 talking machines in the homes of the United States, all users of records, from the manufacture of which music publishers received royalty; that there were over 700,000 player-pianos in use in the United States and that the manufacturers of player rolls to be used with such player-pianos paid the publishers a royalty on the manufacture of such products.

He said it would be the contention of publishers that to the extent that radio entertainment replaced the use of the above instruments or affected the sale of the products for such instruments the publishers should be recompensed.

The question was brought up as to the use of talking machine records by radio broadcasting stations and whether or not they have the right to make use of such products when the royalty on the manufacture of such records had already been paid. This was answered by Mr. Mills by saying that the right to manufacture only was included in the royalty and not the right to publicly perform. It was here remarked "the law contemplates the copyright proprietor shall, among other exclusive rights, enjoy the exclusive and sole right of public performance, with the exception where permission is given by the copyright proprietor to another."

C. Townley, of the Westinghouse Electric & Mfg. Co., spoke in behalf of his organization which created the original broadcasting station as an experiment in Pittsburgh, Pa. He said that they wanted to comply with all laws and be most fair in their dealings with the publishers. At the present time there was no direct revenue from broadcasting stations; on the other hand, they were quite an expense. He remarked that in case an arrangement was made for the payment of fees to publishers the free talent now at the disposal of the broadcasting stations would, naturally, in a short space of time consider that they should be paid for their services.

He closed by saying that he hoped the question would be kept open for some time; that it was indeed unfortunate, so far as his organization was concerned, if not embarrassing, for it to be brought up at this time, particularly inasmuch as it was thought in some circles that the Government would finally operate the broadcasting stations and that the whole industry was undergoing constant change.

While it was not hoped to have any decision made at the meeting, there is little or no doubt

that the larger factors in broadcasting activities have given consideration for some time to the necessity, at some period not far off, of paying royalties to publishers for the use of copyrighted works. The meeting resulted in a general understanding tending to recognize music as a big factor in radio programs and there seemed to be little or no question of the recognition of the rights of copyright proprietors. Points to be decided are when, how and where such royalties should be collected.

DEMAND FOR JENKINS' HITS

Business Continues to Break All Records, Says E. G. Ege, Manager

KANSAS CITY, Mo., September 30.—According to E. G. Ege, manager of the music publishing department of the J. W. Jenkins' Sons Music Co., business last month in his department was the best in the history of the company. He attributed the fact to the great popularity of their leader, "Lonesome Mama Blues." The orders on this one piece are running from two thousand to five thousand copies a day. While up North during the Summer Mr. Ege bought from the McClure Co., of St. Paul, their song, "If You Want to Linger Longer You Will Have to Love Me Now." This new song has taken a place in sales next to the leader and is proving a remarkable seller. "Stories" is also a good seller, and all the numbers in the catalog are doing well.

"BLOSSOM TIME" ON TOUR

The dress rehearsal of the special touring company of "Blossom Time," the operetta with Schubert's music, now in its second season at the Ambassador Theatre, took place late last month. The company, headed by Hollis Devanny, Laurel Nemeth, Horace Ruwe, Teddy Webb and Edna Temple, opened a transcontinental tour quite recently in Norwalk, Conn. Engagements were played in Bridgeport, Worcester and other Eastern cities and early in October the company headed toward the Pacific Coast by way of Montreal, Toronto, Hamilton, Winnipeg and the Northwest cities. Leo Feist, Inc., publish the music.

FORSTER BUYS NEW WALTZ

CHICAGO, ILL., September 14.—Forster, Music Publisher, Inc., has purchased from the Morrison Music Co., San Francisco, a new waltz song, entitled "Sweet Anabel," which, according to some very good judges, is destined to score in popular favor.



I get so blue thru and thru when the leaves come a tum-ble-ing down from the trees,

The Big Boston Fox Trot Hit

When The Leaves Come Tumbling Down

HEAR IT NOW!

You can't go wrong With any FEIST song

NOTED BANDMASTER WINS WAGER

Edwin Franko Goldman Writes Popular Song on a Bet—Sold to Publisher at Large Price

Several months ago one of the well-known publishers approached Edwin Franko Goldman, the famous bandmaster, proposing that he write a song of the popular variety, which might incidentally be used as a fox-trot. It was suggested that if Mr. Goldman could write a number that would strike the public just right he might realize a considerable sum of money on royalties. In view of the fact that many of the best-selling hits of the day had been founded on themes taken from the music of the masters, in other words, classics popularized, Mr. Goldman was asked to weave some well-known classical theme into his number.

The original proposition was made by the publishers to Goldman's manager. When the subject was broached to Mr. Goldman the bandmaster was indignant at the very idea that he should be asked to do such a thing. The manager felt convinced, however, that inasmuch as Mr. Goldman had written many spirited marches that have achieved success he could certainly write something in accordance with the publisher's idea and make good on it.

In order to get Goldman interested the manager made a wager with him that he could not write a song that would strike the popular fancy. Goldman took up the bet, the result being a corking fox-trot song called "In the Springtime," worked out on a strain from Mendelssohn's "Spring Song." The publishers were delighted, the song is making one of the biggest hits of the season and Mr. Goldman is debating

whether a red or a green Rolls Royce would go best with his complexion or an all-gray one to match his hair.

Mr. Goldman's other big hit of this season is "The Chimes of Liberty" March, which is being played all over the country, having scored big at the Columbia Green concerts.

SINGING WITMARK NUMBERS

The Eight Famous Victor Artists, whose annual singing tour of the country is looked forward to with pleasure in hundreds of cities, have selected, for a portion of their program, three successes from the catalog of M. Witmark & Sons, Arthur A. Penn's ballad, "Sunrise and You"; Ernest R. Ball's latest song, "For the Sake of Auld Lang Syne," and that continuous, popular favorite, "Angel Child."

FIVE RECORD-BREAKING SONG HITS

HOMESICK

A Real Irving Berlin Song Hit

Yankee Doodle Blues

The Sensational Song Hit we took over from Harms, Inc.

While the Years Roll By

We stake our reputation on this one

Away Down South

The Masterpiece of all Southern Songs by the Writer of "Tucky Home"

Early Morning Blues

A BIG ORCHESTRA SUCCESS

IRVING BERLIN, Inc., 1607 Broadway, New York

LEO FEIST CELEBRATES 25TH BUSINESS ANNIVERSARY

Prominent and Successful Music Publisher Tenders Elaborate Dinner at Home in Mt. Vernon to Business Associates and Friends to Mark That Important Occasion

In celebration of the twenty-fifth anniversary of his entrance into the music publishing field Leo Feist, founder and head of the prominent house of Leo Feist, Inc., New York, tendered an elaborate dinner to his business associates



Leo Feist

and friends at his home, Corcoran Manor, Mt. Vernon, N. Y., on Saturday evening, September 16. A number of the Feist branch managers from Eastern and Middle West cities came to New York to attend the function, and incidentally to extend their congratulations to their chief, who enjoys the sincere affection of everyone who has been associated with him during his business career.

The guests assembled at the Feist executive offices, 235 West Fortieth street, early in the evening and were taken to Mt. Vernon in automobiles. On arrival at Corcoran Manor they were received by Mrs. Leo Feist and Mr. and Mrs. Edgar F. Bitner, following which the

guests were presented to Mr. Feist, who was seated on the Summer porch, surrounded by his sons, Nathan, Milton and Leonard Feist.

The dining hall and table were beautifully decorated with a profusion of flowers and at each plate there were found an elaborately engraved and embossed menu card, with the name of the individual guest appearing prominently thereon. As a souvenir of the occasion Mr. Feist presented each guest with a leather wallet bound in solid gold and bearing the guest's initials on a gold plate in the center.

Felix Feist, brother of the host, acted as toastmaster and first introduced Leo Feist himself, who appeared in fine spirits, and extended a formal welcome to his guests in a short and witty speech, in the course of which he credited the loyalty of his co-workers for much of his business success.

Among those who made short talks, in which the outstanding feature was the enthusiasm shown by the Feist organization and the spirit which has made the firm of Leo Feist, Inc., a great power in the music publishing field, were: Edgar F. Bitner, Francis Gilbert, Phil Kornheiser, A. S. Gilbert, Lee Orean Smith, J. A. Decatur, O. W. Vaughan, Felix Feist and others.

Souvenirs of the occasion were forwarded to the Feist branch managers who were unable to attend, these including H. C. Johnson, Harry Coe, Fred Dempsey, Harry Kessell, Billy White, Arthur Huskins, Dave Frank, Lew Mahan, Billy Lloyd and Fred Kemlo.

The guests were all returned to the city by automobile, each being taken to his home.

Those who attended were: Edgar F. Bitner, Phil Kornheiser, Cliff Odoms, Theo. Morse, Lee Orean Smith, Meyer Jacobs, J. A. Decatur, Henry Heine, Lester Santly, Arthur Hoffman, Solly Cohen, Gordon V. Thompson, Fred Auger, Floyd Kinney, Bob Miller, Rocco Vocco, A. S. Gilbert, Francis Gilbert, William R. Teller, Vincent Walsh, O. W. Vaughan, B. McClelland, Victor E. Meyer, Felix F. Feist, Nathan Feist, Milton Feist, Leonard Feist, Dr. N. B. Saunders, Luther G. Battin, Al Kornheiser, Paul White-man, Howard Johnson, Jos. McCarthy, Harry Tierney, Frank Novak, Walter Dean, Sam Danks, Frank E. Barry, F. C. Bruns, Percy Wenrich, Dave Klein, Sam Meyer, Abe Metzger, Sol Feist, Mrs. Leo Feist and Mrs. E. F. Bitner.

PREDICTS MORE INTEREST IN MUSIC

Mischa Elman, Famous Violinist, Just Returned from Europe, Points to Growth of Interest in American Music During Recent Years

That the United States will soon experience a remarkable growth in the development of musical interest is the opinion of Mischa Elman, who has just returned from a two years' concert tour abroad.

"In my opinion," says Mr. Elman, "the day of American music is imminent. The American musician is fast obtaining the recognition that is his due and the compositions of American composers are being received with interest.

"Everywhere I went abroad I found intelligent understanding of American musical achievements. People referred accurately to our operatic singers and concert stars. And although this is in itself a small matter, it was indicative of attentions far more than casual."

"IN MAYTIME" A HIT IN ENGLAND

Jack Snyder, Inc., publisher of "In Maytime" (I Learned to Love) and "November Rose," the latter which is being hailed as another "April Showers," was the recipient recently of a letter from the Caesbrooke Dancing School, Caesbrooke Rd., Liverpool, England, in which it was stated that at the annual dance of that school, for which a £200 prize is given, "In Maytime" was rendered throughout the evening for all the contestants. The arrangement is two-step in various movements known as "Prof. Anderson's Waltz" and is now the vogue in London.

SOME GREAT BERLIN "HITS"

The song "Yankee Doodle Blues," recently taken over by Irving Berlin, Inc., from Harms, Inc., is proving one of the most active numbers in the catalog of that company. The whole Berlin organization, including the professional, band and orchestra, as well as the sales departments, are giving this publication attention.

The new Irving Berlin song, "Homesick," is showing up well and from present indications it will rival in popularity his former successes, "Some Sunny Day" and "All By Myself."

Among the new songs in the Berlin catalog which are showing much activity are "Don't Bring Me Posies" ("It's Shoesies I Need"), "Truly," "Night," "Send Back My Honeyman" and "While the Years Roll By."



The London String Quartet is one of the most celebrated musical organizations of the world. In Columbia releases for November we offer the first recordings made in America by this famous quartet. They have given us two beautifully rendered old English songs, "Cherry Ripe" and "Sally in our Alley," that are as fine as bits of old lace. It is impossible to produce more exquisite music than this. Both are on one record, A-3677.

Columbia Graphophone Co.
NEW YORK

535 FREE CONCERTS IN NEW YORK CITY THIS SUMMER

What the City Administration Has Done and Plans to Do Under Supervision of City Chamberlain Berolzheimer in the Matter of Developing a More General Public Appreciation of Music

Some idea of the amount of free music and good music that has been made available to the citizens of New York during the Summer months just passed is indicated by the fact that through the efforts of City Chamberlain Philip Berolzheimer, who has charge of the free concerts in the city, some 535 such concerts have been given in the public parks and on recreation piers during the Summer season.

Not only were there some scores of "contract concerts" given by paid organizations, but the bands representing the various city departments and playing without special compensation, such as the Police, Fire and Street Cleaning Department Bands, gave several concerts each week and through the efforts of the Chamberlain a large number of bands representing and made up of employes of various industrial organizations gave their services free to the public in a great many instances. In short, there were more free concerts in New York last season than ever before since the band concert idea was first instituted. Not only did the bands give their services, but many noted vocalists, artists of recognized standing, volunteered their services as soloists in connection with the various open-air concerts, and thus did their bit for the cause of better music appreciation.

It is not only in the matter of open-air concerts in the Summer that the present City Administration is lending its support to better music, for arrangements have been completed for a number of indoor concerts, recitals and operatic performances during the Winter season, all of them to be free to the public.

Music has received recognition from the city also in other directions, for it has not been so long ago that Vincent D'Indy and Richard Strauss, noted European composers, when arriving in America for a visit, were tendered a public reception at City Hall and given the freedom of the city with as much ceremony

as were the same honors presented to General Pershing and Marshal Foch on their return from the battlefields.

Increasing attention is also being given to music in the various city schools, high schools and colleges, liberal appropriations being made for the purpose of musical instruction. The



Philip Berolzheimer

city is also giving serious consideration to the question of providing a site for the proposed Temple of Art and Music to be erected by popular subscription and to be made a center for the artistic life of the city as a memorial to those of her citizens who fell in the recent World War. The setting aside of a site by the city for the proposed memorial was authorized by the New York State Legislature last Spring.

In all the various concerts given under city auspices the programs have been distinctly well balanced, music of the highest class being interspersed by the lighter classics and on occasions

with what are termed popular numbers of the better type. In short, the city has not only given the public music, but has also given it better music. Five hundred and thirty-five free public concerts during a single Summer represent a mighty fine record.

From a purely commercial standpoint there is no question but that this great quantity of free music under city auspices has had, and will have, a decided influence on the creation of a substantial demand for musical instruments of various sorts. If only for that reason alone the attitude of the city toward music should receive the hearty endorsement of the trade.

"LITTLE NELLY KELLY" A HIT

New Cohan Show Extends Its Boston Engagement—Witmark Publishing the Score

The new George M. Cohan show, "Little Nelly Kelly," which has had a successful run at the Tremont Theatre, Boston, Mass., has had its engagement indefinitely extended. It had been planned to bring the show to New York, but its continued popularity in Boston induced the producers to rearrange the schedule. One of the outstanding songs of the show is "Little Nelly Kelly." M. Witmark & Sons publish the music of this recognized success.

FEIST SONGS IN VAUDEVILLE

Among the songs that the professional department of Leo Feist, Inc., is placing in vaudeville acts are "Why Should I Cry Over You?", announced as another "I'm Sorry I Made You Cry" and "Coal Black Mammy," the English success. The songs and novelties also include: "You're Just Dreaming," "Toot, Toot, Tootsie," "Those Star Spangled Nights in Dixieland," "All for the Love of Mike," "Wake Up, Little Girl," "Hot Lips" and "Three o'Clock in the Morning."

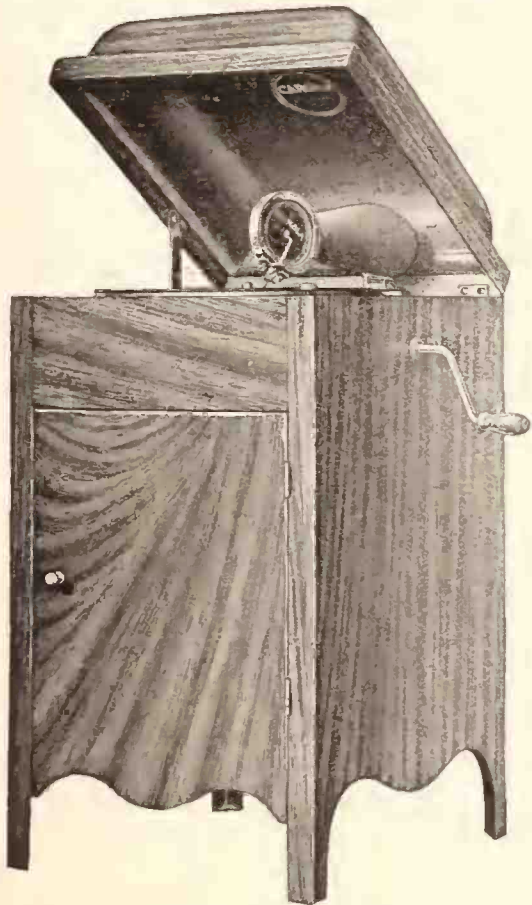
The Phonograph Shop, 109 Stockton street, Sonora and Victor dealer in San Francisco, Cal., has been completely remodeled and now has unexcelled facilities for handling its rapidly growing business.

THE GREAT NEW FOX TROT SUCCESS
SAY IT WHILE DANCING
 BY THE WRITERS OF
BENNY DAVIS ANGEL CHILD SILVER ABNER
M. WITMARK & SONS - Publishers - Witmark Building - NEW YORK

The Biggest Little Phonograph in the World

The New Cabinet **CAROLA** Phonograph

"The Nightingale of Phonographs"



An embodiment of many remarkable new and exclusive features in the art of phonographic rendition.

While the new CAROLA weighs only seventeen pounds and occupies less than a square foot of floor space, it is *not a toy* but a full-fledged talking machine which delivers full rich tones the equal of machines costing many times the price.

CAROLA is built for service, both musically and mechanically.

CAROLA reproducer is full sized, carefully made on the most modern principles and is easily the equal of those found in many high-priced machines.

CAROLA amplifier embraces new and logical principles. The tone is carried from the reproducer through a special violin fibre horn to the convex lid of the phonograph, which acts as the amplifier and throws the sound outward and upward—the logical way for sound to travel.

CAROLA motor is sturdy, noiseless, self-lubricating and is the result of long experiment. It is absolutely guaranteed to withstand the most vigorous tests and we invite detailed examination by your mechanic.

Sells especially well with children's and physical culture records.

The new CAROLA plays all lateral cut disc records of all sizes *perfectly*.

Retail price \$20—liberal trade discounts.

Send today for details of special sample offer.



THE CAROLA COMPANY

310 Lakeside Avenue, N. W.

Cleveland, Ohio



The "Possente Numi," from Mozart's opera *The Magic Flute*, and the "Del futuro nel fujo discerno," from Verdi's opera *Nabucodonosor*, seem to have been written especially for Jose Mardones' rich bass. Colorful, buoyant, of deep capacity, this voice is one which challenges comparison with any of its type in grand opera to-day. A-6220 is a record in which your operatic patrons will delight.

**Columbia Graphophone Co.
NEW YORK**

PLAN HEAVY INCREASE IN VICTOR CO'S. CAPITAL STOCK BOOKLET ON "PERPETUAL INVENTORY"

Stockholders to Vote on October 23 on Proposal of Board of Directors That Capital Stock of Victor Talking Machine Co. Be Increased From \$5,000,000 to \$35,500,000

PHILADELPHIA, PA., October 4.—Announcement was made on Monday to the effect that the directors of the Victor Talking Machine Co. have decided upon an increase in the capital stock of the company from \$5,000,000 to \$35,500,000, of which \$35,000,000 will be common and \$500,000 preferred. A special meeting of the stockholders of the company has been called for October 23 to pass on the proposal of the directors.

At the Victor Co. headquarters it was stated that no advance announcement could be made at this time regarding the disposition of the

additional capital stock, inasmuch as the matter of the stock issue rested upon the action of the stockholders at their meeting on the twenty-third, although it is naturally presumed that the stockholders will take favorable action.

The proposal for an increase in capital stock does not come as a complete surprise, inasmuch as, compared with other businesses, the company has been greatly under-capitalized, the physical properties of the company, such as the immense plant in Camden, being of far greater value than the entire present issue of capital stock.

Interesting and Helpful Volume Now Available Through Chamber of Commerce

Through its membership in the Chamber of Commerce of the United States the Music Industries Chamber of Commerce has now available for the use of its members a pamphlet on "Perpetual Inventory or Stores Control," which is designed to facilitate the maintenance of an even flow of production, the keeping of inventory at a feasible minimum, and the promotion of the official use of material. The pamphlet is the result of an exhaustive investigation and co-operation of many prominent business authorities, and contains forms that should prove of great value to members of the trade.

Among the sub-titles are the following: "Advantages of a Material Control System," "Extent and Range of a Stores Department," "Contents and Arrangement of the Store-room," "The Routine of Material Control," "Forms for Material Control" and "How Foremen and Workmen Can Assist."

The Trade Service Bureau has ordered a supply of these pamphlets, which will be distributed to members of the Association without charge, upon request.

E. W. McCullough, manager of the Fabricated Production Department of the Chamber of Commerce of the U. S., Mills Building, Washington, D. C., offers to discuss with any members of the music industry any phase or problem arising from a study of the pamphlet, or to receive any comments relative thereto.

COHEN & HUGHES INCORPORATED

Name Changed to Cohen & Hughes, Inc.—I. Son Cohen, President—No Change in Management Is Contemplated at Present

BALTIMORE, MD., October 7.—The firm of Cohen & Hughes, this city, was incorporated last week under the name of Cohen & Hughes, Inc., with I. Son Cohen as president and William Biel, a well-known New York attorney, secretary and treasurer. No change in the management will be made at present, it was announced by the firm. Mr. Biel made his first appearance in

the trade at the meeting of the Victor Dealers' Association meeting on the fourth of the month. For the present Mr. Biel will maintain his residence and business in New York, making occasional trips to Baltimore.

MRS. G. A. MOORE PASSES AWAY

Mrs. George A. Moore, mother-in-law of Arthur D. Geissler, president of the New York and Chicago Talking Machine companies, passed away in San Francisco on September 30, according to word received by telegraph at the offices of the New York Talking Machine Co. Mr. Geissler left immediately for the Coast.

FELT

We are prepared as never before to give prompt delivery.



Turntable Felt

The name of a special product made by the American Felt Company for the Talking Machine Trade.

It possesses features which distinguish it from Felts made by this company for other purposes.

Only our special Turntable Felt is good enough for leading Talking Machine Manufacturers, who use it exclusively.

American Felt Company

TRADE MARK



BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 So. Market St.

DEMAND BEGETS LARGER QUARTERS

Mohawk Works of Art Secure Additional Space in Present Building in New York

Increased business has necessitated the Mohawk Works of Art taking larger quarters in the same building, at 160 Fifth avenue, New York. This company specializes in the redecorating and refinishing, in exclusive designs, of talking machines for the dealer.

M. E. Estrin, head of the organization, reports that business conditions are good and a steadily increasing volume of orders is being received. This business is coming not only from pleased customers of the past, but many new dealers are reported to be sending their talking machines to the Mohawk Works of Art for special finishes. Mr. Estrin stated that his company is not only doing work for dealers situated in all sections of the country, but a number of foreign inquiries have been received as well. Although talking machines are being redecorated in a wide range of designs the most popular at the present time seems to be Chinese and Japanese lacquer work.

There is a world of truth in such old platitudes as "honesty is the best policy."



HUMAN NATURE

A study and understanding of human nature is necessary to be successful in business. Human nature cannot be disregarded and yet it often pays to disregard its tendencies. In other words, those who make the greatest success do not usually follow the crowd. They analyze human nature, make allowances for it, but with the courage of their convictions at times act contrary to it with success.

It was an exhibition of human nature when during a run on a bank a depositor did not take her money when she found she could get it.

Human nature in the Victor business causes Victor dealers to demand Victrolas when they cannot get them and to refuse to take them when available. It is human nature for us to be extremists.

Last month in our full page announcement headed "The Danger Ahead and How to Meet It" we advised the placing of advance orders and preparation against a shortage of Victrolas. Human nature has caused some dealers to mark time and to disregard this warning. Others, however, have placed advance orders—believing in the sincerity of our recommendations—and in our judgment they are going to "cash in" accordingly.

On October 1st we shipped against advance orders a quantity of Victrolas greater in value than on any day previous in the 20 years history of our business.

We will do our best to take care of all our dealers, but cannot disregard advance orders for Victrolas.

Could we be fairer than to solicit advance orders for October, November and December delivery with the privilege of adjustment, according to current needs? Can we prepare for our dealers' requirements safely without their co-operation in this respect?

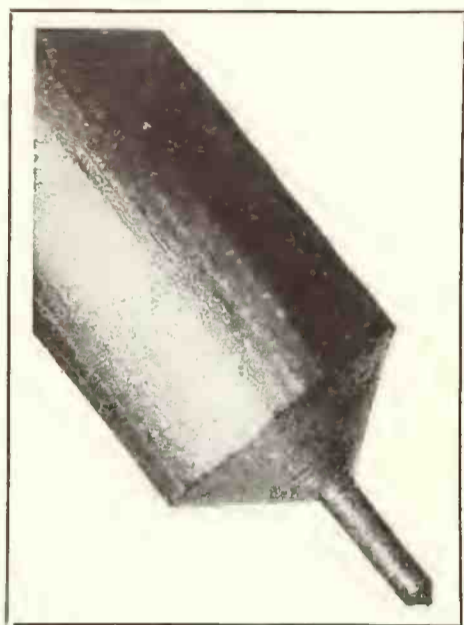
The shortage is already here on some style Victrolas. Beware of extravagant promises. Good intentions are not as dependable as stock on hand in the dealer's store.

Now is the time to think it over, Mr. Victor Dealer, and to act.

Blackman
TALKING MACHINE CO.
 28-30 W. 23RD ST. NEW YORK N.Y.
 VICTOR WHOLESALE DISTRIBUTORS



A SALES- MAKING ACCESSORY



Many a steady and profitable customer has been gained through a sale of



Semi-Permanent NEEDLES

Just as shock-absorbers, durable tires, and other refinements vastly increase the pleasure and economy of an automobile, Sonora S.-P. needles multiply the joys of phonograph ownership. No nuisance of changing a needle every time a record is played—and

They Save Record-Life!

**Sonora Phonograph
Company, Inc.**

GEORGE E. BRIGHTSON
President

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

MONTHLY CENSUS OF MUSIC TRADE OUTPUT SUGGESTED

Federal Census Bureau to Ask Opinion of Musical Instrument Manufacturers Regarding Contemplated Plan for Compiling Monthly Census of Production

(Special to The World)

WASHINGTON, D. C., October 10.—A monthly census of the production of pianos and talking machines is under contemplation in the Census Bureau, and manufacturers of those articles will be asked in the near future to give their ideas upon the advisability of undertaking such work. A questionnaire is now being drafted which will be sent out within a few days in which the manufacturers will be asked whether they favor the collection of monthly production figures; whether the records of manufacturers are in such form that it is possible for them to furnish such data without much cost or inconvenience, and whether it is believed that a monthly publication of such statistics would be of value to those engaged in the industry. Whether the work will be undertaken by the Census Bureau at this time depends en-

tirely upon the sentiment expressed by the manufacturers involved. The taking of such figures by the Director of the Census was authorized under a blanket act passed by Congress about a year ago to enable the Secretary of Commerce to make such inquiry into production, stocks, distribution, etc., of various commodities as he deemed necessary.

The Bureau is now taking figures on the monthly production of shoes and on stocks of hides, skins and leather, also upon the amount of sugar refined, and about a dozen other commodities are now under consideration. It is believed in the department that the taking of the figures of production of pianos and talking machines will be of value to those engaged in the industry, but the work will not be undertaken unless the sentiment is practically unanimous in favor of it.

VICTOR PLANT WORKING OVERTIME

Various Departments of Big Camden Factory Operating Nights to Increase Output

CAMDEN, N. J., October 5.—The factory of the Victor Co. is one of the genuine hives of industry in the Philadelphia district, for the reason that practically all departments of the factory are working overtime at present in an effort to meet the demands of the distributing factors of the industry as completely as possible.

The production schedules made out by the company from August until January first call for the working of the factory to capacity, being based upon requisitions from the trade already in hand. The volume of Fall trade, however, has apparently been underestimated even by the optimistic and an overtime schedule was therefore put into force to reduce any possible shortage of Victor products to as low a point as possible.

Even in the face of the efforts of the Victor Co. to maintain production at a maximum, reports indicate that retailers who have not anticipated their requirements with sufficient generosity will have cause to regret that action before the end of the year rolls around.

EMERSON CO. MOVES OFFICES

Move Made to Facilitate Service—Offices, Shipping and Warerooms in One Building

The Emerson Phonograph Co., manufacturer of the Emerson lateral cut record, has moved its executive offices from 206 Fifth avenue to 105-111 West Twentieth street, New York City. These quarters will now house the offices, shipping, stock and warehouse of the company.

This move was made necessary, according to the officers of the company, to facilitate their plan to give exceptional service and co-operation to Emerson dealers and enable the different departments to co-ordinate their work so that the very highest type of service can be rendered.

NEW JERSEY CONCERN CHARTERED

The Central Talking Machine Co., of Jersey City, N. J., has been granted a charter of incorporation under the laws of that State, with a capital of \$50,000, for the manufacture of talking machines. Incorporators are Mildred L. Shanahan, Jesse E. Calvert and Alma L. Hermanns.

VICTOR TRAVELER FOR MINNEAPOLIS

CAMDEN, N. J., October 5.—The traveling department of the Victor Talking Machine Co. announces the appointment of Charles C. Hicks as traveling representative in the Minneapolis territory, which has not been covered directly for some time past.

DEATH OF DAN C. VOORHIES

Traveling Representative for Brunswick Phonograph Dies Suddenly in Los Angeles

LOS ANGELES, CAL., October 7.—Dan C. Voorhies, special traveling representative for the Phonograph Division of the Brunswick-Balke Collender Co. and very popular with dealers throughout the territory, died here this morning. He had been with the Brunswick Co. for many years and in his younger days was famous as a wrestler. He was at one time a reporter on the New York Herald.

NEW DISTRIBUTORS AND DEALERS

M. S. Davis, president of the Encore Sales Corp., New York City, sole factory distributor of the Encore Record Replayer, reports that the sales of this accessory continue to gain steadily. Mr. Davis has made several out-of-town trips in the interest of the appointment of distributors for the line. Several new distributors and many additional dealers are reported to have taken on the Encore line in the past month.

CORLEY CO.'S AD CAMPAIGN

RICHMOND, VA., October 5.—The Corley Co., of this city, is conducting an advertising campaign in Southern newspapers and farm papers handled through A. O. Goodwin, Inc., advertising agents, New York City. This policy should be productive of results.

PERRY B. WHITSIT CO.

WHITSIT co-operation and service to the Victor dealer has been enhanced by the exceptional facilities afforded us in our new home. Visit us on your next trip to Columbus.

COLUMBUS OHIO

VICTOR DISTRIBUTORS

Announcing Reduced Prices and New Models LONG CONSOLES

Due to heavy demand, necessitating large cuttings, we have been able to reduce our manufacturing costs. We pass this saving to our customers—more than 10 per cent below former prices:

Please note that while Consoles 601, 602, 603, 608 and 610 are regularly fitted to take care of Victrola VI, these same cabinets can be fitted to take care of Victrola IV, and, when taking the reduction in price of Consoles into consideration, it enables the dealer to sell an up-to-the-minute standard outfit at a very moderate price.

Long Consoles are covered by basic patents and infringements will be prosecuted.

Long Consoles are distinctive in design and have the divided top.

Long Cabinets are regarded by the trade as the Standard of Quality.

Deliveries can be made at once.

Made in dark red mahogany only.

Order now for Fall and Holiday requirements.

Write to-day for catalog of full line.



Style 601
\$27.00

All of the Long Consoles illustrated on this page, except Style 606, are ideally adapted for use with the Columbia Grafonola A-2.



Style 603
\$29.00

The New Long Consoles

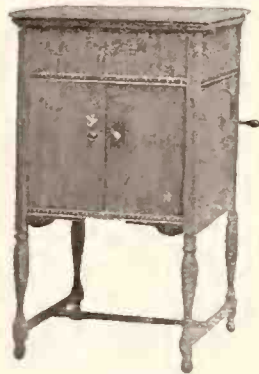
The Long Consoles Nos. 601, 603, 608 and 610 are 36 inches long, 34 inches high and 22 inches deep.



Style 610
Open doors showing arrangement of interior as used in 608 and 610



Style 608
\$30.00



Style 606
For Victrola IV only
\$20.00



Style 610
\$28.00



The Geo. A. Long Cabinet Company
HANOVER, PA.

MERIT—BUILT IN

The merit of *Van Veen* equipment is built in. Surface decoration may beautify, but cannot make a real hearing room. Even a fence may be painted to look pleasing to the eye; don't make the error of buying highly decorated fence to serve as sound-proof hearing rooms.



A corner of the new Victor department of Griswold, Richmond & Glock, Meriden, Conn., considered one of the finest retail talking machine warerooms in New England.

Van Veen patented double construction hearing rooms combine structural superiority with beauty and dignity of design. Their efficiency goes below the surface.

The moderate cost of *Van Veen* equipment places it within the reach of the most economical dealer.

Complete equipment on hand ready to ship will give you a month's business in the time it takes others to build the job

VAN VEEN & COMPANY, Inc. 413-417 E. 109th St., New York City
Offices and Warerooms
 Phone 7758 Harlem

C I N C I N N A T I

Predictions of Improvement Come True—Dealers Placing Orders For Fall and Winter—Otto Grau Co. to Handle Vocalion Line

CINCINNATI, O., October 6.—Industrial, financial and trade conditions can be described with no more accuracy by anyone here than by A. Clifford Shinkle, president of the Central Trust Co., who expresses the belief that local dealers in all lines of trade are almost certain to have an excellent season ahead of them. Industrial conditions, Mr. Shinkle says, are becoming settled more completely each day and there is little likelihood of trouble in the near future. There is not likely to be, he thinks, a coal shortage of sufficient stringency to hamper manufacture or trade.

This prediction of good business is already being borne out in the talking machine trade. Dealers report a good business both in records and machines and jobbers note the fact that retailers are stocking up in anticipation of fairly heavy Fall and Winter demands.

A. H. Bates, president of the Ohio Talking Machine Co., said that business is very good. "Our trade throughout our territory," he said, "is excellent. Dealers are demanding shipments of substantial size, both of records and machines. There is an especially lively demand for the new models of flat-topped consoles now ready for the market. We look for a splendid business throughout the Fall and Winter."

F. J. Spengler, of Spengler's Art & Gift Shop, Lexington, Ky., has set up a very good sales record for the Summer months. During August Mr. Spengler sold Grafonolas at the rate of one each day. One of these Grafonolas was a "D-2" and the balance were all cabinet models, which proves that business is to be secured if a man will go after it. Mr. Maddox, manager of the Pioneer Drug Co., of

Montpelier, Ind., has just returned from a vacation at Tippecanoe Lake, Ind. He spent most of his time fishing.

Mr. Oelman, head of the Cincinnati branch of the New Edison Co., also reports good business done during September, and excellent prospects for the months just ahead. "Our new models," said Mr. Oelman, "especially new console types, are in demand and, we feel sure, will continue to go well."

The Otto Grau Co., in connection with a deal whereby that company acquires for regular sale the entire stock here of the Aeolian Co., which is closing its store and turning over its interests to Otto Grau, will sell the present stock of Vocalion talking machines and will restock and continue with the Vocalion line, in connection with Victor and Brunswick goods. Trade in talking machines and records at the Otto Grau Co., according to J. F. Van Court, has been very good, and the prospects are fine for an excellent Winter.

At a recent meeting of the Terre Haute, Ind., Ad Club the program committee brought into the meeting several housewives who were asked to take papers for the past month and criticize ads and campaigns that had been running during the past thirty days.

Prominent among the several ads submitted by the ladies was the \$1-down advertising and the regular record advertising of the Columbia Graphophone Co. The women were greatly impressed with the excellence of the copy, its strong appeal and the fact that Columbia record advertising is localized for each individual town.

While there is nothing of outstanding inter-

est in the way of personalities in the Cincinnati district virtually all stores—Baldwin Victrola Shop, H. & S. Pogue Co., Steinway, Brunswick Salesroom, Widener's Grafonola Shop, Columbia branch, and others—report the same good business and same excellent outlook.

At a meeting held at Akron, O., September 26 and 27, A. B. Smith, of Akron, was elected to be president of the Ohio Music Merchants' Association. He succeeds Fred N. Goosman, of Toledo. Other officers elected were: Vice-president, Charles Yahrling, Youngstown; secretary, Rex Hyre, Cleveland, and treasurer, William V. Crowe, Columbus. Cincinnati was chosen as next year's meeting place.

Chas. Long, of Winchester, Ky., with his wife and son, visited the Cincinnati branch on August 14 and on that same date W. E. Mattingly and wife, of the Ideal Furniture Co., Hazard, Ky., were visitors. While here Mr. Mattingly selected new hearing rooms, record racks and display cases for the Grafonola department of his new store in Hazard.

Elmo Smith, of the Smith, Yager & Falk Co., Decatur, Ind., was married on August 7, and immediately left for a honeymoon via auto to Yellowstone Park.

A NEW UNICO REPRESENTATIVE

Walter K. Badger to Represent Unit Construction Co. in New York and New England

Rayburn Clark Smith, president of the Unit Construction Co., Philadelphia, Pa., manufacturer of the well-known "Unico" equipment for talking machine warerooms, has announced the appointment of Walter K. Badger in charge of New York and New England districts. Mr. Badger has covered the New England territory for quite some time and is well and favorably known throughout this field. He will make his headquarters at the New York office of the company, 299 Madison avenue.

WM. G. PORTER JOINS BENEDICTS

Associated With Recording Laboratories of Victor Talking Machine Co.

The many friends in the trade of William G. Porter, assistant to C. G. Child, director of the recording laboratories of the Victor Talking Machine Co., Camden, N. J., will learn with interest that he was married on Saturday, September 23, to Miss Helen Roberta Biddle, of Riverton, N. J. Mr. Porter is well known in the Victor industry, as prior to his association with the Victor recording laboratory he was a member of the sales staff of the New York Talking Machine Co., Victor wholesaler.

THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.



SHELTON ELECTRIC CO., 16 East 42nd Street, New York



JEWETT

 PHONOGRAPHS



Adam Console, No. 10
(Radio-Phonograph)



Style No. 6
(Radio
Phonograph)



Style No. 9
William and Mary Console, \$185



Style No. 10, \$195



Style No. 6, \$150

“A Line That Sells, Stays Sold, and Repeats”

Every phonograph merchant who today considers, with open mind, the whole broad problem of future sales, must give serious attention to the permanent profits embodied in the Jewett Line.

Modern, exquisitely built, reasonably priced, and with a variety of models covering the whole field of high-quality demand, Jewett meets and beats any phonograph competition the market affords.

In addition, Jewett provides you with three special models combining the phonograph with a standard, high-grade Radio Set.

Double fortification! Against competition from within and without the Phonograph Industry! That is what Jewett is providing a fast growing army of forward looking merchants.

Our dealer proposition is as high-grade as our product. Write for it today.

**JEWETT RADIO & PHONOGRAPH CO.
DETROIT, MICH.**



Style No. 7, \$175



Style No. 11
Queen Anne Console, \$195



Style No. 5, \$125



Style No. 4, \$95

VICTOR CO. INAUGURATES GREATEST RECORD EXCHANGE

Provides for Exchange on Even Basis of 1,040 Numbers, Nearly 20 Per Cent of Entire Catalog, at a Cost to the Company of \$2,000,000—Total Exchange Cost \$3,500,000 for Year

CAMDEN, N. J., October 5.—The Victor Talking Machine Co. has just announced to its dealers a new record exchange proposition that is heralded as the most comprehensive exchange plan ever put in force in the industry. The exchange is to operate on an even basis and cover the list of 1,040 records, or approximately 20 per cent of the present Victor record catalog.

A significant feature of the exchange is that the estimated cost to the Victor Co. will approximate \$2,000,000, bringing the total cost of the record exchange propositions carried out by this company during the current year to a figure estimated at close to \$3,500,000. This is the sort of service to the retailer that will enable him to keep his stocks in most salable shape and should meet with a full measure of appreciation.

In announcing the list of 1,040 records subject to exchange the Victor Co. states that it is made up of selections which, due to lapse of time and changing market conditions, there is no urgent need to continue in the catalog.

The significance of the move lies in the fact that it will enable retailers to release very substantial sums of money for the purchase of new Victor instruments and records which will be so urgently needed during the coming months. Through the operation of the exchange the dealer's shelves will be cleared of many numbers, both in the popular Red Seal classes that do not prove quite so salable as some other selections, and it will thus be possible to have stocks in perfect shape for the holiday trade.

Of particular interest, too, is the fact that the exchange is to be operated on an even basis

—that is, full credit will be allowed for each record returned in each separate class against which credit memorandas will be issued to cover fresh purchases by the dealer.

For several years during and immediately following the war, when production was considerably curtailed, no exchanges were arranged for the reason that they would have reduced stocks already limited without opening the way for filling the gaps. When production at the Victor factory again assumed normal proportions, however, the company officials immediately took steps to clean up record stocks through exchanges, which, during the current year alone, have represented an expenditure on the part of the company of close to \$3,500,000, for the records returned have no market value whatever.

The expenditure referred to means that the company has actually taken that sum of money from profits realized in other years, a fact that is to be appreciated by those who have profited, and will profit, by the service.

Complete details regarding the exchange, including the list of cutout records and the method of their handling, were forwarded to all Victor dealers this week.




Model 280, Price \$250
QUEEN ANNE CONSOLE
Lifetime Construction

No better talking machine than the GRANBY can be made

In appearance, durability and performance, it surpasses most machines of higher price.

GRANBY is a quick, easy seller, appealing to the buying public from the standpoint of beauty and reproduction, and allowing an unusually good margin of profit to the dealer. We are making a new GRANBY introductory offer to dealers for the coming sixty days.

This means more dollars and cents in your pocket. Ask us about this offer at once.

"As Mellow as  Southern Moonlight"

WRITE OR TELEGRAPH

GRANBY Phonograph CORPORATION

Uprights

Capital \$2,500,000.00

Consoles

Offices and Factory

Newport News,

Virginia

NEW YORK BRANCH:
37 West 20th Street
New York, N. Y.

TELEPHONE: WATKINS 4508

VALUE OF MUSIC MEMORY CONTESTS

Texas Newspapers Testify to the Value of Music Memory Contests in Educating Children to a Greater Love for Good Music

Important new evidence as to the educational value of the Music Memory Contest and its popularity with the school authorities has just come to the National Bureau for the Advancement of Music through clippings from a number of Texas papers and a letter from the University of Texas stating that the contest had been adopted as a branch of the activities of the State Interscholastic League.

This means that through this contest it has been possible to introduce music as one of the fields in which thousands of children in the schools of hundreds of Texas cities will compete in the annual district and county meets of the league, covering practically the entire State, and winding up with the finals at the University of Texas in Austin. Heretofore the league's contests have been held in athletics and various school subjects, but from now on music is to be given an equal place with the other activities.

Commenting on the innovation the Fort Worth Record says, "In incorporating this contest in the league on the same rating as other contests, music is being given an equal place with other subjects by the University of Texas, it being a foregone conclusion that greater interest in the subject will result. The very announcement of this plan lays bare the inadequate equipment available throughout the schools of the State for putting over such a contest."

The introduction of the Music Memory Contest as a State event in Texas was due largely to the efforts of Miss Henrietta Pyle, music supervisor in Wichita Falls, who conducted an experimental contest in a number of neighboring towns and cities with a view to determining the feasibility of the plan as part of the League's activities. Miss Pyle had the constant cooperation of the Bureau for the Advancement of Music in this work, both in the contest in her own schools and in the larger experimental contest.

Roy Bedichek, head of the Interscholastic League at the State University, refers to "literally thousands of Music Memory Contests" to be held during the year in the individual schools of his State. This indicates that at least 200 or 300 cities will have organized the contests on a city-wide scale.

C. W. Lindsay, Ltd., Montreal, has sold to Station CKAC (La Presse Publishing Co.) a Sonora phonograph which will be used for radio purposes.

The Swanson—The Only REAL Portable

SWANSON DIMENSIONS

11 $\frac{1}{8}$ "x13"x7 $\frac{1}{2}$ "

Equipment includes handsome 12-record album that is carried in the machine.



Sweeping the Country

This marvelous portable with its wooden tone-arm is proving a revelation to talking machine dealers. The splendid tone quality of the SWANSON makes it superior to any portable on the market.

Weight—13 $\frac{3}{4}$ lbs.

Compact, attractive and absolutely fool-proof. Heineman double spring motor; high grade sound box and needle container. *A real portable.*

Write to Your Nearest Jobber

Cabinet & Accessories Co.,
3 West 16th Street,
New York, N. Y.

Edward G. Hoch & Co.,
27 4th Street, N.,
Minneapolis, Minn.

Munson-Rayner Corporation,
Knickerbocker Building,
643 So. Olive Street,
Los Angeles, Calif.

Z. C. M. I.,
Dept. C.,
Salt Lake City, Utah.

Chas. J. Orth, Inc.,
504 Grand Avenue,
Milwaukee, Wis.

Tull & Gibbs,
Spokane, Washington.

Bush & Lane Piano Co.,
Portland, Oregon.

SWANSON SALES CO.

R. W. MOON, General Manager

308 West Ontario Street

CHICAGO, ILL.

ACHIEVING HUNDRED PER CENT DEALER CO-OPERATION

Campaign Inaugurated by Sherman, Clay & Co., of San Francisco, of Stimulating the Work of Dealers in the Promotion of Victor Retailing Merits Study and Commendation

Under the heading "One Hundred Per Cent Dealer Co-operation Achieved" there appeared in a recent issue of Western Advertising a very interesting article regarding Sherman, Clay & Co.'s co-operation with their Victor retailers. This article, which was written by Charles St. John, read as follows:

"Occasionally a manufacturer or distributor gets up a portfolio of advertisements and lays them before his retailers with a fine flourish.

"There!" he says. 'Pick out what you want of 'em and I'll send the mats to you. All you have to do is run 'em and pay for the space in your local newspapers.'

"Fine!" says the retailer, momentarily suffused with an equal enthusiasm. 'Send me numbers O-1022 to P-4077, inclusive, and I'll shoot.'

"Then, in the course of weeks, or maybe months, the mats arrive at the retailer's estab-

lishment, including (although it may be March) the stuff the retailer had ordered the previous September to accelerate his Christmas rush.

"What shall I do with this box, boss?" asks the retailer's assistant.

"Times are slow—I guess I won't advertise just now—stack the stuff behind the counter," answers the retailer, between transactions with his customers.

"And there they lie.

"There they lie until another portfolio arrives, another order for mats is consummated and dispatched, another fatal delay occurs (hours or months, it's equally fatal to the would-be advertiser's fine glow of temporary enthusiasm)—and another lot of advertising material reaches the retailer to be dumped and shoveled, ultimately, into the air-tight stove.

"Sherman, Clay & Co. have altered this picture of the usual fate of a dealer service considerably.

"Hanging on the wall of the office of Neill C. Wilson, advertising manager of the music house at its San Francisco headquarters, is a map of five or six Western States plugged full of colored pins.

"From Alaska to San Diego, from the fringe of coast cities clear to Montana, are pins denoting dealers in Victrolas and Victor records who, regularly, week in and week out, actually use a dealer service inaugurated by Sherman, Clay & Co. for their wholesale Victor department's customers.

Every Advertisement Used

"Every month a batch of mats or electros goes forward to the cities that are indicated on the map and every one of the advertisements is used. If there are two newspapers to the city usually every ad is used in both.

"There are two things that are equally certain in Sherman, Clay & Co.'s consciousness: that the sun will rise every morning for the next twelve months at least and that these little Victor ads will appear in the selected cities.

"Moreover, the space is paid for by the dealers, not by the distributors; and they are even willing and glad to pay for the mats also—a clean contribution, on their part, to the cause of good advertising and what Sherman, Clay & Co. can accomplish with it.

"In fact, this big Western music house has given a brand new twist to the theory of a dealer advertising service—has eliminated every particle of waste, lost time and lost enthusiasm—has taken all the guesswork out of it and reduced it to a month-to-month certainty.

"Briefly, Sherman, Clay & Co. have devised a three-cornered agreement between the dealer, the dealer's newspaper and themselves whereby Mr. Wilson, originator of the system, is empowered to send fifty-two advertisements to the newspaper direct, at the rate of one each week.

A Three-cornered Agreement

"The day of the week for such insertions is named in the tripartite agreement. Sherman, Clay & Co. pay the cost of good art work, good composition and good sales copy. The dealer pays for the mats at somewhat less than the market rate and for the newspaper space.

"Started last October the scheme was a tentative one for the first six months. The first agreements ran for twenty-six weeks only. Would the agreements be renewed?

"Were the agreements renewed? Oh, boy, were they!

"Nearly everybody came tumbling back for more. Mr. Wilson explains the success of his method as follows:

"The Sherman, Clay & Co. Victrola advertising service was organized to serve the dealer. We deal with his newspaper direct, conserving his interest, seeking good position, getting the mats out on time, trying to make the advertisements correspond to his stock—in other words, be his advertising agent.

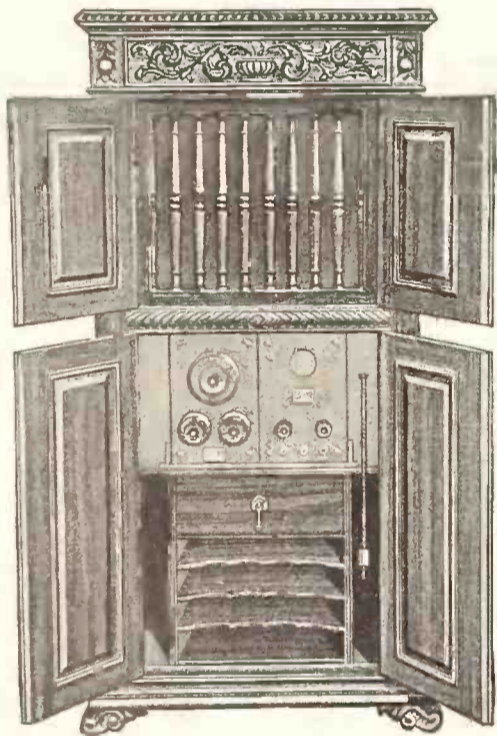
"There is no profit in this for us, except in the sale of more Victor goods at wholesale. It means an enormous amount of extra detail. The advertising department of Sherman, Clay & Co. used to serve ten stores. Now it serves four to five times that number.

"But we are glad to do this because it takes all the guesswork out of dealer co-operation in the matter of advertising.

"And we have the satisfaction of knowing that every mat we send out is certain of being published. I dare say a good many dealer advertising services are scarcely 10 per cent efficient. This thing is a positive 100 per cent.

"I don't believe, however, that our Victor dealers would accept our services so splendidly if the Victor product were not so well known, its retail representation of such a uniformly high class and the subject itself so adaptable under the copywriter's hands. After all, music is a wonderful material for an advertising man to work with. Even the commercial artists get a real enthusiasm up over the subject, and that, I maintain, is "going some"!"

Radio and phonograph combined in the LYRADION—your customers will prefer this line



Lyradion Italian Renaissance

Combination radio and phonograph. A beautiful hand-carved cabinet in polychrome finish for large homes and clubs. Wired for Westinghouse "set" or complete with Lyradion 5 stage non-regenerative set. All instruments and batteries completely housed.

Radio enthusiasts are expressing their preference for the Lyradion line of attractively housed radio sets in no uncertain terms. While the lady of the house has tolerated the old method of placing batteries and sets on the library table and floors as a matter of necessity in the past, she is now demanding the attractive Lyradion combination radio and phonograph completely housing instruments and batteries and offering dual and perpetual entertainment features. Besides these attractive cabinets harmonize with the furnishings of the modest as well as the most luxurious home surroundings.

The wonderful Seabrook amplifying horn used on all models is responsible for the remarkable reproducing qualities of Lyradion instruments. This horn employs entirely new principles of sound reproduction which are fully protected by basic U. S. patents.

Lyradion cabinets can be furnished wired complete for Westinghouse two-stage R. C. sets or with Lyradion five-stage non-regenerative receiving sets.

Territory is being rapidly allotted—dealers or jobbers should write or wire immediately for proposition.

Lyradion Manufacturing Co.
Mishawaka, Indiana
KENYON W. MIX, Director

THE PORTABLOOP



Size 24 x 27 inches over all

You Will Carry It
This Fall

Why Not Stock It
Now?

We Can Make Prompt
Deliveries

List Price \$10.00



210 Central Avenue

Okeh Records

Artists of national and international fame are today entering the homes of the American public through Okeh records. Dealers who have not given close consideration to the wonderful quality of these records, both as to the fame of the artists and the perfection of reproduction, are not keeping in touch with their best interests.

We are prepared to ship orders the same day as received and aid our dealers with selling plans that are effective—in fact, we offer a proposition that is of advantage and interest to you.

The Artophone Corporation

ST. LOUIS, MO.
1103 Olive Street

KANSAS CITY, MO.
307 Kansas City Life Building

Wholesale distributors of Okeh Records for the South and Southwest

AKRON, O.

Trade Active—Dales Expansion Shows Trend—Smith's Election Pleases—News of the Month

AKRON, O., October 6.—With the advent of October came the predicted revival in the talking machine industry and most dealers seen by The World expressed satisfaction with trade conditions the past month. The consensus of opinion here is that the Fall season will be one of the best in recent years.

Dales Co. to Have Large Department

The talking machine department of the George S. Dales Co. will be enlarged to twice its present size within the next two months, when improvements to the third floor of the building, which recently was acquired by this firm, have been completed, according to Mr. Savage, manager of the talking machine department. "We intend to devote the entire second floor of the store to the sale and display of talking machines," he said. It is planned to devote the third floor to piano sales and displays and it will be so arranged that talking machine concerts may be given and informal dances held under the supervision of the store officials.

Pleased With Smith's Election

Akron music dealers are well pleased with the election last week of A. B. Smith, head of the A. B. Smith Piano Co., of this city, as president of the Ohio Music Merchants' Association, at the Toledo convention. It is possible now

that a local association will be formed, as Mr. Smith intends to stimulate interest in such an organization, which has been inactive for quite some time.

Features Galli-Curci Window

Probably one of the most attractive window displays offered by a local music firm was that of the Windsor-Poling Co. recently. Exploiting the latest Victor record by Galli-Curci, "My Old Kentucky Home," the window presented an old log cabin, along the shores of the Mississippi, and in the background was a river where steamboats moved continuously. An old nigger mammy danced on the levee, giving the picture the needed Southern atmosphere.

Secures Many Prospects at Fair

The George S. Dales Music Co., which had five booths at the annual Summit County Fair last month, recorded some 2,000 names of Akron and nearby town people who were interested in talking machines or pianos. This firm for two weeks has had a crew of five solicitors calling on these prospects and according to officials of the company many sales have resulted from the exhibit.

Larger Quarters for Van Scoyoc

The F. W. Van Scoyoc Co., which moved recently from Exchange street to South Main street, will enlarge its talking machine section, according to announcement this week by Mr. Van Scoyoc. Two floors are now available for display and sale of talking machines.

M. O'Neil Boosts Reducing Records

"Get Thin to Music" is the slogan of the talking machine section of the store of the M. O'Neil Co. This department, in charge of Miss Elsie Baer, is doing an immense business in reducing records owing to classes being formed.

APPOINTS NEW SONORA DEALERS

C. L. Marshall Co. Makes Excellent Business Report—New Sonora Accounts in Ohio

DETROIT, MICH., October 4.—The C. L. Marshall Co., of this city, Michigan and Ohio distributor for the Sonora phonographs, announced recently that arrangements had been completed whereby Wm. Taylor Son & Co., of Cleveland, became Sonora dealers. This company have one of the best-known retail establishments in Cleveland and they are planning to feature the Sonora product in a high-class and effective way. The entire line will be presented, including the De Luxe period models.

In a recent chat with The World Mr. Marshall stated that September was an exceptionally fine month not only in greatly increased orders, but because of the addition of a number of new accounts. Among the new Sonora dealers are the Anderson Piano Co., Hamilton, O.; Mintz Piano Co., Cleveland, O.; Witt Music Co., Lorain, O.; Willoughby Music Co., Willoughby, O., and the Goldgleid Furniture Co., Detroit, Mich. All of the Sonora dealers in this territory are enthusiastic over the advertising campaign outlined by the Sonora Phonograph Co. for September, October, November and December, and this campaign has been an important factor in opening new accounts in this territory.

Frank J. Coupe, vice-president and sales manager of the Sonora Phonograph Co., together with H. J. O'Connor, of his staff, visited Detroit recently en route to the East from the Saginaw factories. Mr. Coupe stated that the Sonora plant was operating to full capacity at that time in order to take care of the demands of the jobbers and dealers.

The Household Furniture Co., Penn avenue, Pittsburgh, Pa., has been featuring Vitanola phonographs in some unusually attractive displays.

COTTON FLOCKS for RECORD MANUFACTURE || UNIFORM QUALITY GUARANTEED

Write for Trial Samples—Supplied Without Charge

CLAREMONT WASTE MFG. CO., Claremont, N. H.

WISCONSIN SONORA DEALERS MEET

Gather in Milwaukee to Attend Sales Conference Which Is Addressed by Geo. E. Brightson, President of Sonora Phonograph Co.

MILWAUKEE, Wis., October 10.—George E. Brightson, president of the Sonora Phonograph Corp., New York City, addressed a special meeting of Wisconsin and upper Michigan Sonora dealers called by S. R. Christopherson, of the Yahr & Lange Co., State distributor, at the Milwaukee Athletic Club, Thursday night, October 5. Seventy-five dealers attended the meeting, including prominent distributors from Racine, Green Bay, Eau Claire, Watertown and points in Michigan. George Campbell, State representative, also returned to the city from a business tour of Michigan for the meeting. President Brightson was returning to New York City from a convention of Pacific Coast Sonora dealers and was requested to stop off in Milwaukee by Mr. Christopherson. The meeting was arranged at the Milwaukee Athletic Club and Mrs. Fred E. Yahr, wife of Fred Yahr, president of the company, took charge of the meeting.

The address of the evening was given by Mr. Brightson, who outlined the history of the Sonora Phonograph Co., telling in detail of the early triumphs of the company and its recent success in the Western part of the country. The enthusiasm and alert business qualities of Wisconsin dealers were cited by Mr. Brightson as foundations for the unparalleled increase of new business in this territory.

Others who addressed the meeting were W. F. Trubenbrodt, Monroe, Wis., and J. J. Slik, Watertown, Wis. Miss Marion Yahr, daughter of President Fred E. Yahr, danced at the dinner. Mr. Christopherson announced at the meeting that another gathering of the Wisconsin and Michigan dealers would be called during the last week in October to organize a Wisconsin Sonora Dealers' Association. It is planned to hold regular meetings of the new organization to be featured by educational sales talks, sales plans and other sales promotion projects. A foundation will be laid at the next meeting, according to Mr. Christopherson.

NEW STEGER PRICE LIST

CHICAGO, ILL., October 7.—The Steger & Sons Piano Mfg. Co., of this city, manufacturer of Steger phonographs, announced this week a change in the prices of six models. These new prices as compared with the old ones are as follows: Style 500, formerly listed at \$65, is now \$50; style 503, formerly listed at \$165, is now \$135; style 505, formerly listed at \$200, is now \$165; style 506, formerly listed at \$250, is now \$200; style 509, formerly listed at \$225, is now \$175, and style 510, formerly listed at \$250, is now \$200. There is no change in the prices of styles 501, 502 and 504, which are listed respectively at \$100, \$125 and \$150.

RECENT UNICO INSTALLATIONS

Prominent Concerns Throughout the Country Manifest Faith in the Industry by Installing Latest Equipments of Unit Construction Co.

PHILADELPHIA, PA., October 11.—That the talking machine retailers are confident of good business ahead is well evidenced through the large number of retailers who have placed substantial orders for wareroom equipment with the Unit Construction Co., of this city, manufacturer of the well-known Unico line of equipment. An added interesting fact to be brought out from this progressive movement is that it is not confined to any one section or locality. Dealers in every section of the country and also from England are planning additional equipment to handle more efficiently the better business which is already noticeable.

Among recent installations, either completed or in the course of construction, are the following: Frederickson-Kroh Co., Oklahoma City, Okla.; Samuel J. Kemp, South Manchester, Conn.; Ludwig Baumann Co., New York City; Hangens Music House, Reading Pa.; F. M. Leslie, Urbana, Ill.; Automatic Repeating Phonograph Sales Co., Binghamton, N. Y.; Iver Johnson Sporting Goods Co., Fitchburg, Mass.; J. Norwood & Sons, Ltd., Preston, England; George P. Ells, South Norwalk, Conn.; Steinway & Sons, Huntington, W. Va.; H. Cohen Furniture Co., Nashville, Tenn.; Barker & Sullivan, Rochelle, Ill.; Steinway & Sons, Dayton, O.; College Book Store, Kirksville, Mo.; Finigans, Ltd., Manchester and Liverpool, England; George L. Kerr, Franklin, Mass.; People's Outfitting Co., Indianapolis, Ind.; Parmalee-Dohrmann Co., Los Angeles, Cal.; Francis O. Sexton, Washington, D. C.; Benjamin Shogam & Sons, Fall River, Mass.; Talking Machine Shop, Inc., Washington, D. C.; E. F. Pratt, Highland Park, Ill.; George B. Bishop, New London, Conn.; Gibbs Piano Co., Springfield, Mass.; The Wallace Co., Schenectady, N. Y.; E. S. Applegate Co., Trenton, N. J.; S. D. Silverstrom, Chicago, Ill.; J. B. D'Errico, Rockville Centre, L. I.; Seligman & Co., Tamaqua, Pa.; W. H. Griffen, Norwich, N. Y.; Clemons Bros., Chattanooga, Tenn. It will be noted these Unico installations do not include those specifically mentioned in the letters from news correspondents elsewhere in this issue.

NEW RECORD BY COLIN O'MORE

Popular Irish Tenor Sings "Three o'Clock in the Morning" for the Vocalion

The Aeolian Co. has just offered a new Vocalion record of unusual interest by Colin O'More, the popular Irish tenor, who sings the reigning waltz hit, "Three o'Clock in the Morning," as one feature, and "For the Sake of Auld Lang Syne" for the reverse side of the record. The new number has already aroused much interest.

Recording Wax

Wax and Novelty Co.

(F. W. MATTHEWS)

167 and 169 Bloomfield Ave.

Phone Bloomfield 5149 BLOOMFIELD, N. J.

"DURRO" QUALITY SPIRIT VARNISH

Imported by Buegeleisen & Jacobson, New York
—Has Won Strong Commendation—Automat
Assortment Popular With Live Dealers

Buegeleisen & Jacobson, New York City, importers and wholesalers of musical merchandise, report that they have received a shipment of exceptionally high-grade "Durro" quality spirit varnish and oil varnish in assorted colors, such as chestnut, red, Nile green, golden brown, yellow, amber and dark brown. This varnish is popular with talking machine and musical merchandise dealers for use in retouching scratched or marred surfaces.

C. E. Andrews, general manager of the company, reports that it has been impossible to get this quality varnish made with the best German dyes since before the war. He reports that a great demand for it has been evidenced and that many back orders were on file until this shipment arrived.

"Its qualities are exceptionally good," stated Mr. Andrews, "and I believe that every music store in the country will find it valuable to have a bottle or a can on hand, for many times an instrument will get scratched while in stock or on display and this can easily be remedied by touching it up with this varnish."

It is reported that two factories are now at work on the No. 11 Automat assortment showcase, which is patented and produced by this company. Buegeleisen & Jacobson report that a very large number of these display cases have been sold throughout the country and that many dealers have written in that they have found it very valuable.

It is described as a complete little store in itself, carrying strings and accessories for different instruments, taking up very little room and beautifully finished in mahogany with enameled plates showing the name of the item in each compartment and the retail price of same. It is also reported that many dealers who do not carry a line of musical instruments are using this case and find that patrons coming in for records and seeing it displayed often purchase some of the articles.

Keep your record stock up to date.



Ethel Waters

AT LAST
Another "Down Home Blues"



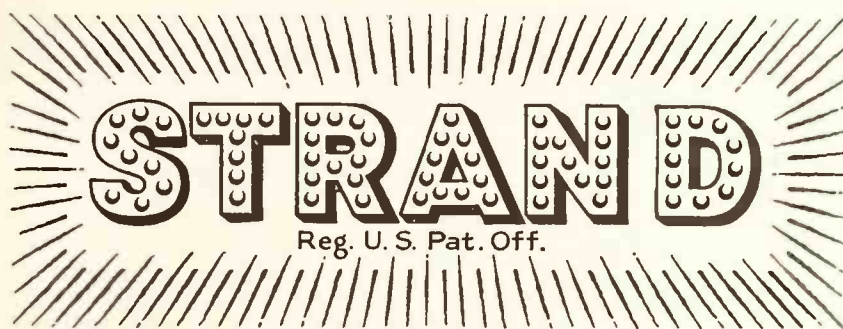
{ THAT DA DA STRAIN
GEORGIA BLUES

Black Swan Record No. 14120

Sung by ETHEL WATERS

Order Early and Make Money

PACE PHONOGRAPH CORP., 2289 Seventh Avenue
New York, N. Y.



Between now and Christmas

the money you make will depend on the way you buy NOW.

What is the demand?

CONSOLES

What design?

FLAT TOP

—and correct in period

At what price?

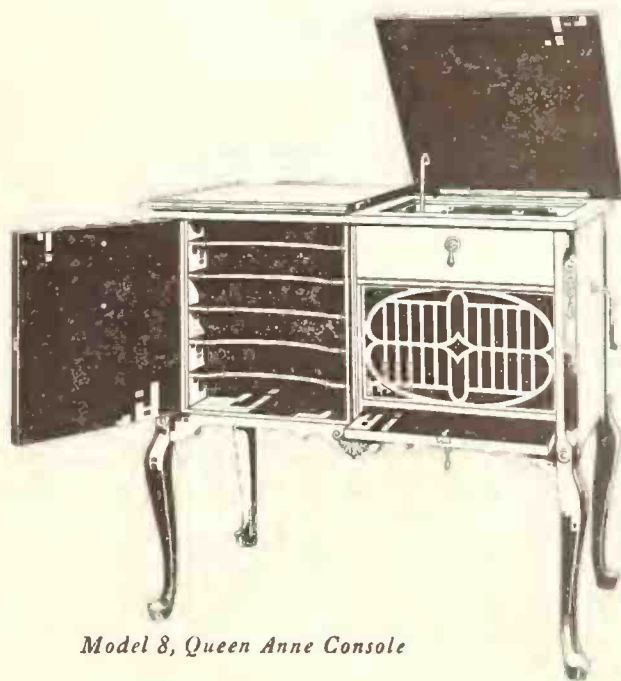
\$125 to \$250

What quality?

HIGHEST

What discount?

MAXIMUM



Model 8, Queen Anne Console

We have worked out a special holiday-season offer for instalment houses on the above model at \$125 list. Write for that offer and you will be a long way on the road to the best Fall and Winter turnover you ever made.

The STRAND line checks up on every one of those answers

The STRAND line is the ONLY complete line of period consoles

Model 8, Queen Anne, \$125. Model 1, Louis XV, \$150.
 Model 2, Italian Renaissance, \$175. Model 4, Louis XVI, \$200.
 Model 16, Italian Renaissance, \$250.

These Direct Strand Representatives are Ready to Serve You:

RICHARD H. ARNAULT, 95 Madison Avenue, New York City
 W. D. CARDELL, Tulsa, Okla.
 A. H. DANKMAN, 327 Adams Street, Buffalo, N. Y.
 CONSOLIDATED TALKING MACHINE CO., 227 W. Washington Street, Chicago, Ill.
 A. C. ERISMAN, 174 Tremont Street, Boston, Mass.
 W. S. GRAY, 942 Market Street, San Francisco, Cal.

STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, O.
 ARTOPHONE CORPORATION, 1103 Olive Street, St. Louis, Mo.
 G. C. SILZER, 1019 Walnut Street, Des Moines, Ia.
 WALTER L. ECKHARDT, 624 Market Street, Philadelphia, Pa.
 RICKEN, SEEGER & WIRTS, Globe Bldg., Detroit, Mich.

MERVIN E. LYLE, 214 Peachtree Arcade, Atlanta, Ga.
 R. J. JAMIESON, 27 Taylor Arcade, Cleveland, D.
 H. J. IVEY, General Delivery, Dallas, Tex.
 DTIS C. DDRIAN, 110 Church Street, Toronto, Ont.
 R. L. CHILVERS, 49 Lincoln Avenue, Montreal, Que.
 H. KALISKI, Hotel Monteleone, New Orleans, La.
 L. D. HEATER, 357 Ankersy Street, Portland, Ore.
 J. J. GRIMSEY, 926 Midway Place, Los Angeles, Cal.

MANUFACTURERS PHONOGRAPH COMPANY, Inc.

95 Madison Avenue

New York

GEO. W. LYLE, President

HAPPENINGS IN THE DOMINION OF CANADA

RECORD-BREAKING CROWDS VIEW DISPLAYS AT EXHIBITION

Musical Competitions More Successful Than at Any Other Fair—Musical Merchandise Sales Co. Introduces New Brunswick Model and Secures Encore Repeater Agency—The News

TORONTO, ONT., October 7.—After breaking all attendance records the forty-fourth annual Canadian National Exhibition recently closed its gates. In the thirteen days of the Fair this year 1,372,500 paid admissions, against 1,242,000 last year, an increase of 130,500. The musical competitions, vocal and instrumental, held under the direction of the Bureau for the Advancement of Music, were the most successful of any which have been held at the Fair, as there were 176 contestants, compared with 72 in 1921.

The Musical Merchandise Sales Co., Canadian Brunswick distributor, has introduced to the Canadian market the new York Brunswick console, which is being well received.

The agency of the Encore repeater has been taken on by Musical Merchandise Sales Co. The Encore is all metal, retailing in Canada at \$1.50. The efficient operation of this record repeater is bound to result in a favorable reception by Canadian talking machine owners.

One of the interested trade visitors to the recent Canadian National Exhibition was Otto Heineman, head of the General Phonograph Corp., New York, whose Canadian factory is at Kitchener, Ont. He expressed himself as greatly delighted with the enormous proportions of the Exhibition and the phonograph and supply displays. Mr. Heineman told The World correspondent that he believed there was good business in store for the talking machine trade this Fall.

The Brunswick-Balke-Collender Co., this city, where the Brunswick phonographs are made for the Canadian trade, has just completed the construction and delivery of a superb period model Brunswick phonograph for one of the palatial homes in Vancouver. This instrument was sold through the Kent Piano Co., of that city. Complete details of design and carving were forwarded to the Brunswick factory.

To market Sonora phonographs more aggressively and provide the retailers with selling helps and in a general way co-operate with them more closely than ever before is the purpose of Sonora Phonographs, Ltd., which has just been organized with a Dominion charter. The new firm, of which I. Montagnes is general manager, will continue the business of wholesaling Sonora phonographs in Canada established by the firm of I. Montagnes & Co. in 1915.

E. D. Coots, who has already spent several weeks in Canada visiting Sonora dealers, is sales manager of the new concern and he is putting in operation a policy of dealers' helps that has already worked successfully in the interests of Sonora dealers in the United States. Following a visit of some weeks in Canada Mr. Coots returned to New York for Mrs. Coots, making the return journey by motor car.

Sonora Phonographs, Ltd., is located at 172 John street, to which premises I. Montagnes has removed from the Ryrie Building, the new location being much better adapted to the needs of a wholesale trade. The new warerooms, which until recently were occupied as a distributing warehouse by the General Phonograph Corp., Ltd., are on the ground floor with excellent shipping facilities and storage warehouse.

The Reverend Kenneth J. Beaton, of the Canadian Methodist Mission in China, has just purchased a model 207 Brunswick phonograph from the Stanley Piano Co., of this city, for use at his post at Chang-tu, Province of Sz-Chuan, about 1,800 miles inland from Shanghai. This instrument has been specially packed for transportation under the peculiar conditions in

China, where the last 300 miles of the journey must be made on foot, and the instrument will be carried by several coolies. It will cost the Reverend Beaton just \$30 to have this instrument carried these 300 miles by manpower.

Eddie Cantor, Columbia artist, recently appeared in person at the Royal Alexandra Theatre here and made a decided hit with the large audiences present at each performance.

The World correspondent understands that C. Brandes, Ltd., manufacturer of Brandes headsets, has established a Canadian factory in Toronto.

What proved to be a very novel and interesting contest was held during the recent Canadian National Exhibition at the exhibit staged

by the Musical Merchandise Sales, Ltd., booth.

The daily papers announced that a new model "York console" Brunswick phonograph, retailing at \$200, would be given to the person who could come nearest to specifying the distance covered by the needle when playing a double-sided 12-inch Brunswick record. It is interesting to note that the distance covered by the needle in traveling over the record, as computed by an engineer, measured 1,429 7/10 feet. The winner in the guessing contest, G. T. Thompson, estimated it at 1,430 feet. Guesses ranged from five feet to 13,000 feet.

The following well-known artists are booked to visit Toronto during the coming Fall and Winter season: Jeanne Gordon, Marie Novello, Mischa Elman, Martinelli, Boston Symphony Orchestra with Frieda Hempel, Emma Calve, Josef Hofmann, Rachmaninoff, New York Symphony Orchestra, Seidel, Geraldine Farrar, Pablo Casals and the London String Quartet.

FALL BUSINESS MAKING RAPID STRIDES IN MONTREAL

New Brunswick and Edison Models Arouse Interest of Dealers and Public—Window Display of Second-hand Machines Results in Many Sales—Simplex Employes on Outing

MONTREAL, QUE., October 7.—Fall business is now in full swing. One representative dealer stated that he had had his full share of business for the past month, the majority of it developing from sales made to September brides. "I had to go out personally and create the desire for ownership, then make the sale," he pointed out, "I was amply rewarded, as in every case I sold, in addition to the machine, a large library of records." The greater proportion of sales covered console models of the period type.

Layton Bros., Ltd., state that the new York console Brunswick model has created quite a favorable impression and this applies also to the new baby Edison console, which has caught the public fancy and made a decided hit.

When it comes to honest-to-goodness explicit window selling efforts we take our hats off to William Lee, Ltd. This firm recently had a window display of second-hand machines of a certain make. On each machine was displayed the original figure for which the instrument sold with the present-day price, together with the type or design, length of time it had been in use, mentioning the fact that each and every instrument was guaranteed for a certain time.

The employes of the Simplex Electric Phonograph Motor Co., Ltd., this city, recently enjoyed a day's outing at Belle-Plage (Lake of the Two Mountains), where a program of aquatic events took place. Over fifty prizes were distributed to the successful winners, including a number of gold medals. The day's enjoyment concluded in the evening with a bonnet hop and dance, a fete de nuit and a splendid display of fireworks. Elmer Farmer, president of the Simplex Co., and D. Farmer, vice-president, were largely responsible for the successful frolic.

Starr phonographs and Gennett records were exhibited at the St. John, N. B., fair by the

local branch of Starr Phonograph Co. of Canada, Ltd. The display created considerable interest and attention.

The show windows of a number of leading retailers on St. Catherine street, West, during the past month contained displays of Gold Seal record repeaters.

Harry Farmer, of the Simplex Electric Phonograph Motor Co., Montreal, Can., is receiving the congratulations of his many friends in the trade upon his recent marriage to Miss Helen Mildred Crysler, daughter of Mr. and Mrs. Pembroke Arthur Crysler, of Chicago, Ill. The wedding took place recently in St. Mark's Church, Chicago, and the honeymoon was spent in New York, Atlantic City and other points in the immediate vicinity. They will reside in Montreal. The happy couple were the recipients of numerous handsome gifts attesting their popularity and large circle of friends.

Goodwins, Ltd., are featuring, as far as their space will permit, a duplication of the Brunswick phonograph exhibit at the Canadian National Exhibition, which terminated so successfully recently, and in addition the concern is featuring the new York model in some excellent advertising.

A general meeting of the Canadian Authors' Association will be held soon to consider and, if thought advisable, to adopt certain amendments to the constitution, notably those providing for the extension of the membership to include musical composers and producers of graphic art.

C. W. Lindsay, Ltd., this week had on display in their handsome show windows, St. Catherine street, West, an array of Sonora and Columbia Grafonola period models which attracted considerable attention. This exhibition was supplemented by impressive newspaper copy in all the local dailies.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

SIMPLEX

Electric Phonograph Motors

The SIMPLEX Electric Phonograph Motor Represents a New Phase in the Development of Sound Reproducing Instruments.

NOISELESS

ELIMINATES WINDING

TROUBLEPROOF

Make This Your
LEADING
Line for the
Coming Season



Sample
Price **\$19.50**

GUARANTEE
The SIMPLEX Electric Phonograph Motor is guaranteed Trouble-proof throughout and any parts or part thereof that should prove defective at any time, we will repair or replace same by a new motor, free of charge.

Particulars,
Quantity Prices, etc.,
on Application.

TRADE

MARK

The Mission of the SIMPLEX Electric Phonograph Motor is to reproduce music just as it was originally rendered. For its perfect and faithful reproductions of all disc records the SIMPLEX Electric Phonograph Motor will play any record you wish to hear and play it as it should be played.

It has an absolute constant speed under variations of voltages and frequency and records may be set at any speed desired—and it is built absolutely without a governor.

BETTER BUILT

BETTER DESIGNED

The SIMPLEX Electric Phonograph Motor has no competition because it is the only electric phonograph motor of its kind in the world. There are many features by which one can determine the efficiency of the SIMPLEX Electric Phonograph Motor. The essential features are:

- | | | | |
|----------------|----------------|------------|--------------|
| No Gears | No Commutator | No Springs | No Oiling |
| No Governor | No Brushes | No Winding | Noiseless |
| No Adjustments | No Transformer | No Belts | Troubleproof |

Record Stops Automatically on Last Note

It represents the very best of inventions and improvements and we therefore confidently say that the SIMPLEX Electric Phonograph Motor is combined with the highest precision of workmanship and select material.

TEST A SIMPLEX ELECTRIC MOTOR ON OUR 30-DAY TRIAL OFFER

When a Simplex Electric Motor is sent out, it is not sold until the motor has demonstrated in your own shop, in your own cabinet, during a 30-day test, that it will do all we claim. An extremely fair proposition in which the Simplex Motor is judged by its performance in your cabinet under your inspection. No strings to this offer. Your decision is final.

Manufactured in United States and Canada by the

Simplex Electric Phonograph Motor Co.

104 NEW WILDER BUILDING, 321 BLEURY ST., MONTREAL, CAN.



MORRIS MUSIC SHOP, 130 Fordham Road, N.J.Y.C.

Hearing Rooms
Record Racks
Service Counters
Display Cases
Musical Instrument
Cases
Sheet Music Cases

Write us for particulars



GRIMLER CO., 2554 Broadway, N. Y. C.

ZIMMERMAN-BITTER CONSTRUCTION CO.

Offices, Factories and Warerooms: 325-327 E. 94th St., New York City

Tel: Lenox 2960

ATLANTA

Review of Trade—Consoles in Favor—Distinctive Record Advertising—News of the Month

ATLANTA, GA., October 9.—The talking machine trade in this territory has not yet started the season's business to any marked degree. There is a widespread feeling that the trade will develop rather late and many dealers are postponing the purchase of their Fall requirements until the demand is actually upon them. Such a policy will result in a congestion of orders, with the resultant shortage of supply, especially of the console design, the most popular type on the market at present.

The Victor announcement of consoles with flat tops is a recognition of the popularity of this style, which, in the opinion of talking machine dealers, will largely supersede the present horizontal type because of greater attractiveness and utility. In consequence dealers are eagerly awaiting the initial supply, but to date none have arrived in this territory.

M. O. Giles, who has been spending the past month here co-operating with the Okeh jobber, the J. K. Polk Furniture Co., has left for Cincinnati. He and Mr. Brockman made a very successful automobile trip throughout the Piedmont section of the Carolinas, opening a satisfactory number of Okeh accounts.

John Mohl, assistant manager of the Columbia Graphophone branch here, has returned after a month's absence to resume his duties incident to the coming season's business.

The consolette is maintaining its popularity. Cable-Shelby-Burton Co., at Birmingham, is one of the prominent music houses in the Southeast featuring this cabinet.

Goodhart-Tompkins Co. here has featured the latest Victor release, "Three o'Clock in the Morning," by using a specially illuminated dial. Its distinctive effect created a demand which made this record the best seller of the month.

The Haverty Furniture Co.'s success in disposing of three or four hundred period consoles proves the universal acceptance of this style. The buying public is eager to purchase these designs when offered at a moderate price.

The recent appearance of De Wolf Hopper in the repertory of Gilbert & Sullivan's light operas was taken advantage of by local dealers who called public attention to their selections from the Mikado and Pinafore, etc.

An advertising campaign in behalf of Okeh records has been inaugurated in the local papers which carry a well-displayed advertisement featuring some of the recent "hits" under which were alphabetically listed the names of the dealers who handle this product. It is understood that the advertisements are to be run weekly.

FINE STARR EXHIBIT AT FAIR

Anderson Piano Co., Distributor of Starr Products, Stages Attractive Display at New York State Fair in Syracuse

SYRACUSE, N. Y., October 9.—The Anderson Piano Co., of Utica, New York, distributor of the Starr phonographs, Gennett records and Starr pianos, had a very effective display of Starr products at the State Fair, this city, late in September. A number of models of Starr phonographs, pianos and a variety of Gennett records were on display and were commented upon by hundreds of visitors to the fair. Volume of tone possible through the use of the new Starr Concert Amplifier was demonstrated with the Starr Style X phonograph, and the latest Gennett records were heard continuously throughout the great exhibition building.

SEEK TO CONTINUE ARTO BUSINESS

Hearing on Petition to Have Receiver Continue Business for Another Ninety Days to Be Held in Newark, N. J., on October 16

The creditors and stockholders of the Arto Co., Orange, N. J., have been ordered to show cause before the United States District Court, Postoffice Building, Newark, N. J., at 10:30 a. m., on Monday, October 16, why the receiver of the company should not be authorized to conduct the business for a further period of ninety days from October 9, 1922.

In announcing the hearing it is reported that during the period from January 1, 1922, to September 30, 1922, the receiver realized a profit of \$10,382.16 on the business, and that during the period from May 1 to September 30 the income from the business was \$70,078.35, with disbursements of \$75,243.54.

CUPID CAPTURES HOWARD LYONS

Howard Lyons, connected with the sales staff of the W. H. Lyons establishment, wholesalers and retailers of Edison Amberola records and phonographs, musical instruments, etc., of Chicago, Ill., and Miss Beatrice Sherbourne, of Milwaukee, Wis., were recently married and are now on their honeymoon in Wisconsin.

CANTOR ROITMAN COLUMBIA ARTIST

R. F. Bolton, director of the recording laboratories of the Columbia Graphophone Co., New York, announced this week that arrangements had been completed whereby Cantor David Roitman would become an exclusive Columbia artist. Cantor Roitman is well known throughout Europe and even though he has been in



Cantor David Roitman

this country only a short time he has already won enthusiastic praise among the Jewish people throughout the country.

Cantor Roitman was only twenty-three years of age when he became Cantor of the largest synagogue in Wilna, Russia, and four years later was appointed Cantor of one of the most important synagogues in Petrograd. He won fame at a concert that he gave at the Petrograd Conservatory and added considerably to his prestige by composing a number of hymns which he sang in Petrograd and Odessa. Cantor Roitman also composed selections for the piano, violin and 'cello which became very popular.

RECORDING FOR THE TRADE

We have a modern well-equipped laboratory with facilities for producing the highest grade recordings. We Solicit Your Business

Manhattan Recording Laboratories
48 West 39th St. New York

MOTORS

(Swiss)
DOUBLE SPRING
Suitable for Portable Phonographs
Stock On Hand, Ready For Delivery
Sample \$3.75—Write for One
MERMOD & CO., 874 Broadway N. Y.

ROBERT PORTER'S WORK IN CHICAGO

Field Sales Manager for Columbia Co. Visits Chicago Headquarters

Robert Porter, field sales manager for the Columbia Graphophone Co., New York City, visited the Chicago office last week, where he presided over a sales meeting held by the Chicago sales staff. Several splendid plans for Fall and Winter were discussed and laid out by Mr. Porter to the Chicago sales staff that are expected to produce sales totals this Fall and Winter that will be greater than ever. He reports that the Chicago office is very optimistic as to Fall and Winter prospects, and all indications point to a very fine business.

NEW ABELOWITZ STORE

An attractive Brunswick shop was opened October 14 at 1315 St. Nicholas avenue, New York City, by A. Abelowitz, to be known as the Abelowitz Phonograph Shop. The opening was the occasion for a great gathering of Mr. Abelowitz's friends.

A BOSTON INCORPORATION

The Moore Phonograph Co., of Boston, Mass., has been chartered in that State, with a capital of \$175,000. Incorporators are: F. R. Wood, I. A. Ordway and C. H. Gilmore.

BUYS LYRIC MUSIC CO.

Ezra B. Jones, formerly with the Glen Bros.-Roberts Piano Co., has purchased the phonograph and record business of the Lyric Music Co., No. 2524 Washington avenue, Ogden, Utah. Sonora phonographs and Vocalion records are handled.

The Chicago Phonograph & Supply Co., of Chicago, Ill., has filed a certificate testifying to the dissolution of its business.

CHARLES R. CONNELL PASSES AWAY

Charles R. Connell, president and treasurer of the Scranton Button Works Co., manufacturer of talking machine records, passed away at his home in Scranton, Pa., recently. Mr. Connell's loss is keenly regretted by many friends in the trade.

KENNEBEC MUSIC CO. ORGANIZED

The Kennebec Music Co. has been formed in Portland, Me., and a certificate of incorporation has been filed. Directors of the company, which has a capital stock of \$15,000, are: Charles R. Cressey, president; Charles B. Snow, treasurer, and George E. Gerry. Musical instruments of all kinds will be handled.

RILEY TRUSTEE FOR STEWART CO.

William H. Riley was appointed trustee of the bankrupt Stewart Phonograph Co., at a recent meeting of creditors at the offices of George H. Crowe, referee in bankruptcy, Binghamton, N. Y.

NEW COLUMBIA ARTIST ANNOUNCED

The latest addition to the long list of famous artists who record exclusively for the Columbia Graphophone Co., is Cameron McLean, Scottish baritone. Mr. McLean is planning a concert tour of Canada, after which he will appear in New York.

J. M. IRVIN WITH SONORA CO.

J. M. Irvin, former general manager of the Brunswick Shop, Buffalo, N. Y., has been made assistant to sales manager Frank J. Coupe, of the Sonora Phonograph Co., Inc.

C. C. Hicks has been appointed traveling representative of the Victor Talking Machine Co., with headquarters in Minneapolis, Minn.

ALL SET FOR THE BIG DANCE

Annual Dance of Talking Machine Men at Hotel Pennsylvania on October 30 Promises to Be Most Successful Event in History of Organization—Noted Orchestras to Be Heard

The members of the Talking Machine Men, Inc., the organization of talking machine dealers of New York, New Jersey and Connecticut, together with their friends, are all set for the annual dance of that organization, to be held at the Hotel Pennsylvania on Monday evening, October 30, and which, from every indication, will prove the most successful affair of the sort held in the history of the Association.

The committee in charge of the dance have been working steadily for many weeks in preparing the program and securing the various orchestras and artists for the evening with the result that those who attend will be privileged to dance to the music of such noted recording aggregations as the All Star Trio, Benny Krueger's Orchestra, Club Royal Orchestra, Dixieland Jazz, Happy Six, Isham Jones' Orchestra, Markel's Orchestra, Paul Whiteman's Orchestra, Ray Miller's Orchestra, Ted Lewis' Band, Vincent Lopez Orchestra and the Yerke's Flotilla Orchestra.

The tickets for the dance will be sold at one dollar each and the advance demand indicates that the pasteboards will be at a premium.

NEW SONORA DEALERS

Recent additions to dealers handling the Sonora line include Samuel Mulwitz & Sons Furniture Co., Portchester, N. Y.; the Trinity Talking Machine Shop, New York City, and Rosenbaum's department store, Pittsburgh, Pa.

The affairs of the Gaelic Phonograph Record Co., Inc., 40 West Fifty-seventh street, New York, have been placed in the hands of a creditor committee, which has recommended settlement on a 20 per cent basis.

Music Lovers Will Enjoy "Listening In" With Bestone Radio Receiving Sets

Our Profit-Opportunity for Phonograph Dealers



Bestone No. 707 Combination Crystal Detector and V. T. Set

Is primarily a Vacuum Tube Set being so wired that connection with a tube assures maximum efficiency. The Crystal Detector, mounted on Bakelite panel, eliminates use of "A" or "B" Batteries. With tube connection this set has a receiving capacity of 300 miles. All apparatus enclosed in beautiful mahogany finished cabinet, and internal wiring fully insulated with spaghetti tubing.

Wave length—600 meters.
Dimensions: 7½" x 5⅜" x 5¼".
List price (including Bestone 2,200-ohm headset), \$25.00.

Executive Offices:
476 Broadway, New York



Undoubtedly one of the greatest markets for radio sets will be through the Phonograph Dealer.

The reason is apparent: Phonograph Dealers have the experience and organization to render the most desirable service—in demonstration and installation—to Radio buyers.

Bestone Radio Sets are scientific in construction and exceptionally attractive in appearance. Their clearness of tone, volume, and extreme sensitivity afford maximum enjoyment of Radio concerts, educational lectures, etc. Selling prices range from \$25.00 to \$125.00.

Send for Illustrated Catalog.



Bestone V. T. No. 702 Receiving Set

Characterized by exceptional quality of design, materials, and scientific accuracy. Prominent features are clarity of tone, simplicity of control, selective tuning, and the elimination of distortion. Includes all standard Bestone apparatus mounted on a genuine Bakelite panel machine engraved and bevelled. Enclosed in handsome mahogany finished cabinet. Spaghetti tubing fully insulates all internal wiring.

Wave length—600 meters.
Dimensions: 5½" x 11½" x 6¾".
List price (including Bestone 2,200-ohm headset), \$42.50.

HENRY HYMAN & CO. Inc., 212 W. Austin Avenue
Manufacturers Chicago, Ill.



Syn-co-pate your feet you dog-gone strut-tin' hound.

No-one can com-pete when you are strut-tin' 'round.

Struttin' at the Strutter's Ball

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

A Creole Fox Trot

HEAR IT NOW!

PORTLAND, ORE.

Building Boom Augurs Well for Trade—11,000 Talking Machines Arrive via Panama Canal—Sales Increase—Consoles in Demand

PORTLAND, ORE., October 4.—Building activity in Portland this year will break all records in the city's history. This was apparent when the city's building inspector announced that the aggregate of permits issued for the first nine months had reached the sum of \$18,544,330. The previous record was in 1910, when permits totaled \$20,886,202 for twelve months.

The last week in September the intercoastal steamer, "Edgar F. Luckenbach," steamed into Portland from Philadelphia via the Panama Canal, having on board 11,000 talking machines and over 1,000 pianos for distribution on the Pacific Coast, and Portland received her share of the instruments before the "Luckenbach" left port.

The talking machine and record business has taken a big jump and all dealers report an increase of sales as compared with the same period of last year. The console models continue to be the big attraction and the demand for all period types shows no abatement.

The newly renovated talking machine department of the Meier & Frank Co. was formally opened to-day with thousands of visitors calling to inspect the remodeled quarters. Twelve

audition rooms and two large demonstration rooms have been installed. Record racks have been placed in the middle of the department with a service counter adjacent thereto. The front of the department is used for the display of the Victor, Columbia, Vocalion and Edison machines. The department has been done in ivory and the booths furnished in wicker settees, with a bright touch of color given by beautiful floor lamps. Taupe velvet carpet covers the entire floor space. Wm. Hodecker, manager, is installing a complete line of Victor foreign records and will be able to meet the demand of the European and Oriental element in Portland. Mr. Hodecker has added Miss Charlotte Clecley and Kathryn Rogan to his sales department.

The Oregon Music Dealers' Association held its annual monthly meeting Friday, September 22. E. B. Hyatt, president, was out of town and W. A. McDougall, vice-president, held the chair. No important business was transacted, but a good get-together meeting was held.

A. C. Ireton, Pacific Coast manager of the Edison Phonograph, Ltd., was a Portland visitor from San Francisco and while here called

a meeting of all Edison dealers from Oregon, Washington and Idaho. A luncheon was held at the Hotel Multnomah and a most interesting and instructive talk was given by Mr. Ireton. Four Edison models were demonstrated to the dealers by Mr. Ireton, one console, one small machine and two uprights. The Reed French Piano Co., Meier & Frank and the Hyatt Talking Machine Co. are the three representative Edison houses of Portland.

The Reed French Piano Co. announces the first Edison tone test of the season, to be given under its auspices, at the Municipal Auditorium, November 15, with Hervey Hindermyer, tenor, and the Dann Trio as assisting artists. Mr. Hindermyer will sing in comparison with the Edison and will also give several solo numbers.

Mrs. Helen Briggs, for three years assistant in the Victrola department of the Seiberling-Lucas Music Co., has been placed in full charge to take the place of Wm. A. Hodecker, who recently resigned to take charge of the Meier & Frank phonograph department. Hallie Erwin, formerly with the Thomas Music Co., of Marshfield, Ore., has been appointed assistant to Mrs. Briggs.

Louis Mack, for ten years a successful sheet music dealer of Portland, and who for several years has been doing business in the Bush & Lane store, has moved to 124 Broadway. In addition to sheet music he will now carry a complete line of the musical merchandise accessories and the Starr phonographs and Genett records.

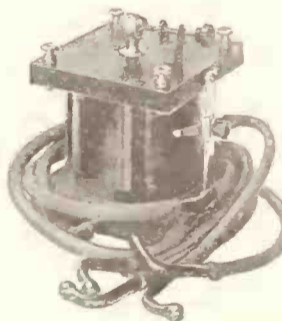
L. D. Heater, jobber in phonograph accessories, who for several years has done business at Twelfth and Washington streets, has moved to 357 Ankeny street. He handles the Strand and Portophone machines. He still retains his warehouse at Twelfth and Washington.

H. H. Princehouse, for six years assistant manager of the Lipman, Wolfe & Co.'s piano and phonograph department, has gone into the retail business for himself at 86½ Broadway. He is handling talking machines and pianos.

The G. F. Johnson Piano Co. had a most attractive exhibit at the recent Oregon State Fair and its display of the Cheney console model, No. 120, created much interest. The

THE BEE RADIO SET

\$7.50
Retail



COMPLETE
For two to hear

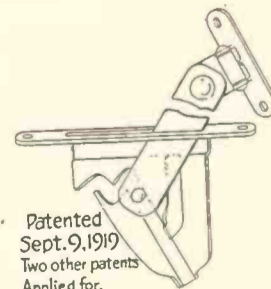
No Phones Required. A Combined Crystal Set with Phone and Sound Connections for Two Listeners.

Can be used also with head phones. Can be used as an auxiliary phone in connection with V. T. Sets for several persons to hear

The Greatest Value on the Market
A Quick Seller. Regular Discounts to Dealers

F. W. MATTHEWS, 167 Bloomfield Ave.
BLOOMFIELD, N. J.

SECOND YEAR SUCCESSFUL LEADER



The Most Dependable and Inexpensive Lid Support on the Market

Patented Sept. 9, 1919
Two other patents Applied for.

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

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

booth, in charge of Mr. Johnson and Miss Eva Richmond, was surrounded at all hours of the day by an interested audience. All-day concerts were given on the Ampico and the Cheney and they both proved a most excellent medium of advertisement.

The phonograph department of Lipman, Wolfe & Co., Roy Feldenheimer, manager, reports a brisk business. The bulk of the sales were in the Sonora and Brunswick machines, which were of period styles, said Mr. Feldenheimer. The department has recently acquired the agency for the new Steger phonograph.

J. C. Gallagher, manager of Bush & Lane Piano Co., when asked how business was, said, "We went over the top in all departments last month. Sales of the Bush & Lane phonograph exceeded our highest expectations."

P. J. Heintz, manager of the phonograph department of Powers Furniture store, reports excellent business for September, with a 30 per cent increase over September of last year.

A. J. Kendrick, general sales manager for the Brunswick Co., of Chicago, was a visitor to Portland recently and called on the trade in and around Portland, in company with M. Davis, district manager. Mr. Kendrick, who made an extensive tour, reports finding a wonderful spirit of optimism everywhere he visited.

J. M. Dvorak, representing Lyon & Healy, of Chicago, whose headquarters are in Los Angeles, was a recent Portland visitor on his return South after making an extensive trip throughout the Pacific Northwest looking for business for Lyon & Healy, of which, he says, he was able to get a big share.

Mrs. "Billy" Watts, for the past four years popular in the record sales department of the Wiley B. Allen Co., has resigned and will take a complete rest after an operation for appendicitis.

Genevieve Peck, who for the past sixteen weeks has been traveling as advance agent for the Ellison-White Chautauqua circuit, has returned to her duties in the record department of the Hyatt Talking Machine Co.

Here's a good one told by one of the young record salesladies of the Hyatt Talking Machine Co.: A customer came into the store the other day and asked for the "Remnants of Ireland." Some tall, fast thinking was necessary when it flashed upon her that there was an Edison record labeled "Reminiscences of Ireland." It was produced and the sale made.

DELZELL VISITS COLUMBIA CO.

Well-known Denver Columbia Dealer in Gotham to Talk Over Fall and Winter Plans

An important visitor to the Columbia Graphophone Co. recently was C. A. Delzell, manager of the Denver branch of the Columbia Stores Co., dealer in Columbia Grafonolas and Columbia records. Mr. Delzell expects to spend some time at Columbia headquarters to talk over plans for the Fall and Winter campaign on Columbia products which has already been started by his company. In making this long trip East Mr. Delzell is planning to make this sojourn one of pleasure as well as of business and expects to return to Denver with many ideas that are bound to show tangible results this Fall and Winter. He is regarded by the Columbia Graphophone Co. as a high-class merchandiser of Columbia products and has made a success of retailing Columbia Grafonolas and records in the West.

OPEN NEW REPAIR SHOP

H. F. McCann, formerly service manager for the Sonora Phonograph Co., New York, and David Meyers, recently connected with the United Retail Stores Corp., have formed a new concern which will be known as the Phonograph Service Co. This company, which will conduct a repair shop, specializing in dealers' work, has opened offices and laboratories at 71 West Broadway, New York.

RETURNS FROM WESTERN TRIP

A. J. Coté, President of Outing T. M. Co., Returns From Successful Trip—Several New Jobbers Appointed—Business Grows Better

MT. KISCO, N. Y., October 5.—A. J. Coté, president and general manager of the Outing Talking Machine Co., of this city, returned yesterday from a two weeks' trip, which included a visit to the leading trade centers in the South, together with a visit to the Middle West as far as St. Louis. In a chat with The World Mr. Coté stated that conditions were improving everywhere, especially in the Western section, where he appointed several new jobbers for the Outing portable phonograph.

Mr. Coté was glad to find that the jobbers and dealers are selecting their portable lines with extreme care and are showing a preference for products that can be merchandised at a fair margin of profit with a fair discount to the wholesaler and retailer. The Outing factory is now going ahead at full speed and nothing is

being left undone to give the company's jobbers and dealers efficient service and co-operation.

WILSON MUSIC CO.'S NEW STORE

STEVENS POINT, WIS., October 9.—The Wilson Music Co., G. M. Farrin, manager, is moving from its quarters in Boston's Furniture Store into attractive warerooms in the Hotel Whiting on Strong avenue. Among the instruments handled are the Ampico, a complete line of pianos and player-pianos, sheet music, talking machines and records.

NEW STORE FEATURES PHONOGRAPH

SHELBYVILLE, IND., October 2.—A new music store has been opened at 38 East Broadway by Omer Bausback, formerly with the Pearson Piano Co., who has been connected with the piano business for a number of years and is widely versed in piano retailing. A complete line of Baldwin pianos, as well as a stock of talking machines, will be handled.



"One handle handles it"

Outing

TALKING MACHINE

Perfection in a Portable Phonograph

◆ ◆

Made in Mahogany and Fumed Oak Finishes

Patent Pending
Size: 8 in. x 14 in. x 15 in.
Weight: Complete, including album, 22 lbs.

THE OUTING is the most complete and up-to-date portable phonograph ever made. It is unique and attractive in design. Superior tone quality. Built to give years of satisfactory service.

JOBBERS:

<p>GENERAL PHONOGRAPH CORP. New York Distributing Division 15 West 18th Street New York, N. Y.</p> <p>CABINET & ACCESSORIES CO. 145 East 34th St., New York, N. Y.</p> <p>BRISTOL & BARBER 3 East 14th St. New York, N. Y.</p> <p>A. C. ERISMAN CO. 174 Tremont St., Boston, Mass.</p>	<p>GEO. C. ULRICH & CO. 56 Estey Bldg., Philadelphia, Pa.</p> <p>ART EMBROIDERY CO. Louisville, Ky.</p> <p>IROQUOIS SALES CO. 210 Franklin St., Buffalo, N. Y.</p> <p>UTICA'S GIFT & JEWELRY SHOP Utica, N. Y.</p> <p>DAVENPORT PHONO. & ACCESS. CO. 217 Brady St., Davenport, Ia.</p>	<p>VOCALION CO. OF OHIO Cincinnati, O.</p> <p>VOCALION CO. OF OHIO Cleveland, O.</p> <p>BURNHAM, STOEPEL & CO. 101 East Larued St., Detroit, Mich.</p> <p>WALTER S. GRAY CO. 942 Market St., San Francisco, Cal.</p> <p>STEWART T. M. CO. Indianapolis, Ind.</p>	<p>J. K. POLK FURN. CO. 294 Decatur St., Atlanta, Ga.</p> <p>M. & M. DISTRIBUTING CORP. 5 So. Wabash Ave., Chicago, Ill.</p> <p>STERLING ROLL & RECORD CO. 137 W. 4th Street, Cincinnati, O.</p> <p>RICHMOND SPORT & SPECIALTY SHOP (Newton Corp.) 616 E. Broad St. Richmond, Va.</p>
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There are still several good States and large Cities open. Full details or samples will be furnished responsible jobbers on application.

Outing

TALKING MACHINE CO., Inc.

A. J. COTE, President
MT. KISCO, N. Y.

Dealers in Mexico and Cuba should send orders and Inquiries to
R. C. ACKERMAN
291 East 162nd Street New York, N. Y.

Foreign Export—CHIPMAN LIMITED
8-10 Bridge Street New York City
Cable Address, CHIPMUNK, New York



METHODS OF DEVELOPING RECORD AND ROLL BUSINESS

Comparatively Few Retailers Are Enjoying the Fall Possibilities Offered Them in the Record and Player Roll Field, According to C. C. Baker, Because of Failure to Know the Business

This very interesting paper by C. C. Baker, of Columbus, O., was read before the second day's session of the Music Merchants' Association of Ohio at its annual convention held recently in Toledo, and points out some of the weaknesses which are all too prevalent in the merchandising of rolls and records, together with some valuable suggestions for correcting the same.

What is the fundamental part of your business? What does your business depend upon and what do most owners of business pay the least attention to? Will automobiles run without gas? Will a watch run without a main-spring? No. Owners of music stores will continue to go on indefinitely without the intelligent merchandising of records for talking machines and music rolls for their player-pianos—not all maybe—at least the majority will. How many men here could go to their stores tomorrow, take charge of records and rolls and intelligently order the same to insure their customers real service and at the same time balance their stock so that a profitable turnover is achieved? Remember that you are not the only one selling records and rolls. They can be bought at many other places than in your store, therefore you are confronted from the standpoint of your customer with service only. The player-piano or the talking machine is no more than a piece of furniture without music rolls or records. Rolls and records are such a fundamental part of the business that attention must be paid to the kind of rolls and records sold if the interest in player-pianos and talking machines is to be perpetuated. How many automobiles would there be on the boulevard if watered gasoline were sold? Gasoline that would not produce real efficiency of the car is no good if the owner did not get power out of it. There is not one of you that would think of putting on a tuxedo coat and going without your shoes polished. Yet you will run a music store and turn the roll and record department over to some one and know little about it yourself. You are not in a position to advise them because of the little knowledge you have of it—because you have always found it a side issue and do not get into it yourself. You must remember if you expect to sell more player-pianos and talking machines it is necessary for you to put more energy, more hard work and real intellect back of your record and roll department. I believe I am making a correct statement when I say there are more idle player-pianos and talking ma-

chines to-day than live ones. I mean, by this, the owners of player-pianos and talking machines are not buying new records and better records, thereby injuring your new business to such an extent that it is alarming. Some of us are merchandising a record or roll of an inferior quality, thinking we are making a little profit, but the boomerang from such merchandising is doing more harm than any of us realize.

Perpetuating Good Music

I am going to ask all of you to reflect and give a little thought to this statement. For the success and the future of our business we must perpetuate the right kind of music so the non-owner of a talking machine or player-piano will be proud to be the possessor of one. I had a customer ask me the other day why I did not carry the cheap records. I said, yes, the cheap records had the same tune, but I could take him out to-day to a restaurant and get two steaks, cut from the same rump, have them cooked by two different cooks, one who knew how to cook a steak and the other that just cooks steaks. You are able to eat one and the other you are not because it is badly prepared. It does not necessarily mean because it is the same tune you get the same music any more than you might partake of the one steak the cook has spoiled because he did not understand how to cook it. If any music dealer who is in the business for his own selfish gain will go home and figure his overhead expense on each cheap record which he sells he will find there is no profit and the only thing he is doing is injuring his own business as well as the rest of us.

Some Startling Experiences

This Summer I called on twenty-five music stores of which I have a memorandum. Now, get this. I walked into the store, went to the record or roll department, usually both, and asked this simple question: "What have you in a good record?" The results were that twenty-three immediately suggested "Stumbling," "Nobody Lied" or a similar number. Remember, I asked for a good record. Two of them asked me my classification, what I would like to hear. Both of these were in the northern woods of Wisconsin, and I want to tell you, gentlemen, that some of you in this room may be owners of the very stores I called on. What have you done? You have loaded up the users of records and rolls with a bunch of popular stuff. You have actually sold the popular stuff instead of increasing the future of our business with better music. Some of you think you made additional sales. Every customer to whom you sold these records would have bought them anyway and you are

out the profit you might have had if you had sold better music, thereby being instrumental in helping the advancement of better music. If you carry a good line of records or rolls regardless of make you will find that you have but one thing to sell, and that is service. What is service? Service covers a smile, a "thank you" and many other little courtesies which are necessary to sell any line of merchandise successfully. We must use this kind of service to be successful and it must be embodied in our every sales movement. In addition there are two essential items that cover service in the music business. First, to have the record or roll which is asked for in the line you carry. Second, the art of suggestion. There will be times you may be out of the number that is called for and a special order should be taken and followed up, not put on a notebook and put aside for a week or two, but should be ordered immediately so your customers may be telephoned to, or drop them a post card telling them you have the merchandise they desired. The amount invested to carry a complete line will be repaid from the profits of your additional sales, also rendering a service to your customer, and your store will soon be known as a record and roll store in place of a store to shop for records or rolls. What about the art of suggestion? This, with a complete stock of rolls or records, is your profit.

The Value of Radio

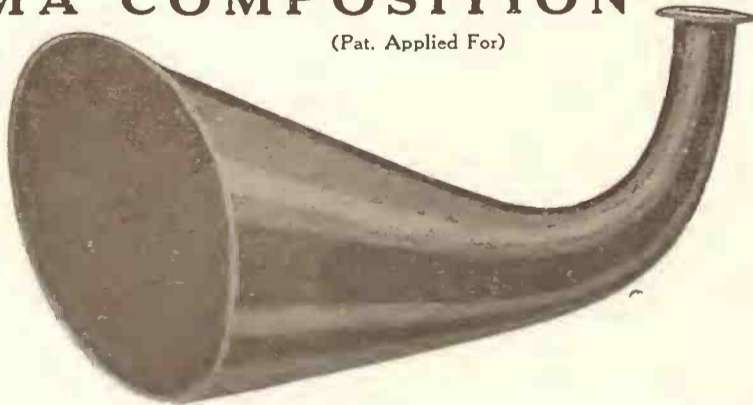
There has been developed a wonder of the age, the biggest help to our business that has ever been given to it, and that is radio. What could be better for your business than a well-rendered song of "Sweet and Low" or a wonderful orchestra playing an overture being broadcasted into millions of homes by the way of radio? Every listener appreciates it and the radio has caused a desire in every listener to hear that selection again, but in radio they may never hear it again. So radio will sell records and rolls if you will follow up the opportunity. Every selection that goes out by radio is the biggest incentive for the listener to buy a record of that individual selection. This will illustrate the art of suggestion. Radio has suggested to millions selections that are made on our records.

Every boy is interested in radio and he is a prospect for a player-piano or talking machine. Radio travels fast. It is in the air, it is everywhere. We must watch close and take advantage of the opportunity of our best salesman which is constantly working for us. We must give more time, put more energy in our record and roll departments and intelligently merchandise the life of our business.

Do not wait for a day or a week or a month to start some of the things which will help build up your business. Do you realize that in less than three months the holiday business will be a thing of the past? Get ready for the holiday business. Sit up at night if necessary to plan some aggressive way to let your customers and those whom you hope to have as customers know you are anxious to serve. Here is a holiday suggestion that you should take advantage of. Over half of the Victory 4¾ per cent bonds will be redeemed by the Government December 15. Look ahead to getting some of that money. Your banker can tell you about how many thousands or how many millions will be paid out at that time by the Government. In my home town of Columbus, counting Franklin County into the total, approximately \$10,000,000 will be paid out. In addition to that money the United States Government will redeem in cash the war savings stamps which fall due January 1, 1923. Your postmaster can tell you about what sum of money is going to be paid out in this way. In Franklin County the total is \$3,500,000. Of course some of that will be reinvested, but some of it will be used to purchase the things which the women folks and the men folks have been denying themselves for many, many months, and with proper business suggestion on your part it will be records, player rolls, talking machines and player-pianos, and I am going to get some of that money.

SCOMA COMPOSITION HORN

(Pat. Applied For)



The best reproducer ever manufactured will not give a phonograph a loud natural tone if the horn is not exactly right. Equip your cabinets with the SCOMA COMPOSITION HORN. You will know you are right and your sales will multiply. SCOMA COMPOSITION HORNS are scientifically correct. They are quickly and easily installed and cost no more than a common wood horn. Write to-day for a sample, put it in a cabinet for test against what you are now using. Its tone will be a revelation. Manufactured by

Eckophone Co.

**75 Rockwell Place
BROOKLYN, N. Y.**

Ogden's Sectional Phonograph Store Equipment

As Simple as A. B. C.—Construction and Finish the Best

THE MYSTERY AND HIGH PRICES for Sound-Proof Booths are all "Bunk." Booths were used for various purposes before the Phonograph or Talking Machine was invented. For the Talking Machine Dealer they are Service Items, very important for increasing sales and necessary to Up-to-Date Merchandising.

OGDEN'S SECTIONAL EQUIPMENT comes to you at the lowest possible cost, sold direct from the Factory to you at a manufacturer's profit only and without branch office or salesman's expense added.

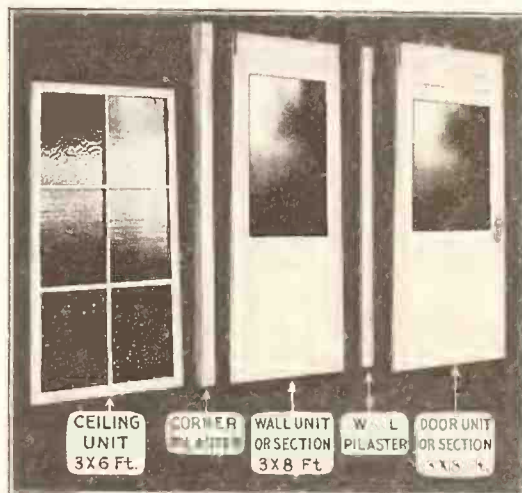


OGDEN'S SECTIONAL STORE EQUIPMENT.

The complete Store Equipment (as illustrated) consists of RECORD RACKS, for 2,700 10-inch and 12-inch Records —SALES COUNTER with every Dealer convenience for Card Files, Accessory Stock, Bags and Wrapping.

SOUND-PROOF BOOTH, 6 x 9 ft., (Plan No. 5) For Corner of Store \$315.00. Against Side Wall \$365.00. Without Wall Contact \$415.00. (Complete as illustrated.)

ANY MAN AND A BOY for helper without carpentry experience can assemble this room in one hour. There is nothing to do but place Wall and Door Sections in the Pilaster and turn down the clamps. Place Ceiling units in position and Base Rail or Floor Shoe around the bottom and the job is complete, as tight as a drum, at a fraction of the usual cost.



Room units made to fit sound tight

Price of Ogden's Sectional Units

Record rack, No. 1-S, each	\$40.00
Paneled ends, each	5.00
Record sales counter, No. 1-S, each	80.00
Record sales counter, No. 2, each	60.00

FINISHES:—GENUINE ENAMEL
White, Old Ivory and Gray



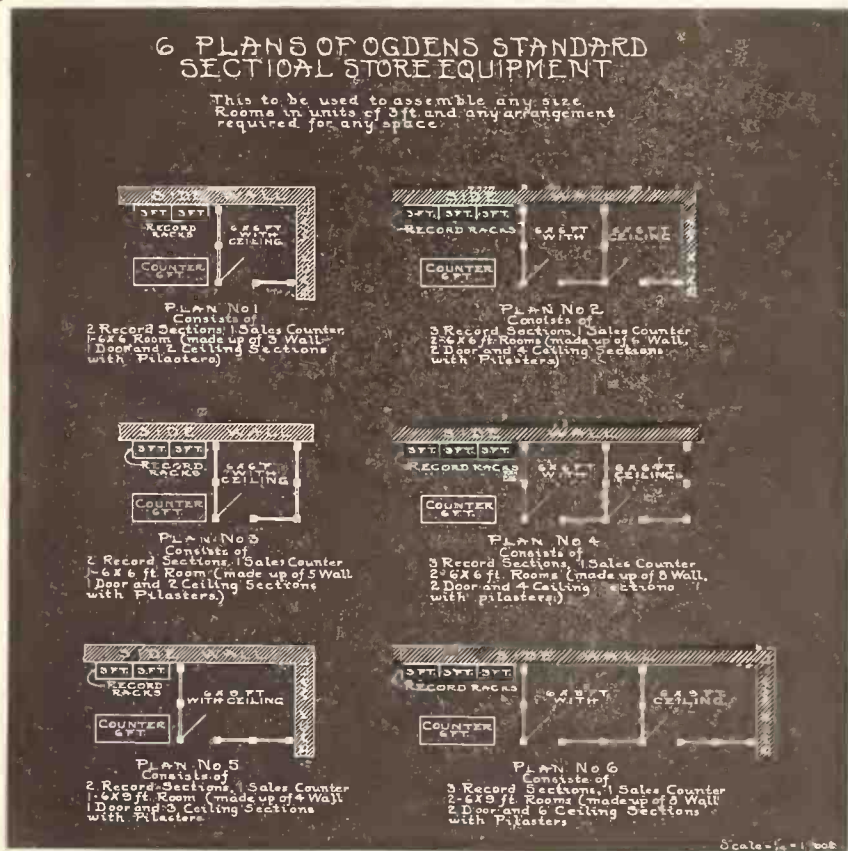
FRONT VIEW OF RECORD SALES COUNTER #1
TOP 30" X 60" 32" WITH CASTORS

BACK VIEW OF RECORD COUNTER #1
SHOWS 3 DRAWERS WITH ADJUSTABLE COMPARTMENT DIVIDERS, ALSO 3 UPRIGHT COMPARTMENTS AND 2 SHELVES

FRONT AND BACK VIEW OF RECORD COUNTER, showing 3 compartment drawers for Card Files, also 3 Upright Compartments and 2 Shelves, which fill every Dealer requirement.

Prices of Complete Equipment

PLAN NO. 1—2 Record Sections, 1 Sales Counter, 1 6x6 ft. Booth	\$275.00
PLAN NO. 2—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths	425.00
PLAN NO. 3—2 Record Sections, 1 No. 1 Sales Counter, 1 6x6 ft. Booth	305.00
PLAN NO. 4—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths	460.00
PLAN NO. 5—2 Record Sections, 1 Sales Counter, 1 6x9 ft. Booth	315.00
PLAN NO. 6—3 Record Sections, 1 Sales Counter, 2 6x9 ft. Booths	475.00



Ogden's Complete Modern Store

Costs less than carpenter work. Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself."

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Salesrooms and we will quote you a delivery price on Sectional Equipment which you can install any evening and be "Up to Date" next day.

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

LOS ANGELES

Series of Concerts Attracts Wide Attention—George E. Brightson, Sonora President, Dined by Barker Bros.—Month's News

LOS ANGELES, CAL., October 4.—From a truly musical standpoint, the most remarkable series of concerts was held during the Summer months in this city at the Hollywood Bowl and was attended by tens of thousands of persons. Some forty concerts were given stretching over a period of ten weeks from the beginning of July to the middle of last month. Eighty-five members of the Philharmonic Symphony Orchestra, with the famous Alfred Hertz as their conductor, played musical selections of the highest type only and the crowds showed their appreciation by enthusiastic plaudits and loud clapping.

These concerts were the result of one woman's conception—Mrs. J. J. Carter, who first originated them and who was instrumental in their success. We might add that Mrs. Carter publicly thanked the Music Trades Association of Southern California, whose members advertised, boosted and sold tickets for its support, and she declared that this assistance and help contributed immensely towards the final success.

Now, we would also like to mention that one of the chief causes of the success of these concerts was the fact that so many people are familiar with the great overtures and other masterpieces, which they have heard and learned to love through talking machine records.

Banquet to Sonora President

Barker Bros., who enjoy the exclusive sale of Sonoras in this city, gave a dinner to George E. Brightson, president of the Sonora Phonograph Corp., the details of which are mentioned elsewhere in this issue. Among those present was F. B. Travers, president of the Magnavox Co., Pacific Coast distributor of the Sonora,

who, in a brief address, praised Barker Bros. for their success in the sale of Sonoras. He pointed out that over one-third of the entire stock of these instruments shipped to the ten Western States for which the Magnavox Co. is the distributor were sold by Barker Bros.

Mr. Brightson, in a brief talk, outlined the efforts of the Sonora organization in the production of instruments of highest quality and emphasized that sales should be made in such a way that buyers would be impressed with the high quality of these machines. J. W. Boothe, general manager of Barker Bros.' music department, acted as chairman. Clarence A. Barker, vice-president of Barker Bros., outlined the development of their music department, which, he pointed out, was due in a large measure to the activities in talking machine merchandising.

A. G. Farquharson, secretary of the Music Trades' Association of Southern California, who had been specially invited to attend, explained the activities and uses of the Association, to which Mr. Brightson replied by congratulating Southern California on having such an organization and declared that similar co-operation was needful in all parts of the country.

Brunswick Sales at New Level

The local branch of the phonograph division of the Brunswick Co. reports that sales for August and September exceeded all anticipations. Howard Brown, local manager, states that he considers himself very fortunate in being able to obtain shipments, with almost no interruption, in spite of the critical transportation conditions which have recently existed. Mr. Brown also reported that he had recently engaged John T. Murphy and Harry L. Ream as

members of the sales force. Both are men of long experience in the talking machine wholesale business.

Walter S. Gray Visits South

Walter S. Gray, president of the Walter S. Gray Co., distributor of talking machine accessories and supplies, motored from San Francisco last month, accompanied by Mrs. Gray. He reports excellent business all down the Coast and is specially gratified with the sales of the Strand phonograph, for which his company is the California jobber.

Sherman, Clay & Co. in New Quarters

C. H. Ruggles, manager of the local branch of Sherman, Clay & Co., is to be congratulated on the splendid new quarters, at Santee and Tenth streets, which have been completed for his offices and warerooms and into which he has, at last, been able to move. The building itself was carefully planned and measures up to all requirements, while the furnishings and equipment are exceptionally fine and impressive.

New Phonograph Manager at Fitzgerald's

Clarence H. Mansfield has been appointed manager of the Brunswick and Edison phonograph department of the Fitzgerald Music Co. Mr. Mansfield was well known in Dallas, Tex., where he was president and manager of a phonograph store. He was also president for one term of the Dallas Music Trades Association.

Miss Cross Leaves for San Francisco

Miss Donzella Cross, special representative of the Educational Department of Sherman, Clay & Co., left on October 1 for San Francisco after a long stay in the Southern California territory. She will be very much missed by Victor dealers, to whom she has rendered splendid service; the lists of overtures and classical selections, played at the Hollywood Bowl concerts, which were compiled by her and sent out with mailing lists by dealers, have proved wonderfully productive in selling high-class records.

Walter Camp's Records Boosted

E. J. Lawn, representing the Walter Camp's exercise records, spent three or four weeks in

Columbia A-2 Grafonola and The Long Console

Here is your chance, Mr. Dealer, to cash in *again* on all the Columbia A-2 Model Grafonolas that you have sold. Every owner can make a handsome console out of his A-2 Grafonola in a jiffy with one of these Long Console cabinets.

The A-2 Grafonola slips easily into one compartment of the Long Console, through the back, no bother, no trouble. Cash in on this easy way to make another sale.



Style 601
\$27.00



Style 603
\$29.00



Style 608
\$30.00



Columbia A-2
Grafonola



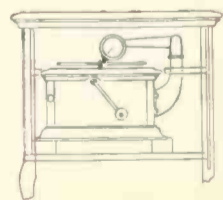
Style 610
\$28.00

Specifications

Long Consoles are 36 inches long, 34 inches high and 22 inches deep.



Style 610
Open doors showing arrangement of interior as used in 608 and 610.



The Geo. A. Long Cabinet Co., Hanover, Pa.

this territory demonstrating and promoting the sales of Walter Camp's records, assisted by his daughter, Miss Lawn. Mr. Lawn is a talking machine dealer in Hollister, Cal.

Orange County Dealers' News

J. H. Padgham & Son Co., Santa Ana, have disposed of their jewelry stock and will devote their entire efforts to the sale of the Brunswick phonographs. They have recently equipped, in the most modern and up-to-date fashion, a new Brunswick shop on North Main street. J. H. Padgham, Ray Stedman, Mr. Morrison and Miss Mitzel compose the personnel.

Carl G. Strock, Santa Ana, has received a very large shipment of the new Edison period models and is most enthusiastic over their appearance and sales possibilities.

The Orange County Piano Co. has been appointed a Cheney phonograph dealer in Santa Ana. Manager Crawford reports a number of sales.

Messrs. Dunham and Knipe, of Anaheim, Edison and Sonora dealers, have returned home after an extended trip in the East. They are affiliated with the Danz Piano Co.

Nelson Edgar reports excellent business at his Brunswick Shop in Orange.

A new Victor dealer has opened in Orange, the Sawyer Music Co., Ernest T. Sawyer, proprietor.

OCCUPYING HANDSOME NEW HOME

Cabinet & Accessories Co. Now Settled at 3 West Sixteenth Street, New York

The Cabinet & Accessories Co. is now settled in its new quarters at 3 West Sixteenth street, New York. These new offices, showrooms and stockrooms cover not only far more floor space



3 W. 16th Street

than formerly, but far surpass them in both attractiveness and facilities. The Cabinet & Accessories Co. is the only business tenant in the five-story white marble building located at the above address and illustrated herewith. Situated on the first floor above the street, easy access is gained by both stair and elevator. The entrance, in figured marble and handsome electric fixtures, would grace many a Fifth avenue residence. An entire floor is occupied, the front of which is devoted to salesrooms and office purposes. Three particularly large windows admit a maximum of light.

Otto Goldsmith, president of the company, and Miriam Goldsmith, treasurer, have their desks located on this floor and the arrangement of the showrooms gives excellent display to the full line of accessories carried by the company. The rear part of the floor has been systematically arranged with storage bins to hold supplies and an efficiently laid-out shipping room provides excellent facilities for the prompt filling of orders. The growth of this business from a one-room office in the Flatiron Building to the present large quarters is a distinct tribute



Model 17

Former Price, \$200
New List Price, \$100



Model 20

Former Price, \$250
New List Price, \$135

**EMERSON'S
FOUR
BEST MODELS**

**With Revised List
And New Prices**

Nothing can be said that has not already been said, concerning the quality of this remarkable phonograph.

The Cabinet-Work is of Grand Rapids construction and workmanship. The finish and tone are wonderful.

The equipments are all gold-plated, with the round amplifying horn, and carry the recording album device.

*Write us for Special Dealers'
Discount and act quickly!*

Player-Tone Talking Machine Co.



Model 40

Former Price, \$350
New List Price, \$150



Model 30

Former Price, \$285
New List Price, \$135

**Offices and
Salesrooms**

967 Liberty Ave.

**PITTSBURGH
PENNA.**

to the untiring efforts and fair business methods of both Mr. and Miss Goldsmith and their associates.

DOING BIG VICTOR BUSINESS

RIDGEWOOD, N. J., October 9.—A one hundred per cent increase in business so far this year is

reported by J. A. Bliesenick, proprietor and manager of the Ridgewood Talking Machine Co., Victor dealer, of this city. Mr. Bliesenick has adopted an aggressive attitude in his merchandising policies which is meeting with excellent results.

SALES FOLLOW MAIL DRIVE

ELIZABETH, N. J., October 9.—Rapid strides forward are being made by the Victor talking machine department of McManus Bros. here. Manager Evans, of this department, attributes much of his success to the fact that he is constantly bombarding prospective customers with direct-by-mail literature. A circular recently sent out by Mr. Evans requested patrons and prospects to call for the new Victor puzzle. The response was encouraging and this was made more effective by a special window display.

Many people can go to sleep right beside work.

Important Notice

TO

**Dealers and Jobbers of Talking Machines
Quality Cabinets From \$35.00 up**

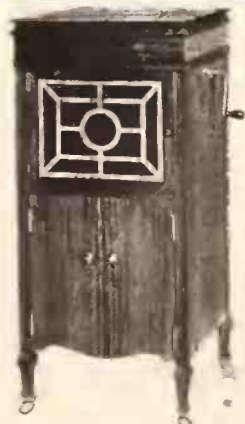
Let Us Furnish Your Requirements—Buy Now

THE H. LAUTER COMPANY

*Manufacturers of Emerson and Pathe Cabinets
Also Lauter Console Talking Machines*

INDIANAPOLIS

INDIANA



AN IMPORTANT NEW MOVE

New York Evening Mail Starts Department on "Getting the Most Out of Your Phonograph" Under Auspices of Chas. D. Isaacson

Charles D. Isaacson, famous for his excellent work for music as editor of the Music Page of the New York Evening Mail and prior to that as editor of the New York Globe Music Page and manager of the Globe concerts, has inaugurated an important and interesting weekly department in the Mail under the caption, "Getting the Most Out of Your Phonograph." The department occupies a page and is made up of articles regarding the leading recording artists and the music they record, together with suggestions regarding the selection of records and record programs for special purposes.

NEW OUTING JOBBERS ANNOUNCED

MOUNT KISCO, N. Y., October 5.—A. J. Coté, president of the Outing Talking Machine Co., announced this week that the following jobbers had been added to the list of Outing representatives: M. & M. Distributing Corp., 5 South Wabash avenue, Chicago, Ill.; Stewart Talking Machine Co., Indianapolis, Ind., and the Sterling Roll & Record Co., Cincinnati, O. Mr. Coté also stated that a number of additional jobbers would be announced in the near future covering important sections throughout the country.

HANDLES "TALKERS" AND RADIO

MARSHALL, Mo., October 9.—The Kelley-Vawter Jewelry Co., talking machine dealer of this city, has installed a line of radio receiving sets and supplies. W. A. Vawter, a member of the firm, who is in direct charge of the radio and talking machine departments, is working on the theory that handling radio supplies is not only profitable, but this is especially so where talking machines are handled, provided there is co-operation between departments.

INTRODUCE "BESTONE" RADIO SETS

Henry Hyman & Co. Announce Two Types, a Crystal Detector and a Vacuum Tube, Which Will Be Extensively Advertised

Henry Hyman & Co., Inc., New York City, well known in the manufacturing field of high-grade electrical specialties for household and commercial use, are announcing to the trade this month a line of radio receiving sets that is expected to have a strong appeal to talking



The "Bestone" Radio Set

machine dealers throughout the country. Hyman & Co. with their large organization have had an experience covering many years in the manufacturing of electrical specialties and this new addition to their line will be manufactured with every facility necessary to produce a product of a high type in both appearance and efficiency.

These radio receiving sets are to be of two types, one of the crystal detector type while the other will be a vacuum tube type set. The firm have adopted for a name for these radio products the word "Bestone," which they are planning to advertise extensively and make it a household word in every section of the country. In addition to the complete radio receiving

units they will also carry a large stock of individual parts for the construction of radio sets by amateurs and are prepared to deliver to dealers immediately. Plans at present call for an intensive drive on the vacuum tube set which they propose to feature as the leader in their line and are expecting to place this particular set along with other sets in their line in talking machine dealers' stores everywhere.

MAGNETIC DANCERS MAKE BIG HIT

BOSTON, MASS., October 9.—The National Co., of this city, manufacturer of talking machine toys, is experiencing a good demand for its newest offering, the Magnetic Dancers, which are made on a distinctly different principle from the other toys in the line. Whereas Ragtime Rastus, Boxing Darkies and the other toys are operated from the turn-table spindle, the Magnetic Dancers are placed on the side of the turn table and operated through friction from the edge of the turn table with a revolving magnet in the center. With the various dancing plates included in the set the dancing couple will either fox-trot, waltz or two-step as desired. The Magnetic Dancers are produced well in time for the holiday trade and it is expected that a large volume of business will be done in that period with this new talking machine toy.

VISITS COLUMBIA OFFICES

An important visitor to Columbia headquarters recently was H. N. Ferguson, manager of the Minneapolis branch, who was here conferring with the officials of the Columbia Co. and discussing Fall and Winter plans. While East Mr. Ferguson took advantage of the annual reunion of the 79th division, which was being held at Atlantic City, having served in this well-known outfit during the war.

Harry Cuddeback, head of the Da-Lite Electric Display Co., Toledo, O., manufacturer of signs for Victor dealers, was in New York recently.

A SENSATIONAL OFFER

2100

High Grade Phonographs are to be disposed of immediately at a

Tremendous Sacrifice

if taken

AT ONCE

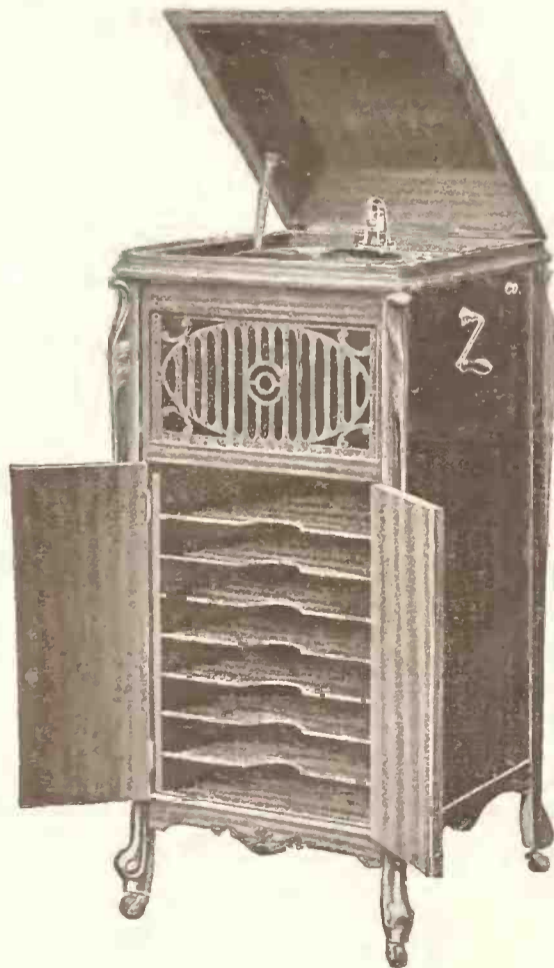
These Beautiful Instruments are the product of the Famous Knittel Co.'s Quincy, Ill., factory.

We have purchased the entire output of this well-known concern and must dispose of it immediately.

The chance of a lifetime if taken at once. These instruments may be had with or without motors, tone arms, etc. The assortment consists of 75% mahogany finish and the balance in oak.

WRITE—WIRE OR CALL TO-DAY.

Model C. 46" High, 20" Wide, 21" Deep



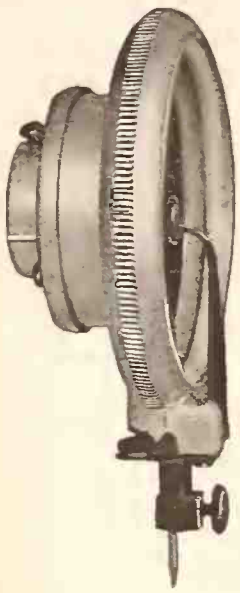
Model E. 50" High, 23" Wide, 24" Deep



THE CHICAGO PHONOGRAPH REALIZATION

1427 Carroll Avenue
CHICAGO, ILL.

Appointments may be made with our Chicago Office for Meetings at Quincy.



A QUALITY SOUND BOX

Here is a sound box that has won a reputation for its quality features of design, construction and tone.

It reproduces a full, mellow, resonant tone of unrivalled volume and clearness.

Good enough for the highest-class phonographs and cheap enough for the lowest-priced machines.

Get acquainted with the superior qualities of the Presto rubber-hub sound box and you will realize why it has been adopted by the leading independent manufacturers.

PRESTO PHONO PARTS CORPORATION

124-132 Pearl Street

Brooklyn, N. Y.



INCREASED EQUIPMENT DEMAND

Zimmerman-Bitter Construction Co. Filling Many Important Contracts—Outlook Good

The Zimmerman-Bitter Construction Co., New York, manufacturer of store equipment for the talking machine dealer, is exceedingly busy at this time installing new equipment in various shops throughout the city. The plant, at 325 East Ninety-fourth street, has been working overtime in order to catch up with the amount of work on hand, and officials of the company state that it will be some weeks yet before they will have completed orders already secured. Mr. Bitter, who spends considerable time visiting the trade in the interests of his company, is well pleased with the general outlook. He stated they will be kept busy during the entire Winter, which reflects the confidence talking machine dealers have in the value of improved equipment as a sales factor.

Among the many new installations this company has made during the past two months is that of Landay's Forty-second street store, which it expects to complete this month. This installation is one of the largest yet erected by the company and calls for the renovation of practically the entire store. Twelve new booths have been constructed with a large number of musical instrument cases, sheet music racks and in addition includes the complete equipment of the Landay radio department. Some work is being done also in the offices at this store and when all is completed it will be one of the most elaborately equipped talking machine retail stores in New York City. In addition to the Forty-second street store equipment the company is now manufacturing and installing one of the most unique store show windows in the Landay Newark store. This is being done in a zenithan block effect which when completed gives an appearance of old English stone construction which is admirably adapted for the display of Victor talking machines and records. This show window is unique and admirably conceived.

Another installation which has just been completed is that of the Sterling Piano Co., at 81 Court street, Brooklyn, which consisted of the fitting up with modern booths and display rooms in the three floors of this store. A feature of this construction is that each booth will be constructed of a different design representing different periods of architectural design. Some of them will be used for the display of pianos as well as talking machines.

The company has just completed the installation of private hearing rooms and general equipment in the retail store conducted by Theodore Jospe at Oyster Bay, L. I. Also several changes have been made in the Glen Cove store of Mr. Jospe which the Zimmerman-Bitter Co. constructed for him.

Among the most recent of the contracts secured by this company is that of the University Music Shop, Burnside avenue, New York City,

which calls for a complete store equipment of hearing rooms, display rooms, record racks and counters. This is to be equipped in a distinctive Zimmerman-Bitter design.

RADIO CORP. BUYS \$1,000,000 HOME

Manufacturer of RCA Products Purchases Ten-story Building—New Home Will Be Known as the "Radio House"

The Radio Corporation of America, manufacturer of RCA products, purchased last week the White Oil Building at 64-68 Broad street, New York. This building, in which are now housed some of the offices of the Radio Corporation, will probably be known as "Radio House," and will be the point from which all messages from and to the United States will be sent and received. The building is ten stories high and contains 43,000 square feet. Its purchase price involved approximately \$1,000,000. Transoceanic traffic has already been centered there and it is understood that the executive offices of the company, which are now located in the Woolworth Building, will eventually be established at the "Radio House."

It was also announced recently by the company that new stations were being built and soon would be established at Warsaw, Poland; Marconi (formerly Coltano) Italy and in Sweden.

RETURNS FROM VACATION

O. F. Benz, record sales manager of the Columbia Graphophone Co., New York City, was away from his desk the last two weeks in September enjoying his annual vacation, which he spent in the White Mountains. Mr. Benz left New York City by automobile and toured through New England and made a permanent stop in the White Mountains for a period of ten days, after which he motored back to New York and to his desk. This trip was a most enjoyable one for Mr. Benz and he comes back to his desk ready to carry out intensive plans for Fall and Winter Columbia record business.

SONORA EXPORT MANAGER HOME

C. A. Richards, manager of the export department of the Sonora Phonograph Co., returned to New York last week after an extended trip from many of the important countries of Europe. Mr. Richards states that the demand in Europe for American-made phonographs is rapidly growing, and on this trip he added many dealers to the lists of European firms selling Sonoras. His reports regarding general conditions are decidedly optimistic and Sonora is making rapid progress in European countries.

The Kimball Piano Co. has opened a branch store in Kenosha, Wis., under the management of Joseph Cardinal. Kimball phonographs, pianos, etc., are handled.

NINE CLASSES OF CREDIT RISKS

Family Where Head of House Is in Reputable Business Heads List as Ideal Risk

Applications for personal charge accounts may be classified by the careful merchant into nine groups, credit managers have decided. Risks may generally be determined beforehand by this method to the extent that merchants may know how much credit to extend. The nine classes of risks are:

A man engaged in a reputable business for himself, or the wife of such a man, who has satisfactory accounts at other stores and good bank connections, is an almost ideal risk.

Virtually as good is the case of a man who for a number of years has been connected in a responsible capacity with a reliable, long-established concern.

A less satisfactory risk is the small "hole in the wall" household, with a \$100 bank account and friendly references, but giving every evidence of living up to the last cent.

Further down the scale is the man who has a minor position with a concern or the one who holds a good job, but who is extremely extravagant and lives entirely beyond his means.

Next is the single man who "breezes" into the office, leans over the desk and says very confidentially, "I want the account for accommodation, don't you know," and then proceeds to buy out the store.

The single woman with little or nothing to fall back on in a financial way follows next.

Then come school teachers and other city employes to whom sales are made largely on the strength of their position, because in the event of a forced settlement their salaries can always be garnisheed.

Professional people, doctors, lawyers, artists and others whose incomes are fairly large, but undependable as to date of its receipt and who as a class lack to a certain degree the proper sense of financial obligation.

Last come separation cases, the most important of which is the woman about to break away from the husband, but who wishes to provide herself first with plenty of clothing at her husband's expense.

RECEIVER FOR INTERNATIONAL RADIO

Samuel R. Kessler has been appointed custodial receiver for the International Radio Corp., of 42 Branford Place, Newark, N. J., by Judge Charles F. Lynch. An order was issued requiring the directors of the company to show cause why the injunction should not be made permanent.

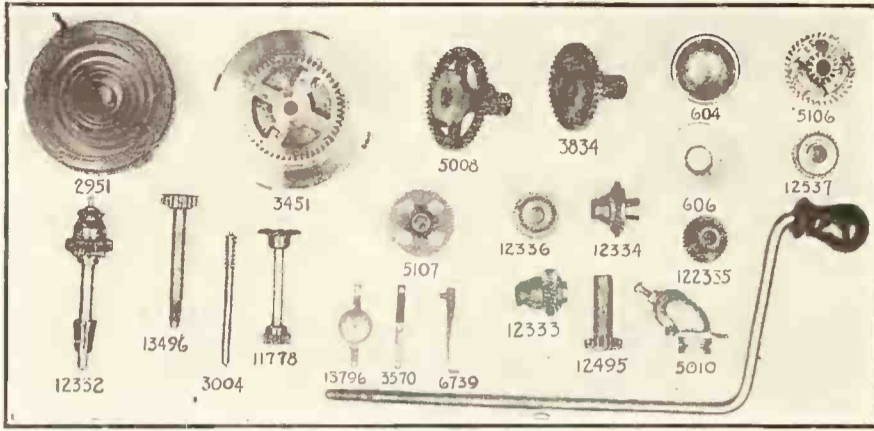
It is charged that the corporation represented that it had acquired the assets of the P. W. P. Mfg. Co., which it was said had a nationwide reputation. An affidavit by Alanson F. Bartlow stated that the corporation had been engaged in the manufacture of apparatus for two months before March, 1922, with \$3,600 assets.

MAIN SPRINGS—PARTS FOR ALL MOTORS—MACHINES

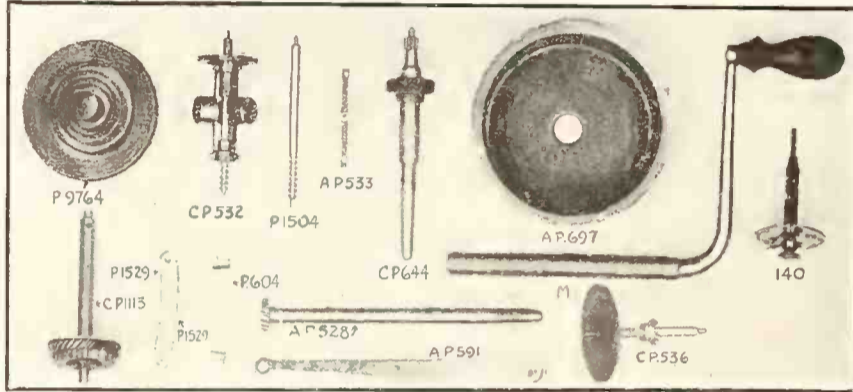
COMPONENT PARTS FOR COLUMBIA MOTORS

COLUMBIA

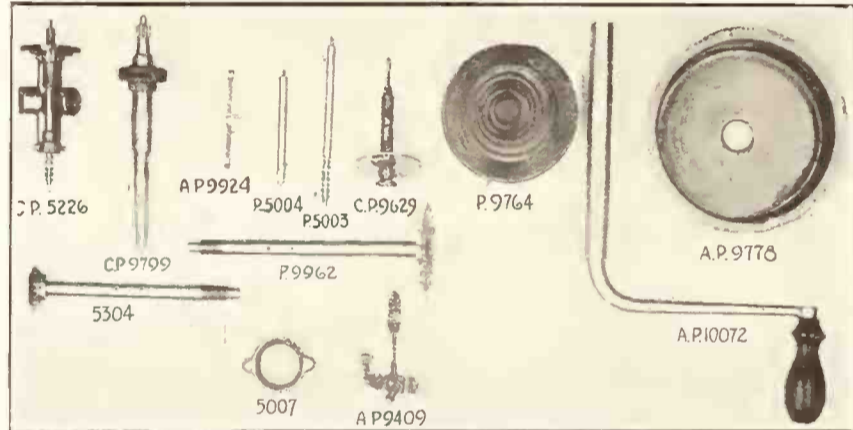
No.	Description	Price each
2951	Columbia main springs.....	\$0.33
3451	Columbia spring barrel head...Complete	0.75
5008	Spring barrel winding gear, old style..	0.75
3834	Spring barrel winding gear, new style..	0.75
604	Needle cups	Per 100 2.00
606	Needle cup covers.....	Per 100 1.00
5106	First intermediate gears.....	Complete 0.40
5107	Second intermediate gears.....	Complete 0.40
12537	Worm gear for single-spring motor.....	0.40
12336	Bevel pinion single-spring motor.....	0.25
12333	Bevel pinion, regular style.....	0.75
12334	Bevel pinion, latest style.....	0.75
12235	Bevel pinion for old-style double spring..	0.50
12332	Bevel pinion disk shaft.....	Complete 1.00
13496	Male winding pinion.....	0.30
12496	Female winding pinion.....	0.30
3004	Governor shaft	0.40
11778	Driving shaft.....	Complete 0.50
13796	Governor balls.....	Complete 0.08
3570	Governor springs.....	Per 100 1.00
6739	Stylus bar.....	Complete 0.35
5010	Universal attachment	0.35
13228	Winding crank, 3 sizes.....	0.35
	Columbia Governor Screws.....	Per 100 1.00
	Columbia Barrel Screws, No. 2621.....	Per 100 1.00
	Columbia Sound Box Thumb Screws.....	Per 100 1.50



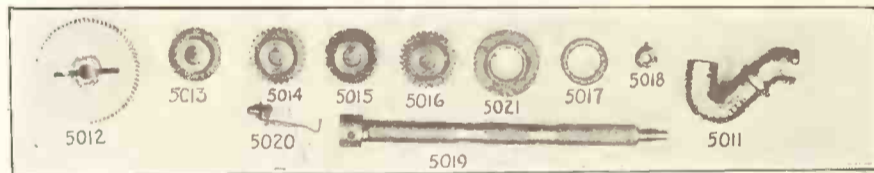
COMPONENT PARTS FOR MEISELBACH MOTORS



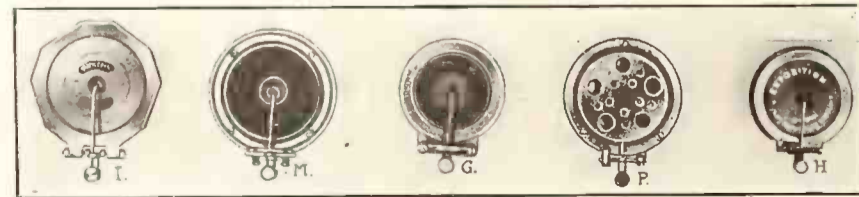
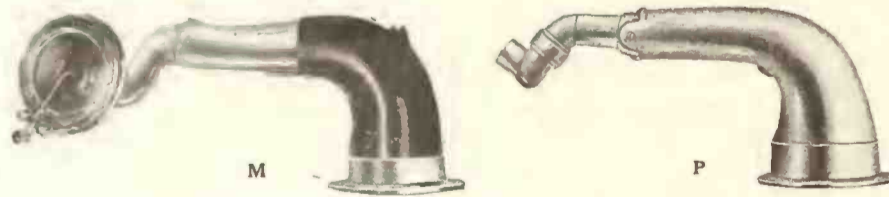
COMPONENT PARTS FOR HEINEMAN MOTORS



COMPONENT PARTS FOR VICTOR MOTORS



PARTS FOR VARIOUS MAKES



Monthly Price List Main Springs of Highest Quality

Description	Price each
2 in. x 0.22 x 16 ft., Meisselbach No. 18.....	\$1.25
2 in. x 0.25 x 16 ft., for Edison	1.25
1 1/2 in. x 0.22 x 17 ft., reg. for Victor.....	0.60
1 1/2 in. x 0.22 x 17 ft., Victor, bent arbor.....	0.60
1 3-16 in. x 0.25 x 16 ft., Heineman No. 44.....	0.60
1 1/2 in. for Edison Disc.....	1.25
1 in. x 0.25 x 12 ft., Heineman No. 33 and 77.	0.33
1 in. x 0.25 x 16 ft., oblong hole, for Meisselbach, Sonora and Krasberg.....	0.50
1 in. x 0.28 x 10 ft., for Columbia	0.33
1 in. x 0.22 x 10 ft., for Columbia	0.30
1 in. x 0.20 x 13 ft., for Victor	0.33
1 in. x 0.20 x 13 ft., for Victor, bent arbor....	0.33
3/4 in. x 0.23 x 10 ft., for Blick motor.....	0.30
3/4 in. x 0.25 x 10 ft., oval hole.....	0.28
3/4 in. x 0.22 x 8 ft., German motor.....	0.25
3/4 in. x 0.22 x 8 ft., for Swiss motor.....	0.22
3/4 in. x 0.25 x 11 ft., for Edison	0.22
1 in. x 0.25 x 19 ft., for Brunswick	0.60
1 in. x 0.22 x 9 ft., for Meisselbach No. 12....	0.30

MICA DIAPHRAGMS

Description	Price each
1 23-32 in. Victor Ex. Box, first grade.....	\$0.12
1 1/2 in., new Victor No. 2 very best.....	0.18
1 31-32 in., for Sonora	0.20
2 1-16 in., for Meisselbach box.....	0.22
2 3/4 in., for Pathé new style.....	0.35
2 3-16 in., for Columbia No. 6.....	0.25
2 9-16 in., for Pathé or Brunswick.....	0.45

SAPPHIRES

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

STEEL NEEDLES

Description	Price each
Brilliantone, all tones.....	Per 1000 \$0.45
Blue Steel Reflexo, per package.....	0.07 1/2
Gilt-edged Needles, per package.....	0.05
Wall Kane Needles, per package.....	0.05

ATTACHMENTS

Description	Price each
Kent, for Victor arm.....	\$0.25
Kent, for Edison with C box.....	2.50
Kent, without box for Edison.....	1.00
Universal old style, for Victor tone-arm.....	1.15
For Columbia, plays Vertical records.....	0.25

MOTORS

Description	Price each
Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.	
No. M-4 complete with 12-in. turntable.....	\$6.25
No. 3., complete with 12-in. turntable.....	7.50
No. 33, complete with 12-in. turntable.....	8.50
Imported single-spring, 10-in. turntable.....	2.25

STONE ARMS

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

SOUND BOXES

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

ILSLEY LUBRICANT

5-lb. Can	\$1.75
1-lb. Can	0.40
4-oz. Can	0.15

DELIVERY ENVELOPES

40-lb. Brown Kraft 10-in. per 1,000.....	\$7.50
40-lb. Brown Kraft 12-in. per 1,000.....	9.50

GENUINE

Hohner Harmonicas

Description	Price each
1896 Marine Band, any key, per doz.....	\$4.50
1896 Full Concert, per doz.....	10.00
21 1/2 Vestpocket Flap, per doz.....	3.60
151 Marine Band Tremolo, per doz.....	8.00
606 Echo (double-sided), per doz.....	10.00
34B The Old Standby, per doz.....	4.00
132 Hohner Band, per doz.....	4.25
Complete revolving stand with 3 doz. Harmonicas, 32 inches high, mahogany.....	26.50

PARTS—HARDWARE

Description	Price each
5000 Crown gear for Blick motor.....	\$0.25
5001 Crown gear for Microphone motor.....	0.25
5002 Crown gear for Heineman No. 0.....	0.25
5003 Tone-arm goose neck for Independent arm	0.25
5004 Governor pinion for imported motor.....	0.25
5005 Tone-arm base for Independent arm.....	0.25
Automatic nickel-plated lid supports.....	0.22
Automatic gold-plated lid supports.....	0.45
Piano hinges, nickel-plated, 1 1/2 in. long	0.22
Highly nickel-plated needle cups.....	Per 100 2.00
Covers for cups.....	Per 100 1.00
Highly gold-plated cups.....	Per 100 7.00
Needle cup covers, gold-plated.....	Per 100 5.00
Turntable felts, 10-in., round or square..	0.15
Turntable felts, 12-in., round or square..	0.18
Motor bottom gear for Triton motor.....	0.20

FAVORITE MFG. CO., 105 E. 12th St., New York City

Telephone 1666 Stuyvesant

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

POSITION WANTED—Retail manager will consider change of position with Christian concern, wholesale or retail. Concern must represent Victor line. Nine years' successful managing and road work. Excellent sales ability. Highest credentials. Prefers Philadelphia, Baltimore or Washington territory. Address "Box 1208," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Salesman. Live-wire Brunswick phonograph salesman for work on outside in city of 50,000 in Michigan. Write stating past experience, etc. Address "Box 1209," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—By man thoroughly familiar with all branches of record manufacture from matrix to finished product. Able to install all equipment and build up organization to produce a high-grade record at minimum cost. Address "Box 1214," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED EIGHT SALESMEN—We need eight salesmen to cover several States. These men must be now employed and making not less than eight thousand a year. If interested in bettering your earning power answer this ad at once. This company is seventeen years in business and doing an excellent talking machine business. Sales office, Chicago. Address "Box 1216," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Thoroughly experienced and capable sales manager with executive ability and initiative to assume full charge of a retail Victrola store dealing primarily with the Jewish trade. State full qualifications, past experience and salary. Address "Box 1217," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMEN—A side line that will double your earnings without interfering with your present work. Sample easy to carry and demonstrate. Every talking machine dealer will stock the CLARAVOX for Christmas. Endorsed by leading dealers. (See ad on page 123 of this publication.) Then write us for proposition. The Claravox Co., Youngstown, O.

WANTED—Canvasser and salesman to sell genuine Victrola and records. Must have experience, salary and commission. Reference required. One that resides in the city of New York or Brooklyn need only apply. Address "Box 1219," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Retail store manager, having eight years' experience handling Victor and Columbia merchandise and musical instruments, possesses executive ability, resourcefulness and broad business experience, married, can furnish unquestionable reference. City or country preferred. Address "Box 1191," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

PHONOGRAPH MANAGER AVAILABLE—Man, age 31, with university training and seven years' experience in the phonograph and piano business, wholesale and retail, wants position as manager of live phonograph department. Employed at present, but desires to make change, where opportunity is greater. Thoroughly familiar with the standard lines of phonographs and their record catalogs. Good executive, who knows how to sell and advertise musical merchandise. All references. Address "Box 1218," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Manager, experienced in all lines, single, twenty-five years of age, desires immediate change. Best of references. Address "Box 1211," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SPRINGS

VICTOR		
1 1/4"x.022x18' 6" marine ends.....	No. 3014	\$.58
1 1/4"x.022x17" marine ends.....	No. 3014	.55
1 1/4"x.022x17" bent arbor.....	No. 5362	.57
1 1/4"x.022x13" bent arbor.....	No. 5423	.50
1 1/4"x.022x9" bent arbor.....	No. 5427	.42
1 1/4"x.022x9" bent each end.....	No. 6546	.42
1"x.020x13' 6" marine ends.....	No. 2141	.32
1"x.020x15" marine ends.....	No. 3335	.35
1"x.020x15" bent arbor.....	No. 5394	.38
1"x.020x15" bent each end.....	No. 6546	.43
7/8"x.020x9" marine ends.....	No. 988	.29
COLUMBIA		
1"x.028x10' Universal.....	No. 2951	.33
1"x.028x11' Universal.....	No. 2951	.35
1"x.030x11' hook ends.....		.45
1"x11' for motor No. 1.....		.35
HEINEMAN		
1"x.025x12' motors.....	No. 33 & 77	.33
1 3/16"x.026x19', also Pathe.....		.75
1 3/16"x.026x17'.....	No. 4	.50
MEISSELBACH		
7/8"x10' motors.....	No. 9 & 10	.29
1"x9' motors.....	No. 11 & 12	.29
1"x16' motors.....	No. 16, 17 & 19	.49
SAAL-SILVERTONE		
1"x.027x10', rectangular hole.....	No. 144	.42
1"x.027x13', rectangular hole.....	No. 145	.48
1"x.027x16', rectangular hole.....	No. 146	.58
BRUNSWICK		
1"x.025x12', rect'glar hole, regular...No.	201	.45
1"x.025x18', rect'glar hole, regular...No.	401	.65
1"x.025x16', rect'glar hole.....		.58
KRASBERG		
1"x12' motor 2A, pear-shape and rect. holes.		.49
1"x16' motor 3 and 4 on outer end.....		.60
EDISON DISC		
1 1/2"x.028x25', regular size disc motors....		1.47
1"x.032x11', Standard.....		.55
1 5/16", Home.....		.70
1 5/16"x18' type A 150, old style disc.....		1.28
1" Amberola 30-50-75.....		.56
SMALL MOTORS		
7/8"x.023x10', marine ends, Hein. Col., etc....		.29
3/4"x.025x10', marine ends, Hein. Col., etc....		.27
5/8"x.020x9', marine ends.....		.21
1/2"x.020x9', marine ends.....		.18
Victor Gov. springs, No. 1729.....	per 100	.95
Victor Gov. spring screws, No. 3304.....	per 100	.92
Victor Gov. balls, n/style, No. 3302.....	each	.07
Victor Gov. spring screw washer.....	per 100	.72
Columbia Gov. springs, No. 3510.....	per 100	.95
Columbia Gov. spring screws, No. 439.....	per 100	.92
Columbia Gov. spring screw washers.....	per 100	.72
Columbia Gov. ball, lead, flat and spring...		.08
Columbia Gov. ball, new style & spring...		.08
Turntable felts, all wool, green, 10", round.		.15
Turntable felts, all wool, green, 12", round.		.18
Terms, 2% cash with order.		

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

"RECORDION" PHONOGRAPH

of standard value—past and present—five upright—three console—1923 models. Offering the greatest dealer's opportunity.

At Your Service

COLUMBIA MANTEL CO.

175-177 Powers St. BROOKLYN, N. Y.
Real merit wins—The "Recordion" has it.

PARTNER WANTED

Eastern concern operating music, player roll and record departments in department stores has an excellent opportunity for active and experienced young man who can invest \$25,000 to \$50,000. Must have the best of references. Address "Box 1213," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Non-set automatic stop for sale outright or on royalty basis. For particulars apply to "O. E. L." care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Standard opera records, also motors, tone arms, parts, anything required in the phonograph line we sell at reduced prices. We also buy anything you have to sell. Mandell & Co., 88 Rivington St., New York, N. Y.

POSITION WANTED—Man, age 30, seven (7) years' experience talking machine manufacturing, desires manufacturing or willing to be taught sales end. No objection to traveling. Address "Box 1207," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

NEW INVENTION

An inventor and a genius with a high established reputation in the phonograph industry has perfected an automatic phonograph which can be manufactured at low cost, seeks to assign his invention on royalty or outright to a firm with sufficient capital to start manufacturing. The machine has all the modern equipments, which mainly consist of a sure automatic stop, a push button record-selecting mechanism and repeating device. The construction of the magazine, which adds to safe-keeping of the records, is worth the price alone. Address "Box 1212," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN WANTED

If you call on the talking machine trade you can add to your income by handling our line of accessories and specialties. We want a man in every State to represent us also in the following cities:

Chicago	Brooklyn	St. Louis
Cleveland	New York	Minneapolis
Pittsburgh	Detroit	San Francisco
Boston	Baltimore	Kansas City

Write at once for full particulars

INTERSTATE SALES COMPANY
Manhattan Bldg. Milwaukee, Wis.

FOR SALE

Large national manufacturing concern desires to dispose of entire stock of phonographs—1,000 in all. These are high-grade cabinet phonographs with standard equipment and are divided in three models, standing 43 inches, 45 inches and 47 inches high.

To anyone interested in purchasing the entire lot we will make a very exceptional proposition. Address "Box 1215," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Completely Equipped Record Factory

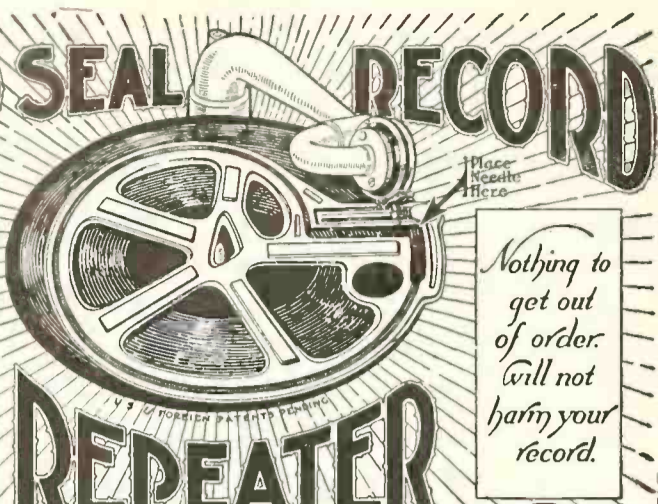
All machinery of latest type, built in many cases from exclusive designs. Entire plant laid out by competent engineers to operate at highest possible efficiency. Address "Box 1181," care The Talking Machine World, 373 Fourth Ave., New York.

10,000 RECORDS

of standard make. Fine assortment in lots of 100 or more, 22 1/2 cents. Favorite Mfg. Co., 105 East 12th St., New York City.

(See next page (164) for other classified ads.)

GOLD SEAL RECORD



REPEATER

"THE MONEY MAKER"

Nothing to adjust. Just lay it on the record and play.

Nothing to get out of order. Will not harm your record.

PRICE

\$1

"THE MONEY MAKER"

PRICE

\$1

GET YOUR ORDERS IN EARLY FOR THE FALL BOOM

Early Orders Mean Early Sales
SEND YOURS IN TO-DAY

Why Wait? Your Jobber Can Deliver Gold Seals Now

GOLD SEAL CO., Inc.

105 W. 40th St. New York City

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

ASCERTAINING TURNTABLE SPEED

New York, September 30, 1922.

Editor, The Talking Machine World:

I find that at least two of the companies manufacturing machines and records insist that the speed of reproduction must be the same as speed of recording to insure perfect results. In one case this speed is given at seventy-six revolutions per minute and the other at seventy-eight. I have a device for ascertaining the correct speed, but would like to know whether it should be operated while the record is playing or with the reproducer at rest and the record running free. I imagine that the pressure of the needle in the groove, even though light, would tend to retard the speed of the motor somewhat. An answer to this would be appreciated.

John H. Rogers.

Answer—The speed should be ascertained while the machine is in operation, that is, with the weight of the sound box bearing upon the record surface, through the needle point. It is obvious that, were you to count the revolutions of the turntable running free, you are not meeting the condition that exists when playing a record. The moment the needle is placed upon the record the speed is retarded, and it takes a few revolutions of the record for the motor to pick up and gain its full speed. You may contend that a very powerful motor, one, for instance, with three springs, has enough pull or power to overcome the friction of the needle and the weight of the sound box. No doubt it will have, but in placing on the market a device of this kind it would be advisable to meet all existing conditions, and in constructing it in such form that it can be placed on the machine while actually playing a record would make it absolutely dependable under all conditions.

* * * * *

CLEANING THE RECORD SURFACE

Dayton, O., September 5, 1922.

Editor, The Talking Machine World:

A member of our club has presented us with an old style Edison cylinder machine with which we want to make records of our dance orchestra. We purchased several blank records and made some attempts to make a record, with the result that blanks are all used up. As there is no device on the machine for cutting off the surface of the record we would like to know if there is any way that we can clean them so that we can use them over again. We would be pleased to hear from you.

Dayton Athletic Club, Henry Meyers, Sec'y.

Answer—Take a piece of absorbent cotton, well soaked in kerosene, and rub the surface of the record lengthwise (without too much pressure). A few minutes' constant rubbing will give you a new surface on the record, which will be as good as if it were shaved on a record-shaving machine. Clean well with a piece of clean, dry cotton.

IMPROVEMENT IN ACCESSORY FIELD

BOSTON, MASS., October 9.—A decided improvement in the accessory field is noted by the Lansing Sales Co., of this city. This enterprising concern has built up an excellent business and reputation through the high-class distribution of many of the best-known accessories in the field. The improvement of labor conditions throughout New England and the nation at large has had a stimulating effect on business, and Henry Smith, head of the organization, is putting into effect an energetic sales campaign which is fully covering the Fall and holiday seasons.

BEE RADIO SET MAKES ITS DEBUT

Many Requests for Retail Agencies Follow Exhibit at Newark Radio Show

F. W. Matthews, head of the Wax & Novelty Co., 167 Bloomfield avenue, Bloomfield, N. J., who is well known in talking machine recording circles, has recently become interested in radio activities. He has been making a series of experiments in an endeavor to produce a radio receiving set which would sell at an exceptionally popular price, but which would afford entertainment to two or more members of the home.

Mr. Matthews displayed his new receiving set at the recent radio show in Newark, N. J., and it met with so much success that dealers in that territory began immediate negotiations for its retail sale. Mr. Matthews is marketing his product under the name The Bee Radio Set. It is complete and is equipped with two listeners. However, these may be increased if the purchaser is so minded. This product, it is claimed, is probably one of the most popular-priced successful radio receiving sets on the market, particularly so when the number of persons who can take part in the entertainment is considered.

SIMPLEX TO HAVE DEALERS' IMPRINT

The Kirkman Engineering Corp., New York City, manufacturer of the Simplex circular record cleaner, has made the important announcement that these cleaners may hereafter be obtained in quantity lots with dealers' imprint if

so desired. The Kirkman Engineering Corp. placed this product on the market many years ago and previous to the World War. With the exception of the war period, when the production was somewhat curtailed, the popularity and sales of the cleaners have enjoyed steady growth. The dealers' imprint upon these cleaners will now allow them to be used as souvenirs at openings and other special events as well as a good selling accessory.

Thomas Kirkman, president of the company, reports that K-E automatic stops are also enjoying heavy demand and is entirely optimistic over future business conditions.

IMPROVING CONDITIONS EVERYWHERE

H. Marjorie Brown, of C. Bruno & Son, Inc., Victor wholesaler, New York City, recently returned to Bruno headquarters from an extensive trip covering most of New York State and Pennsylvania. She found conditions in both these territories not only greatly improved, but very promising as regards the future. Miss Brown's methods of providing special service to the Victor dealer in his various sales problems have been much appreciated and her visits are always looked forward to throughout the trade.

SONGSTER PHONO. CO. CHARTERED

The Songster Phonograph Co., of Duluth, Minn., has been granted a charter of incorporation, under the laws of the State, with a capital stock of \$50,000. Incorporators are: J. E. Williams, W. L. Lindell and Glen S. Lockes.

THE TALKING MACHINE WORLD'S CLASSIFIED ADVERTISING

(Continued from page 163)

VICTOR STORE FOR SALE

Exclusive store in town of 125,000 has Conn line. Big opportunity for general music business. Middle West. Address "Box 1210," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

PHONOGRAPH BOOTHS FOR SALE

Six (6) in white enamel. Bought from the National Music Stores, Philadelphia. Cost \$3,000, will sell \$350.00 F.O.B. Philadelphia. Fred A. Brown, 203 West Allegheny Ave., Philadelphia, Pa.

FOR SALE

The first responsible party making a reasonable offer for a nearly new music and voice Magnavox outfit can have it sent subject to approval. A perfect working instrument, but have no present use for it. Cost \$140. Graham Piano Co., Cortland, N. Y.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Gramophone Dealers' Association Revives Hire-Purchase Question—Three-to-One Exchange Evil Doomed to Extinction—Progress in Wireless Field Suspended Pending Settlement of Proposed Association—Many Dealers Booking Space for British Industries Fair—Distribution Plans for the New World Record Make Favorable Progress—Facilities for Private Recording—New "Gem" Needle Makes Its Bow—Introduces Novel New Record Album to the Trade—The Duophone, a New Gramophone, Arouses Interest in Trade

LONDON, ENGLAND, October 4.—A gradual re-awakening to the vast trade possibilities of the system of hire-purchase has taken place since the war. At the instance of two or three gramophone manufacturers some retailers have embarked upon initial schemes and find the result highly encouraging. Presently the channel of hire-purchase will be used to a more general extent because its development is now under consideration by the Gramophone Dealers' Association. The subject is regarded as of enormous importance to all sections of the trade and was tabled for discussion at the Association's annual meeting September 29. Most traders believe that the hire-purchase system of trading has come to stay. That being so there is a general desire to arrive at an understanding for the introduction of a common method of working policy which may be adapted to the best interests of the whole industry. Considerable divergence of opinion prevails as to the best system. For instance, "His Master's Voice" institution has adopted a

plan whereby the customer makes an initial payment of 10 per cent of the cash price, the balance being payable over a period of twelve months and subject to interest at 2d. in the pound only on the outstanding amount each month. The Sonora people adopt a different way. They charge 5 per cent on the cash price, divided into twelve equal payments monthly, or any first payment by the customer is deducted from the cash price, add 5 per cent to the balance, which is payable in six or twelve equal monthly instalments.

As to the merits of either system it is difficult to lay down any very definite opinion because what may suit one locality or class of public will not another. The general adoption of one system or a combination of the two, so to establish a rock foundation of working principle, is, however, necessary. To thresh out this matter from every angle of viewpoint is the determination of the G. D. A. That it will arrive at a satisfactory solution of the many difficult aspects of the question I hope and believe.

The Three-to-One Exchange Doomed

With about twenty different records on the market, all publishing up to a dozen new titles each month, it is not surprising that the average retailer is thrown into a state bordering upon confusion. If he runs only three or four different makes, to be up to date and successful, it means the monthly stocking of a number of each new issue. Some of these, a good many, in fact, prove out-and-out duds from a sales viewpoint, and within a few months the dealers' shelves are loaded with more or less dead stock.

This represents his profit on other record sales which should be in the bank or available for business development. What does he do? He goes to the maker and requests an equitable exchange of these duds for records that the public want. The manufacturer is sorry; he has borne the expense of making these records, reminds his dealer that in no other industry are goods exchanged, and finally winds up with an offer to take back one unsalable disc at par value providing that for each one so exchanged an order is placed for two others. In other words the dealer who wants to clear, say, 200 dead records, must find room for 600 right off, probably 50 per cent of which are either very slow sellers or unsalable. Not being allowed to sell the dud stock at cost the unfortunate dealer is forced into accepting a three-to-one exchange. Thus, month by month, is the position aggravated, until eventually the "unscrupulous" retailer takes the bull by the horns and secretly disposes of the dud records at a cut price or otherwise clears his stock.

To sum up: Retail trade is restricted, the maker loses orders, bad debts accumulate, price cutting is encouraged and the whole business disorganized. After considerable pressure it may be said that record manufacturers now admit the grievance of retailers is justified and the necessity of doing something to remedy it. The case calls for the adoption of a broad policy reacting advantageously for all sections of the trade. No half measures will do. Any solution must take into consideration the interests of maker, jobber and dealer. There is a pro-

(Continued on page 166)



"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

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavnens, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktielaaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balighatta Road, Calcutta; 7, Beli Lane, Fort, Bombay.

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 103, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, 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. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 103, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES

MIDDLESEX

ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 165)

posal on foot for the establishment of a regular semi-annual exchange of a certain percentage of records purchased each six months, this to be on a free basis of par value. It is for the manufacturers to agree.

The Wirelessness of Gramophone Dealers

Development of the wireless broadcasting scheme is still in suspense. As I reported last month the whole matter is more or less in the hands of a combination of firms which, under official direction, are forming a company. The result of their deliberations has materialized in the submission of "articles of association" to the Postmaster General, who in turn has raised objections to certain of the combine's proposals. Some of these, as expected, take the form of a monopoly and if put into operation would exclude and restrict British manufactures in addition to all imports from foreign countries. Very naturally a storm of protest has been raised against the suggested introduction of restrictions at a time when freedom of action (within limits) would result in a vast expansion of what is, to the public and the music trade at any rate, quite a new business and form of entertainment. Pending a settlement along definite and acceptable lines the Postmaster General has seen fit to suspend the further issue of licenses for receiving sets. Thus manufacturing and selling is practically at a standstill. Gramophone dealers who at first evinced considerable enthusiasm are losing interest and, in fact, the development of wireless trade has received a setback from which it will take some time to recover. The general belief is that the Government has given too free a hand to the combine and strong measures are necessary to secure an easement of the situation.

Edison Trade in Great Britain

Edison disc business in this country is to be speeded up. The sale of such high-class products is at present in the hands of a few prominent dealers, but the London office will shortly offer inducements that will enlist the interest of a wide circle of dealers.

As regard the Amberol machines and records, important price reductions are announced by a London firm of jobbers.

The Next British Industries Fair

The B. I. F., to use its common abbreviation, will be held as usual at the White City, Shepherd's Bush, next February. Musical instrument firms are now booking space and my inquiries go to show that it will be more representative of the whole trade than was the case at the last exhibition. There are certain restrictions as to the exhibit of foreign goods and the percentage of foreign parts that may be incorporated into exhibits of (so called) British manufacture. With an increasing improvement of trade the next B. I. F. should create a wide interest among traders the world over.

Unique New "His Master's Voice" Model
Of exceedingly pleasing appearance is the

new horizontal grand model just announced by the Gramophone Co. The casework, in mahogany, presents one of the most graceful designs known in the trade. Were it possible I should like to show an illustration, as no word description could describe adequately its remarkable beauty. It is now being shown in the windows of prominent London and Provincial dealers and from all accounts has properly commanded most enthusiastic praise.

The New Long-playing Record

As reported last month arrangements for marketing the World records are making good progress. Recently I visited the company's works on the riverside at Mortlake, comprising a picturesque old mansion of over forty rooms adapted admirably to the business requirements of the different departments. Cromwell Works, as the name implies, bespeaks an association with history. Oliver Cromwell's house stood on the site and indeed a part of it still remains in the form of an old ivy-covered wall. The present house, which is well over a century old, stands in extensive grounds—some six acres. The whole aspect of the place is decidedly rural.

Received by the managing director, Pemberton Billing, and in company with A. E. Hughes, sales manager, a tour of the works was made. The company's organization appears to have been planned out most effectively. There are two finely equipped recording rooms, reception and concert rooms, music library, store and stock rooms, general offices, etc., apart from managerial and departmental sections. Nothing has been left to chance, the most up-to-date systems having been installed and put into operation to promote efficient handling of the big trade anticipated.

The product itself may be described as revolutionary, since on one side of a twelve-inch record it is possible to imprint up to fifteen minutes of music, speech or song. As soon as the output of World records is sufficient to meet the home demand a selling campaign will be inaugurated in the American and other overseas markets.

Private Recording

Facilities for the private individual to record his or her own voice have been somewhat scarce. But to-day there are two firms in existence catering to this class of business. The first was the Darbycord Studios, run by Sinkler-Darby, whose experience dates back a couple of decades or more. Now we have the great music publishing house of Darewski entering the field. In this new business—or shall I call it a profession?—there are vast possibilities. A permanent phono record of your child's voice—a little song or recitation, a lecture on your favorite subject, a sermon, an electioneering or political speech, sales arguments; indeed, there are a hundred-and-one uses to which private recording may advantageously be put. It is even suggested as substitute for a Christmas card to send a personal message of greeting appropriate to the

season or upon any other suitable occasion. An excellent idea, certainly. It is all just as easy as going to a photographer's. The cost is a little different, though, all things considered, quite moderate. For a dozen ten-inch records the charge is six guineas, extra discs at 3s. 6d. each. A dozen twelve-inch would run you into nine guineas, with 5s. 6d. for each extra record. The scheme is going very well, I am told, and patrons seem quite satisfied "to hear themselves as others hear them" via the Darewski service.

A New Gramophone Needle

Samples of a new needle called "The Gem" have been received. Being gold-plated it is of good appearance with medium taper point. The makers guarantee the tempering of this gramophone needle "to be identically the same as used for high-class surgical needles." I have tested the Gem on different records and should say that it doesn't miss much. Certainly every engraving on a record is reproduced to advantage and traders out to stock reliable "points" are quite safe with the Gem. It is the product of the Chemical Sundries Manufacturing Co., of Manchester, which, by the way, showed considerable enterprise in exhibiting at a recent wireless show in London. Here I had an interesting chat with Mr. Robson, who is not unknown in the States. This gentleman is an enthusiastic gramophone man of ideas. His "Glissoline," claimed to impart a new lease of life to old records, seems to have made "a palpable hit," judging by the manner in which it is advertised and sales results.

An Unspillable Record Album

Messrs. J. E. Hough, Ltd., of Edison-Bell fame, have introduced a new line of record albums which they call the Unspillable. It is built upon the expanding screw principle and so will carry up to 18 ten or twelve-inch discs. The album opens out flat and there is a pull-out index for easy selection of any record desired. Such a unique line is bound to appeal strongly and already good orders have been placed by the dealers.

A New Zonophone Program

This month's new record program of Zonophone issues is of a varied and pleasing quality. Among the vocals we must give pride of place to Sir Harry Lauder's new songs, which will doubtless prove as popular as the great artist himself. As a fact the two are inseparable. "Bella, the Belle o' Dunoon" and "Saturday Night" on G. O. 57 makes a really entertaining record and presents Sir Harry at his best. 2240 carries "Harlequin" and "Tom o' Malmesbury," a couple of attractive songs well rendered by Leonard Hubbard, baritone. Sweet-voiced Sydney Coltham, tenor, sings "Still as the Night" and "Farewell to Summer" in duet with Leonard Hubbard. Their voices blend harmoniously and both songs are rendered throughout with pleasing effect. On 2246 Melville Gideon sings and accompanies two of his own

(Continued on page 167)

EDISON BELL

WINNER

TRADE MARK

GRAMOPHONE RECORDS

CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, **J. E. HOUGH, Ltd.**, 62 Glengall Road, London, S. E. 15, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 166)

**Hornless, Table Grand, Upright
and Horizontal Cabinet Grands**

Actual Manufacturers Export a specialty

REX GRAMOPHONE COMPANY

(Temporary Address)

48-49, Britannia St., LONDON, N. 1, England

Cable Address "Lyrecodisc, London"

compositions, "If Winter Comes" and "Meanderin'." "Sunshine Bay" and "Wherever You Are" figure on record 2244 by Stuart Vaughan.

A couple of good selections by the Black Diamond Band are heard to advantage on record 2238. Described as a vocal waltz, "Drifting" is one of those ear-haunting compositions which will most certainly figure on every dance program this season. This chorus is twice sung by Stuart Vaughan as interlude between the fine rendering of the Black Diamonds. This band is responsible for another pleasing selection on the obverse, "The Sheik," an Arabian fox-trot. Altogether a very satisfactory list of which the above only forms a part.

The Duophone

This is a new gramophone just marketed here. The dual achievement which the name implies is represented by a double tone arm and twin sound boxes. Joined together, edge on as it were, the first diaphragm carries what is called a treble stylus, the second being equipped with a stouter bar for the bass. Both run into a single needle holder. By means of the double sound box arrangement sound is directed along separate channels or tone arms to the resonating chamber. This unique system is but one of several new features incorporated in the Duophone gramophones which are put up in choicely designed cabinets of different woods and styles. By the pressure of a knob on the outside of the cabinet the motor can instantly be stopped and the needle lifted off the record simultaneously. Quite a useful device.

At a recent and well-attended demonstration to members of the press the Rt. Hon. Earl of Hardwicke took the chair. Amid much enthusiasm several kinds of records were played and it was very evident by the applause of

those present that the Duophone well justified its ability to distil sweet music with remarkable fidelity. The inventor, C. Leslie Newland; Wm. Noon, managing director, and other officials of the company were well pleased with the results of this public christening of the Duophone.

Miscellaneous Notes of Interest

Mme. Tetrizzini is once more with us. She has brought with her Signor Toto Amici, said to be a wonderful player of the guitar, who will accompany Madame when she makes some new H. M. V. records. A novel combination.

The Sonora agents here, Keith Prowse & Co., Ltd., announce that the price of Melodie model is reduced from £23 10s. to £19 10s. A pleasing effect of improved British-American money exchange.

The Vocalion record people have made a competitive move here by reducing the price of several labels and reclassifying others.

Notwithstanding a certain amount of opposition to the working basis of the hire-purchase scheme introduced by the Gramophone Co., Ltd., it is going stronger than ever. The success of this scheme, I am informed, justifies its continuance. To make it more widely known and appreciated the scheme is being generously advertised throughout the press.

Trade rumors that the Guardsman record is defunct are denied by Messrs. Lugton & Co., this city, who inform me that as owners of the trade-mark, matrices, etc., they are carrying on, making new issues monthly.

At the last Leipzig Fair the Gramophone exhibitors numbered twenty-seven. Many more exhibit at the Spring show.

Big sales are anticipated for the Regal records of the U. S. Naval Reserve Band just issued by the Columbia Co.

J. E. Hough, Ltd., announce a reduction in the prices of their Edison-Bell Discaphones and all orders are now executed on carriage-paid terms.

As bearing upon the industrial situation and the spending power of the people it is good news that during August a reduction of over five points in wholesale prices has been registered, while the price of industrial materials fell by 1 per cent.

Each week, too, shows a reduction of the number of unemployed. On August 28 the total

of wholly unemployed was 1,331,400, being 2,289 less than in the preceding week and 492,333 below the figures recorded in January. Also there is a reduction of the number of short-time workers receiving relief.

The newspapers here have been devoting much space to the effect of the new import tariff adopted by America. Traders this side naturally raise strong objection to an increase of your tariff scale, averring that it will result in the almost entire exclusion of British manufactures from the U. S. A. markets. A political cloak, too, is thrown over many of the arguments raised against what is described as an economic problem. In comparison with other trades the amount of musical goods exported from this country to America is of negligible quantity. Nevertheless it is felt that your increased tariff duty will bar the export of British musical products.

VALUES ON CANADIAN IMPORTS**Amended Form of Oath and Certificate of Value to Be Required After October 1**

WASHINGTON, D. C., September 30.—An amended form of oath and certificate of value will be required by the Canadian Government for importations to Canada beginning October 1, according to advices received by the Department of Commerce. The most important change is the elimination of the following clause relating to fair market value from Oath Form 2, Certificate Form M and Declaration Form N:

"And that such fair market value is not lower than the wholesale price of the said goods at the said time and place, and that in the case of new or unused goods such fair market value is not less than the actual cost of production or similar goods at said time and place, plus a reasonable profit thereon;" and by adding the following paragraph to Forms M and N:

"That each article on this invoice is bona fide the produce or manufacture of the country specified on the invoice in the column provided for that purpose."

A column will now be required on Forms M and N, for the entry under general tariff, showing the country of manufacture or production.

A talking machine shop has been opened in the Y. M. C. A. building in Burlington, Vt., by C. W. Ross.

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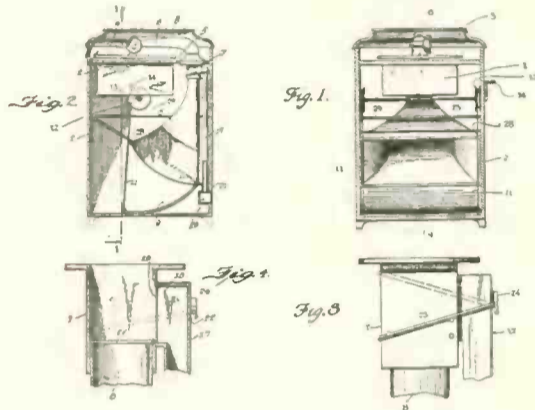
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373 FOURTH AVENUE NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., October 10.—Phonograph.—Severin Joel Rognlie, Lewiston, Mont. Patent No. 1,420,668.

This invention is an improvement in phonographs and has for its object to provide mechanism for connection with a phonograph of any character, for providing a greater variety of tone, wherein, in addition to the main horn, there is an auxiliary trumpet horn opening at the back of the cabinet to produce a distant, trumpet effect. In the drawings: Figure 1 is a vertical section through a phonograph cabinet



provided with the improvement; Fig. 2 is a similar view at right angles to Fig. 1; Fig. 3 is a side view of the connection between the trumpet horn and the main horn or amplifier; Fig. 4 is a vertical section of the same.

Sound-recording and Reproducing Machine.—Wm. E. Birket, Peoria, Ill. Patent No. 1,422,022.

This invention relates to sound-recording and reproducing machines, having especial reference, however, to certain mechanism in connection with the motor thereof and the so-called "tone arm," by which to govern the speed of rotation of the turntable upon which the record-disc is carried.

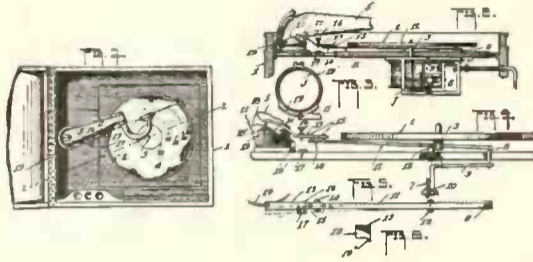
In present-day motor-operated machines the turntable is rotated at a certain definite speed. That is to say, the shaft carrying said table, in one type of machine at least, is driven at the arbitrary speed of seventy-eight revolutions per minute. This shaft speed, or any other speed, for that matter, means, therefore, that the record-disc must have the same speed. At the inner end or terminal of the scroll this rate of travel for the disc beneath the stylus is perhaps desirable, but at the margin of the disc the travel beneath the stylus is exceedingly rapid, which means, for purposes of comparison, that at said margin or the starting end of the scroll a recorded sound will be very long and two recorded sounds will be very widely spaced from one another, whereas at said inner terminus these recorded sounds will be short and lie very close together.

Now, were the impressions at the margins and over the entire intervening surface of the disc as closely placed as at the said inner terminus of the scroll it is clear that a much longer "record" could be produced in the same length of scroll for any given diameter of disc. And that this may be done it is necessary that the rate of travel of the disc beneath the stylus be the same at all times without respect to the position of such stylus.

The main object of the invention, therefore, is that of providing mechanism for so controlling the motor, whatever its type, that the speed of travel of the disc beneath the stylus will be the same at all positions of the latter between the beginning of the scroll and the terminus thereof, both in a recording and reproducing machine.

In the accompanying drawing Figure 1 is a plan of a conventional type of sound reproducing machine; Fig. 2 is a sectional elevation of part of the same on a larger scale taken on

line 2—2, Fig. 1; Fig. 3 is a cross section of a tone-arm and a cam attached thereto; Fig. 4 is an elevation similar to Fig. 2 in which the parts are produced on a larger scale; Fig. 5 is

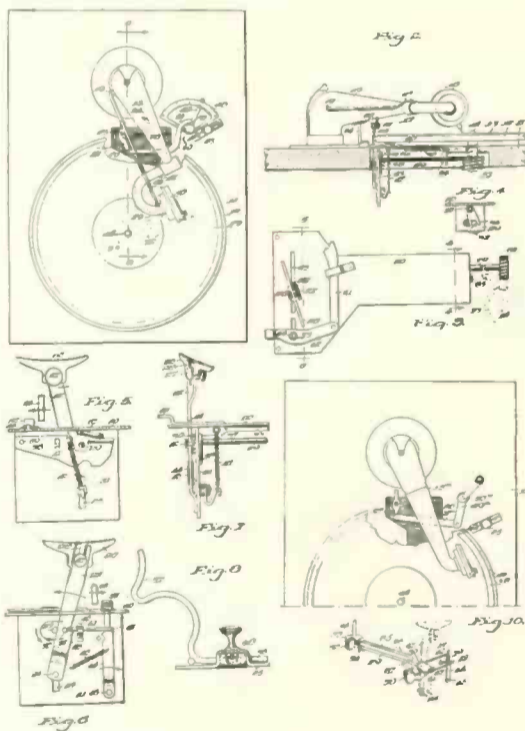


a plan of certain mechanism shown in the previous figures, and Fig. 6 is a transverse section, in elevation, of a part shown both in Fig. 5 and some of the other figures.

Apparatus for Resetting Sound Reproducers. Jacob J. Riser, Shelbyville, Ind. Patent No. 1,421,568.

The present invention relates to mechanism for automatically repeating the reproduction from the record of a sound-reproducing apparatus, and the object is to provide a relatively simple structure which can be readily placed upon and will properly operate the usual mechanism of an apparatus of the above character.

In the accompanying drawings Figure 1 is a plan view of one well-known type of reproducing apparatus, showing the novel mechanism in place; Fig. 2 is a sectional view on the line 2—2 of Fig. 1; Fig. 3 is a plan view of the reproducer return mechanism; Fig. 4 is a detail sectional view on the line 4—4 of Fig. 3; Fig. 5 is a cross-sectional view taken substantially on the line 5—5 of Fig. 3; Fig. 6 is an end elevation of the structure shown in Fig. 3; Fig. 7 is a side elevation; Fig. 8 is a view in elevation of



the stop abutment; Fig. 9 is a perspective view somewhat diagrammatic in its character of the operating mechanism; Fig. 10 is a plan view of a slightly modified form of construction.

Correction Device.—Frank C. Hinckley, Bridgeport, Conn., assignor to the Columbia Graphophone Co., same place. Patent No. 1,421,472.

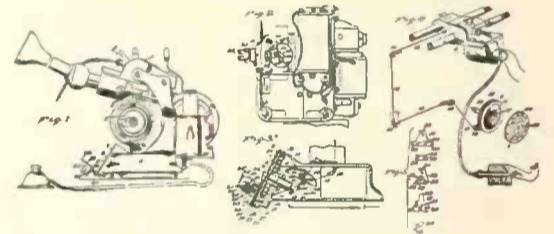
This invention relates to so-called "correction devices" for sound-recording and sound-reproducing machines, and it has for an object to provide an improved device of this character which may be manipulated with ease and speed, and which is simple in construction, inexpensive to manufacture and install, and efficient in operation.

This application is a division of application Sr. No. 156,044, filed March 20, 1917.

Stated broadly, the invention comprises, in combination with a record-tablet support and a sound box movable across a record-tablet mounted thereon, a correction device comprising a support for a correction sheet, which is preferably rotatable, one or more markers for coaction with a correction sheet on said support, preferably mounted for movement into and out of operative relation with said support, and means for causing relative movement of said support and marker or markers simultaneously with and in proportion to the movement of the sound box across the record-tablet. When a plurality of markers are employed they are preferably so positioned as to coact respectively with different paths on the correction sheet, and also preferably so constructed as to make marks or indentations directed to the same point on a scale.

The invention is capable of receiving a variety of mechanical expressions, one of which is shown on the accompanying drawings, but it is to be expressly understood that the drawings are for purposes of illustration only and are not to be construed as a definition of the limits of the invention.

In said drawings Figure 1 is an elevation of a sound-recording or reproducing machine provided with a correction device in accordance



with the present invention; Fig. 2 is a bottom plan view of the machine; Fig. 3 is an enlarged vertical section of the correction device; Fig. 4 is a perspective showing somewhat diagrammatically the operative connections between the sound-box carriage and the correction-sheet support; and Fig. 5 is a detail of certain elements of the correction device.

Talking Machine.—Delaware J. Hood, Philadelphia, Pa. Patent No. 1,422,712.

The object of this invention is to provide a talking machine and a support and enclosure therefor, so adapted one to the other as to enhance the beauty of the whole, reduce the required floor space and at the same time provide an amplifier of relatively large area.

The invention comprises a talking machine, all the parts of which, including the motor, sound record table, tone arm and amplifier, are mounted on the rear of a door which may constitute the front of an enclosure. The enclosure may be portable, the amplifier being arranged vertically above the record table and opening through the upper part of the door itself, thereby directing the sound into the upper portion of the room.

A preferred embodiment of the invention is shown in the accompanying drawings, wherein—

Figure 1 is a front view of the invention;

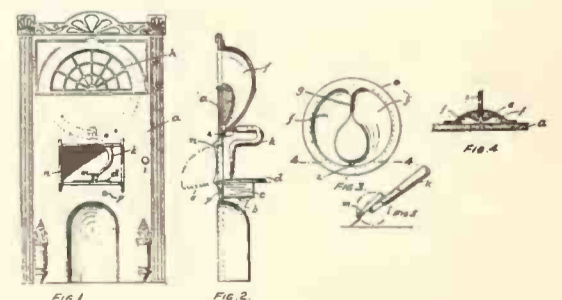


Fig. 2 is a sectional view; Fig. 3 is a detached front view of the sound amplifier; Fig. 4 is a detail sectional view through a portion of the door and the portion of the amplifier adjacent

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 168)

thereto; and Fig. 5 is a detail view of the adjustable sound box.

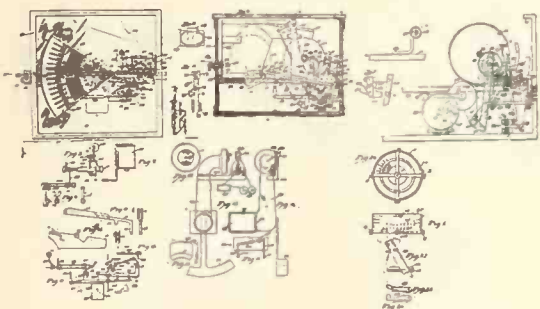
Automatic Phonograph.—Hadwen Swain, San Francisco, Cal. Patent No. 1,422,321.

This invention relates to an automatic phonograph.

It is the principal object of this invention to provide a phonograph adapted to be actuated to consecutively or selectively play a series of phonograph records.

The invention contemplates the use of a disc magazine which operates in conjunction with a mechanism for selectively removing the discs from the magazine and placing them in playing relation to a reproducing mechanism for consecutive or continuous playing, thereafter restoring the disc to the magazine after the playing operation and discontinuing the operation of the motor by which the entire apparatus is driven, said mechanism also embodying means for automatically adjusting the tone arm to records of varying diameters.

The example in the drawings: Figure 1 is a view in plan disclosing the phonograph case within which is positioned the disc magazine, the reproducer mechanism and the timing apparatus connecting the magazine and said mechanism; Fig. 2 is a view in vertical section as seen on the line 2—2 of Fig. 1, particularly disclosing the mechanism for controlling the discs and whereby they are transferred from the magazine to the turntable and thereafter returned. Fig. 3 is an enlarged view in plan illustrating the coin control mechanism. Fig. 4 is a view in end elevation illustrating the stop arm for receiving the records and further disclosing the manner in which this arm is oscillated to accommodate records of various diameters; Fig. 5 is an enlarged fragmentary view illustrating the timing mechanism of the apparatus; Fig. 6 is an enlarged view in side elevation illustrating the cam by which the magazine escapement is operated; Fig. 7 is a view disclosing the gear latch mechanism; Fig. 8 is a fragmentary view in plan illustrating the disc return mechanism; Fig. 9 is an enlarged view disclosing the magnet by which the disc



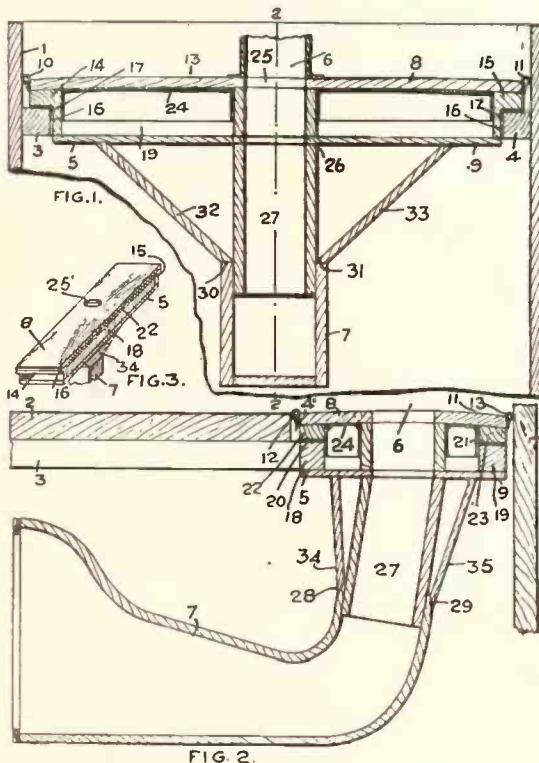
return is effected; Fig. 10 is a view in elevation illustrating the shifting yoke used in the disc return mechanism; Fig. 11 discloses views in side and end elevation of the lower disc runway; Fig. 12 discloses views in side and end elevation of the upper disc runway; Fig. 13 is a view in elevation illustrating the disc centering mechanism as seen transversely of the machine; Fig. 14 is a view in elevation illustrating the connecting members by which the centering pin is operated, as shown in Fig. 13; Fig. 15 is an enlarged view of the reproducing arm and the contact members carried thereby as well as the electrical connections to said contact members; Fig. 16 is

a view in end elevation of the reproducer arm; Fig. 17 is a diagrammatic view of a phonograph disc proper with the stop members which the present invention requires; Fig. 18 discloses views in plan and side elevation of the stop member, which is applied to the phonograph disc; Fig. 19 is a view of a switch member; Fig. 20 is a view in plan illustrating a circular disc magazine; Fig. 21 is a view in elevation illustrating the ratchet holes therealong; Fig. 22 is a view illustrating a lock plate in its operative and inoperative positions; Fig. 23 is a view in elevation illustrating the magazine feed pawl; Fig. 24 is a view in elevation illustrating the magazine lock pawl.

Phonograph. James Shaw, Toronto, Ontario, Canada. Patent No. 1,422,310.

This invention relates to improvements in phonographs, and the object of the invention is to devise means for increasing the tonal qualities of the instrument, to take away all harshness and to mellow and enrich the tone.

Figure 1 is a cross-sectional view through the upper portion of the phonograph cabinet showing the device located therein; Fig. 2 is a sec-



tional view on line 2—2, Fig. 1; Fig. 3 is a diminutive perspective view of the device for increasing the tonal qualities of the instrument.

Record Turner for Phonographs. Glenn R. Knick, Troy, Ohio. Patent No. 1,422,989.

This invention relates to new and useful improvements in phonographs and particularly to mechanisms for manipulating the records thereof.

One object of the invention is to provide a mechanism by means of which a record will be lifted from the turntable, turned over, and replaced on the turntable.

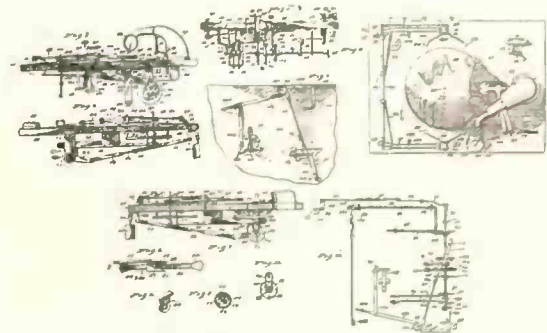
Another object is to provide a mechanism whereby the sound box and tone arm will be lifted from the record, when the inner groove has been reached, the record lifted and turned over, the record replaced on the turntable, and the sound box and tone arm moved into position for playing the other side of the record.

A further object resides in the provision of means for adjusting the mechanism for operation with either a ten or twelve-inch record.

In the drawings:

Figure 1 is a side elevation of the mechanism, the top board and turntable being shown in connection therewith; Fig. 2 is a side elevation viewed from the opposite to that of Fig. 1; Fig. 3 is an elevation looking toward the back of the tone arm; Fig. 4 is a top plan view, a portion of the turntable being removed; Fig. 5 is a bottom plan view of the top or motor board, showing the portions of the mechanism mounted thereon; Fig. 6 is a vertical sectional view through the device, on the line 6—6 of Fig. 4, showing the record gripping means and the spring engaging the flattened portion of the

shaft thereof; Fig. 7 is a vertical sectional view through the device on the line 7—7 of Fig. 3; Fig. 8 is an enlarged detail view of the tripping pawl means, in connection with the ratchet wheel, of the record turning arms; Fig. 9 is a detail view of the blocks by means of which the record gripping arms are regulated to grip

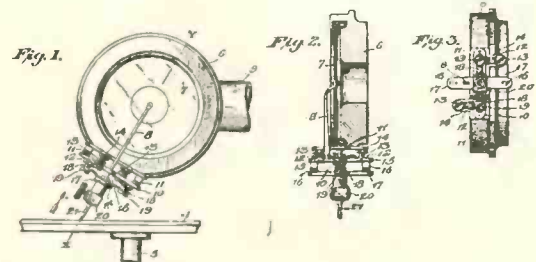


a ten-inch or twelve-inch record; Fig. 10 is a horizontal sectional view taken on the line 10—10 of Fig. 1, just below the lower face of the motor board; Fig. 11 is a detail view of the gear 72 and the pawl means carried thereby.

Phonographic Sound Box. Louis J. Bergdoll (by judicial change Bergson), Philadelphia, Pa. Patent No. 1,423,387.

It is an object of this invention to provide a phonographic sound box, for use with the usual types of phonographic and other similar sound-reproducing machines, that from a record will reproduce music and faithfully, and that will avoid to a minimum the production of sound occasioned by the usual scratch or contact interference of the stylus-point or equivalent on the record.

With this object in view, the invention provides between the sound box and stylus-point means so arranged as to absorb shocks imparted



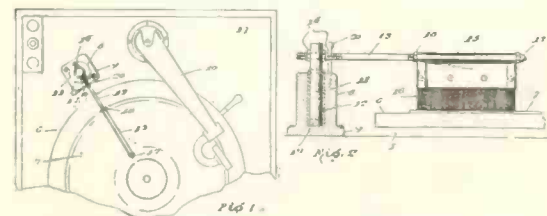
by inequalities in the record to the stylus-point in a plane substantially parallel with that of the diaphragm.

Figure 1 is a view in elevation; Fig. 2 is a sectional view on the line X—Y, Fig. 1; Fig. 3 is a view of parts as seen when looking in the direction of the arrow, Fig. 1.

Brush for Talking Machines. Thomas S. Grow, Allentown, Pa. Patent No. 1,324,523.

This invention relates to a brush device used in connection with talking machines for sweeping the record discs thereof and thus dislodging and removing all dust and other foreign particles from the grooves of the disc in which the needle works.

The invention has for its object to provide a very simple and efficient brush device of the



kind stated, which can be readily attached to the machine, and which is so positioned that it does not interfere with the proper operation of the machine.

In the drawing: Figure 1 is a plan view of a phonograph partly broken away, showing an embodiment of the device and Fig. 2 is an elevation of the device partly in section.

Mrs. Hilda Murphy, formerly with the R. L. Berry Music House, Springfield, Ill., is now connected with the record department of Block & Kuhl, Victor dealers, of that city.

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TELEPHONE, SPRING 1194

Advance RECORD BULLETINS for November, 1922

VICTOR TALKING MACHINE CO.

POPULAR SONGS

- 18925 Life's Railway to Heaven, Charles Harrison-Clifford Cairns 10
- The Harbor Bell, Charles Harrison-Clifford Cairns 10
- 18942 Away Down SouthPeerless Quartet 10
- Way Down Youder in New Orleans, Peerless Quartet 10
- 18943 All Over Nothing at All, Aileen Stanley-Billy Murray 10
- I'll Stand Beneath Your Window Tonight and Whistle.....Aileen Stanley-Billy Murray 10
- 18944 For the Sake of Auld Lang Syne, Lewis James 10
- Call Me Back, Pal o' Mine...Charles Harrison 10

DANCE RECORDS

- 18928 After a While—Fox-trot, All Star Trio and Their Orch. 10
- I'm Happy—Fox-trot, All Star Trio and Their Orch. 10
- 18945 When the Leaves Come Tumbling Down—Fox-trot.....Clyde Doerr and His Orch. 10
- Zenda—Fox-trot.....Zez Confrey and His Orch. 10
- 18946 Chicago—Fox-trot, Paul Whiteman and His Orch. 10
- Early in the Morning Blues—Fox-trot, The Virginians 10
- 18947 Suez—Fox-trot.....Clyde Doerr and His Orch. 10
- I Wish I Knew—Fox-trot, Clyde Doerr and His Orch. 10
- 18948 Stuttering—Fox-trot...Benson Orch. of Chicago 10
- Those Longing for You Blues—Fox-trot, Benson Orch. of Chicago 10
- 18949 I'll Build a Stairway to Paradise—Fox-trot, Whiteman and His Orchestra 10
- You Remind Me of My Mother—Fox-trot, Whiteman and His Orch. 10
- 18950 I Found a Four Leaf Clover—Fox-trot, Paul Whiteman and His Orch. 10
- Two Little Ruby Rings—Fox-trot, Paul Whiteman and His Orch. 10

VOCAL AND INSTRUMENTAL RECORDS

- 45329 Lilly Dale....Olive Kline and Criterion Quartet 10
- The Gypsy's Warning.....Elsie Baker 10
- 55176 Don Juan (Part I) (Strauss), Symp. Orch. under Direction of Albert Coates 12
- Don Juan (Part II) (Strauss), Symp. Orch. under Direction of Albert Coates 12
- 55177 Don Juan (Part III) (Strauss), Symp. Orch. under Direction of Albert Coates 12
- Don Juan (Part IV) (Strauss), Symp. Orch. under Direction of Albert Coates 12
- 18926 Ross' Double Shuffle...“Black Face” Eddie Ross 10
- Ross' Juba.....“Black Face” Eddie Ross 10

RED SEAL RECORDS

- 66093 The Singer.....Elsa Maxwell 10
- LUCREZIA BORI, Soprano—In Italian 10
- 87346 Così fan Tutti—In uomini, in soldati (School for Lovers—In Lovers and in Soldiers for Constancy You Look!).....Mozart 10
- SOPHIE BRASLAU, Contralto 10
- 66084 Somebody Loves Me!.....Hattie Starr 10
- FEODOR CHALIAPIN, Bass 10
- 88661 Boris Godounov (Farewell of Boris) (Farewell. My Son, I am Dying).....Moussorgsky 12
- EMILIO DE GOGORZA, Baritone 10
- 66094 Waiting for Your Return, Genise-De Curtis-Caesar 10
- GERALDINE FARRAR, Soprano 10
- 87348 Si mes vers avaient des ailes (Were My Song With Wings Provided), Victor Hugo-Reynaldo Hahn 10
- FLONZALEY QUARTET 10
- 74693 Quartet in G Major—Finale.....Mozart 12
- BENIAMINO GIGLI, Tenor—In Italian 10
- 66095 Paolacci (Vesti la giubba) (On With the Play), Leoncavallo 10
- JASCHA HEIFETZ, Violinst 10
- (Piano accompaniment, André Benoist) 10
- 66097 Zapateado (The Cobbler) (Spanish Dance), Sarasate 10
- MARIA JERITZA, Soprano—In German 10
- Flying Dutchman—Traft ihr das Schiff (A Ship the Restless Ocean Sweeps).....Wagner 12
- FRITZ KREISLER, Violinist, and HUGO KREISLER, Violoncellist (With piano accompaniment) 10
- 87579 Serenade.....W. Jeral-F. Kreisler 10
- JOHN McCORMACK, Tenor 10
- 66096 Oh Sleep! Why Dost Thou Leave Me? (From “Semele”).....Handel 10
- IGNACE JAN PADEREWSKI, Pianist 10
- 74777 The Maiden's Wish (Chant polonais), Chopin-Liszt 12
- PHILADELPHIA ORCHESTRA (Leonold Stokowski, Conductor) 10
- 66098 Moment Musical.....Schubert 10
- The following records were released September 22. They will appear in the November, 1922, Supplement.
- 18941 Mr. Gallagher and Mr. Shean (Part I), Ed Gallagher and Al Shean 10
- Mr. Gallagher and Mr. Shean (Part II), Ed Gallagher and Al Shean 10
- 18940 Three O'Clock in the Morning—Waltz, Paul Whiteman and His Orch. 10
- Oriental—Fox-trot, Paul Whiteman and His Orch. 10

COLUMBIA GRAPHOPHONE CO.

SYMPHONY RECORDS

- 80185 La Gioconda, “Voce di donna, o d'angelo” (Voice of Angel or Mortal) (Ponchielli) Contralto Solo.....Jeanne Gordon 10
- 80392 Where My Caravan Has Rested (Lohr)—Soprano and Contralto Duet, Rosa and Carmela Ponselle 10
- A6220 Magic Flute, “Possente Numi” (Oh Isis and Osiris) (Mozart)—Bass Solo, Jose Mardones 12
- Nabucodonosor, “Del futuro nel hujio dis-cerno” (The future o'ercast I see) (Verdi)—Bass Solo.....Jose Mardones 12
- 49899 Scenes De La Csarda, No. 12 (Hubay)—Violin Solo.....Duci de Kerekjarto 12
- A3685 Cradle Song (Brahms-Grainger)—Piano Solo.....Percy Grainger 10
- Spoon River (American Folk Song) Mas-ters-Grainger—Piano Solo.....Percy Grainger 10
- A3677 Sally in Our Alley (Bridge)—Instru-mental Quartet.....London String Quartet 10
- Cherry Ripe (Bridge)—Instrumental Quar-tet.....London String Quartet 10
- A3678 I Loves You Mister Coon (Browne)—Banjo and Piano Accompaniment—Bari-tone Solo.....Harry C. Browne 10

De Colored Barbecue (Browne)—Orches-tra and Banjo Accompaniment—Baritone Solo.....Harry C. Browne 10

- A3691 Princeton Songs—Medley No. 1. 1. The Orange and the Black. 2. Steps Song. 3. Princeton Cannon Song March. (Carter '88, Hewitt and Osborn, '07) Male Quartet.....Shannon Four 10
- Princeton Songs—Medley No. 2. 1. Princeton Forward March. 2. Princeton Jungle March. 3. Going Back to Nassau Hall. (Clark, '05)—Male Quartet.....Shannon Four 10
- A3687 Kitten on the Keys (Confrey)—Piano Duet.....Frank Banta and Jack Austin 10
- A Bunch of Keys (Richman)—Piano Duet, Frank Banta and Jack Austin 10
- A3679 The Blackbird (Irish Song Dance)—Irish Pipes, Violin and Piano Trio, Ennis, Morrison and Muller 10
- Medley of Irish Reels: 1. The Bag of Potatoes—2. Temple House Reel—3. Pigeon on the Gate—Irish Pipes, Violin and Piano Trio. Ennis, Morrison and Muller 10
- A3697 Coal Black Mammy (St. Helier)—Fox-trot.....Eddie Elkins' Orchestra 10
- Tempting (Gumble and Monaco)—Fox-trot.....Eddie Elkins' Orchestra 10
- A3695 Mary Ellen (Simon and Berg)—Fox-trot, Ray Miller and His Orchestra 10
- Who'll Take My Place (When I'm Gone) (Fazioli)—Fox-trot, Ray Miller and His Orchestra 10
- A3693 Don't Bring Me Posies (Rose)—Fox-trot, Frank Westphal and His Rainbow Orchestra 10
- State Street Blues (Thompson and Wil-liams)—Fox-trot, Frank Westphal and His Rainbow Orchestra 10
- A3689 Wonderful You (Edwards)—Fox-trot, Ray Miller and His Orchestra 10
- Suzanna (Davis and Gottler)—Waltz—Inci-dental Singing by Lewis James, Prince's Dance Orchestra 10
- A3681 Thru' the Night (Logan)—Waltz, Prince's Dance Orchestra 10
- Love's Lament (Piquet)—Waltz, Prince's Dance Orchestra 10
- A3680 Hawaiian Nightingale (De Leath)—Waltz —Xylophone Solo.....Jess Libonati 10
- Isle of Zorda (Nurnberg-Hagen)—Fox-trot —Xylophone Solo.....Jess Libonati 10
- A3694 I'll Stand Beneath Your Window Tonight and Whistle (Benson, McHugh, Price), Al Jolson, Comedian 10
- When You and I Were Young Maggie Blues (Frost and McHugh), Van and Schenck, Comedians 10
- A3692 I'm Nobody's Gal (From “Strut Miss Lizzie”) (Creamer and Layton), Dolly Kay, Comedienne 10
- Sweet Man o' Mine (Turk and Robinson), Dolly Kay, Comedienne 10
- A3699 My Honey's Lovin' Arms (Meyer)—Ray Miller's Novelty Orchestra Accompani-ment—Tenor Solo.....Frank Crumit 10
- I Wish I Knew (You Really Loved Me) (Spencer, Anderson, Bryant)—Ray Mil-ler's Novelty Orchestra Accompaniment —Teno Solo.....Frank Crumit 10
- A3698 Nelly Kelly, I Love You (Intro.: “The Voice in My Heart,” from “Little Nellie Kelly”) (Cohan)—Medley Waltz, Prince's Dance Orchestra 10
- You Remind Me of My Mother (From “Little Nellie Kelly”) (Cohan)—Tenor Solo.....Charles Hart 10
- A3696 Sugar Blues (Williams)—Comedienne and Jazz Band, Leona Williams and Her Dixie Band 10
- The Meanest Man in the World (Milady's Blues)—Comedienne and Jazz Band, Leona Williams and Her Dixie Band 10

MID-MONTH LIST

DANCE MUSIC

- A3690 Early in the Morning (Brown and Klages) Fox-trot.....Ray Miller and His Orchestra 10
- Dixie Highway (Donaldson)—Fox-trot, Ray Miller and His Orchestra 10
- A3688 Tricks (Confrey)—Fox-trot, Eddie Elkins' Orchestra 10
- Are You Playing Fair? (Cohen and Siegrist)—Fox-trot...Eddie Elkins' Orchestra 10
- A3676 Hot Lips (Busse, Lange and Davis)—Fox-trot.....Ted Lewis and His Band 10
- I Love You, Sweet Angeline (From “Strut Miss Lizzie”) (Creamer and Layton)—Fox-trot.....Ted Lewis and His Band 10

POPULAR SONGS

- A3682 Oh! Is She Dumb (Gottler), Eddie Cantor, Comedian 10
- Susie (Kalmar and Ruby), Eddie Cantor, Comedian 10
- A3686 Call Me Back, Pal o' Mine (Dixon)—Tenor Solo.....Lewis James 10
- While the Years Roll By (Austin)—Male Quartet.....Criterion Quartet 10

EDISON DISC RE-CREATIONS

- 50975 The Trail To Long Ago, John Young and George W. Reardon 10
- There's Silver in Your Hair (But There's Gold Within Your Heart).....Lewis James 10
- 50976 Dinnie Donohue, the District Leader—Irish Monologue.....William Cahill 10
- Save a Little Dram for Me.....Duke Rogers 10
- 50977 The Bird of Gold.....Reed Orchestra 10
- Adieu.....Reed Orchestra 10
- 50978 Flanagan's Real Estate Deal—Vaudeville Spe-cialty.....Steve Porter 10
- From Here to Shanghai.....Collins and Harlan 10
- 50979 Since First You Smiled on Me, Herbert C. Tilley, Jr. 10
- Grandfather's Clock, Helen Clark, Walter Scanlan and Chorus 10
- 50980 (a) Rigaudon, Op. 49, No. 2 (b) Schon Ros-marlin—Piano Solo.....Olga Steeb 10
- Valse Arabesque—Piano Solo.....Andre Benoist 10
- 51019 To-Morrow Land Waltz Medley (Intro: “An-other Waltz”) Piano Solo Ernest L. Stevens (a) Peruvian Triste (b) Pan-American Waltz —Piano Solo.....Carlos Valderrama 10
- 80726 Voice of donna (La Gioconda).....Rosa Olitzka 10
- Faites-lui mes aveux.....Rosa Olitzka 10
- 80727 Forgotten—Violin, Violoncello, Flute and Harp, Losey's Instrumental Quartet 10

Massa's In De Cold, Cold Ground—Violin, Violoncello, Flute and Harp, Losey's Instrumental Quartet 10

- 80728 Crossing the Bar.....Criterion Quartet 10
- We're Going Home Tomorrow, Metropolitan Quartet 10
- 82267 Sorgi, o Padre—Bianca e Fernando, Claudia Muzio 10
- Pace, mio Dio!—La Forza Del Destino, Claudia Muzio 10
- 82268 Madamina! Il catalogo—Part 1—Don Giovanni, Arthur Middleton 10
- Madamina! Il catalogo—Part 2—Don Giovanni, Arthur Middleton 10

FLASHES

- 51037 Hot Lips—Fox-trot.....Ernest L. Stevens Trio 10
- Love Sends a Little Gift of Roses—Valse Sentimentale.....Ernest L. Stevens' Trio 10
- 51042 The Magic Mirror—Waltzes, Ernest L. Stevens' Trio 10
- Hesitation—Waltz Valse Boston, Ernest L. Stevens' Trio 10
- 51045 Are You Playing Fair?—Fox-trot, Broadway Dance Orchestra 10
- Stuttering—Fox-trot...Broadway Dance Orchestra 10
- 51047 Love's Symphony—Fox-trot, Harry Raderman's Orchestra 10
- Burning Sands—Fox-trot, Harry Raderman's Orchestra 10

RELEASED ON ORDER

- 51043 Tricks—Fox-trot.....Broadway Dance Orchestra 10
- Mammyland—Fox-trot.....Ernest L. Stevens' Trio 10
- 51044 Down Old Virginia Way, Walter Scanlan and Helen Clark 10
- When the Moon is Shinin' Down in Alabam, Al Bernard and Frank Kamplain 10
- 51046 Mentra Gwen, the Stars in Heav'n Are Bright.....R. Festyn Davies 10
- O! Byddain' Haf O Hyd.....R. Festyn Davies 10

EDISON AMBEROL RECORDS

- 4615 Hurry Along, Liza, With Me, Al Bernard and Ernest Hare 10
- 4616 The Maid From the Highlands, American Symphony Orchestra 10
- 4617 If a Picture I Could Paint.....Walter Scanlan 10
- 4618 (a) Rigaudon, Op. 49, No. 2, (b) Schon Ros-marlin—Piano SoloOlga Steeb 10
- 4619 When the Robin Calls His Mate, Harvey Hindermeyer and Chorus 10
- 4620 A Country Fiddler at Home...Charles Ross Taggart 10
- 4621 Not Half Has Ever Been Told, Metropolitan Quartet 10
- 4622 Nocturne in A Flat, Op. 290.....Reed Orchestra 10
- 4623 Hymns My Dear Old Mother Sang to Me, William Krafft and Chorus 10
- 4624 Kindness.....The Harmony Four 10
- 4625 Just Keep On Smiling, J. Harold Murray and Chorus 10
- 4626 Coo-Coo—Fox-trot from Al Jolson's “Bombo,” 10
- 4627 Ham and Eggs.....Collins and Harlan 10
- Green Bros. Novelty Band 10

TWO BOHEMIAN SELECTIONS

- 9868 Smes Cesko-Slovakych pisni—Cis 1 (Medley of Czecho-Slovak Folk Songs)—No. 1—Houslove Solo (Violin).....Milan Lusk 10
- 9869 Slovenske a Cesko pisne (Slovak-Czech Folk Songs) Houslove Solo (Violin).....Milan Lusk 10

AMBEROL HITS FOR NOVEMBER

- 4646 Two Little Wooden Shoes—Fox-trot (From “Spice of 1922”).....Broadway Dance Orchestra 10
- 4647 With His Umpah on the Umpah Isle, Collins and Harlan 10
- 4648 I'll Stand Beneath Your Window Tonight and Whistle—Fox-trot (from “Spice of 1922”), Green Bros. Novelty Band 10
- 4649 My Old Hawaiian Home, Palakiko's Hawaiian Orchestra 10
- 4650 Say It While Dancing—Fox-trot, Broadway Dance Orchestra 10

BRUNSWICK RECORDS

THIRTY-FIRST RELEASE

- 15025 Zaza-Zaza (“Zaza, Little Gypsy”) (Piccola Zin-gara) (Leoncavallo)—In Italian, Baritone with Orchestra.....Giuseppe Danise 10
- Zaza-Buona Zaza (“Dear Zaza”) (Leoncavallo)—In Italian, Baritone with Orchestra, Giuseppe Danise 10
- 50016 On Wings of Song (Mendelssohn-Liszt)—Pianoforte Solo.....Leopold Godowsky 10
- Tarantella Venezia E Napoli (Liszt)—Piano-forte Solo.....Leopold Godowsky 10
- 13054 Snowy Breasted Pearl (Robinson)—Tenor with Orchestra.....Theo Karle 10
- Oft in the Stilly Night (Moore Stevenson)—Tenor with String Quartet.....Theo Karle 10
- 25013 Rachem (“Mercy”) (Brown-Mana Zucca)—In Yiddish, Soprano with Orch.....Dorothy Jardon 10
- Yom Kippur (“Cry of Attonement”) (Silber-stein-Silberta)—In Yiddish, Soprano with Orchestra.....Dorothy Jardon 10
- 5166 Danny Deever (Kipling-Damrosch)—Baritone with Orchestra.....Richard Bonelli 10
- Clang of the Forge (Vaughan-Rodney)—Bari-tone with Orchestra.....Richard Bonelli 10
- 5165 Messiah (He Shall Feed His Flock) (Handel)—Contralto with Orch.....Elizabeth Lennox 10
- Elijah (Oh, Rest in the Lord) (Mendelssohn)—Contralto with Orch.....Elizabeth Lennox 10
- 5169 Cavalleria Rusticana (Selection) (Mascagni)—Concert Band.....Vessella's Italian Band 10
- Faust (Soldiers' Chorus) (Act. IV—Scene I) (Gounod)—Concert Band.....Vessella's Italian Band 10
- 2322 Lovely Lucerne (Leigh-Godin)—Violin with Orch.....Fredric Fradkin 10
- Three o'Clock in the Morning (Terriss-Robledo)—Violin with Orch.....Fredric Fradkin 10
- 2312 Irish Reels (Medley No. 2) (“Guilderoy”) (“Straight Reel Jig”) (“Harvest Home”) (“McDonald's Reel”) (College Hornpipe”) (“Some Distance From Prussia Reel”)—Violin and Accordion...Dan Carroll-Mario Perry 10
- Irish Jigs (Medley No. 2) (“Endearing Young Charms”) (“Life Is All Checkered”) (“Brisk Young Lad”) (“O'Gaff”) (“Sprig of Shil-lalah”) (“Top of Cork Load”) (“Country Dance”) (“Auld Lang Syne”)—Accordion Solo.....Mario Perry 10
- 2313 The World Is Waiting For the Sunrise (Lock-hardt-Seitz)—Fox-trot, for dancing, Isham Jones Orch. 10
- Eleanor (Lamb-Deppen)—Fox-trot, for dancing, Isham Jones Orch. 10

A NOVEMBER RELEASE

ZENDA FOX TROT

THE COAST TO COAST SENSATION

from Rex Ingram's

"PRISONER OF ZENDA"

Published by BELWIN, Inc., 701 Seventh Avenue, New York, N. Y.

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 170)

- 2314 Are You Playing Fair? (Cohen-Siegrist)—Fox-trot, for dancing.....Isham Jones Orch. Say It While Dancing (Davis-Silver)—Fox-trot, for dancing.....Isham Jones Orch. 2315 Blue (Clark-Leslie-Handman)—Fox-trot, for dancing.....Bennie Krueger's Orch. Haunting Blues (Hirsch-Busse)—Fox-trot, for dancing.....Bennie Krueger's Orch. 2316 I'll Build a Stairway to Paradise (Intro.: "I Found a Four Leaf Clover" from George White's Scandals) (De Sylva-Francis-Gershwin)—Fox-trot, for dancing.....Carl Fenton's Orch. Truly (Davis-Rose)—Fox-trot, for dancing, Carl Fenton's Orch. 2317 Panorama Bay (Clarke-Monaco)—Waltz, for dancing.....Carl Fenton's Orch. Thru the Night (Logan)—Waltz, for dancing, Carl Fenton's Orch. 2318 Dixie Highway (Kahn-Donaldson)—Comedienne with Orch.....Marion Harris Brother'n-Law Dan (Jordan)—Comedienne with Orch.....Marion Harris 2319 Way Down Yonder in New Orleans (From "Spice of 1922") (Creamer-Layton)—Comedienne with Orch.....Margaret Young True Blue Sam (Brown-Donaldson)—Comedienne with Orch.....Margaret Young 2320 Come Along (From "Ziegfeld Follies of 1922") (Creamer-Layton)—Male Quartet with Orch., White Way Quartet My Buddy (Kahn-Donaldson)—Baritone and Male Quartet with Orch., Ernest Hare and Male Quartet 2321 Call Me Back, Pal o' Mine (Perricone-Dixon)—Tenor and Baritone with Orch., Charles Hart-Elliott Shaw Mary Dear (De Costa-Jerome)—Tenor and Male Quartet with Orch., Billy Jones and Male Quartet 2311 Tricks (Confrey)—Fox-trot, for dancing, Isham Jones Orchestra Dancing Fool (Snyder)—Shimmy One-step, for dancing.....Isham Jones Orch.

AEOLIAN CO.

VOCALION RECORD

- Operatic Selections A24031 Le Lied D'Ossian (Orch. Accomp.) (From "Werther") (In French)—Tenor, Colin O'More 10 Le Reve (From Manon) (Massenet) (Orch. Accomp.)—Tenor.....Colin O'More 10 52042 Addio Alla Madre (From Cavalleria Rusticana) (Aeolian Orch. Accomp.) (Mascagni) (In Italian)—Tenor.....Giulio Crimi 12 SACRED SELECTIONS A14425 There is a Green Hill Far Away (Gounod) (Orch. Accomp.).....Betsy Lane Shepherd 10 Safe in the Arms of Jesus (Doane) (String Quartet and Chimes Accomp.), Aeolian Mixed Quartet 10 INSTRUMENTAL A14430 Old Black Joe (Intro.: "Old Folks at Home")—Hand Saw Duet.Sam Moore-Horace Davis 10 Annie Laurie (Intro.: "Believe Me If All Those Endearing Young Charms")—Guitar Duet.....Sam Moore-Horace Davis 10 52041 Scherzo Tarantelle (Wieniawski, Op. 16)—Violinist.....Sasha Culbertson 12 STANDARD SELECTIONS 30161 I Passed by Your Window (Taylor-Brake) (Aeolian Orch. Accomp.)—Soprano, Evelyn Scotney 10 A14413 Dream Faces (Hutchison) (Orch. Accomp.)—Tenor.....Lewis James 10 Good Company (Adams-Mackay) (Orch. Accomp.)—Tenor.....Lewis James 10 A14418 In the Time of Roses (Reichart) (Orch. Accomp.)—Soprano.....Grace Kerns 10 The Carnival (Molloy) (Orch. Accomp.)—Soprano.....Helen Barr 10 A14419 Ben Bolt (English-Kneass) (Orch. Accomp.)—Baritone.....Elliott Shaw 10 Sweet Genevieve (Tucker-Cooper), The Melody Male Quartet 10 A14420 Stack of Barley Medley (Irish Dance)—Violin, Piccolo, Piano.....McNamara Trio 10 Irish Hornpipe Medley (Intro.: Riley's Hornpipe, Irish Dance; Rights of Man, Red Haired Boy)—Violin, Piccolo, Piano, McNamara Trio 10 A14423 Last Night (Kjenelf) (Orch. Accomp.)—Tenor.....Carsten Woll 10 The Sturdy Norseman (Walker-Gretry) (Orch. Accomp.)—Tenor.....Carsten Woll 10 A14424 Baby (Bertrand Brown) (Orch. Accomp.), Helen Clark 10 Calm as the Night (Mattullath-Bohm) (Orch. Accomp.).....Betsy Lane Shepherd 10 The Rosary (Nevin)—Harp Solo, Elena DeMarco 10 The Mocking Bird (Winner)—Violin and Piano Duet, Lowell Aistrup and Elena DeMarco 10

- SOME FOREIGN AND OTHER SELECTIONS A14414 Nofrio al Museo (Humorous—Talking) (In Sicilian..Giovanna De Rosalie e Compagnia Nofrio al Serraglio (Humorous—Talking) (In Sicilian..Giovanni De Rosalia e Compagnia A14421 Eil Racheim (Gilbiod-Friedsell) (In Hebrew) (Orch. Accomp.)—Tenor..Stanislaus Berini 10 Leebe tzu Kinder (Rumshinsky) (In Hebrew) (Orch. Accomp.)—Tenor...Stanislaus Berini 10 A14422 Du Gamle Mor (Grieg) (In Norwegian) (Orch. Accomp.)—Tenor.....Carsten Woll 10 Paal Paa Hangen (Norwegian Folksong) (In Norwegian) (Orch. Accomp.)—Tenor, Carsten Woll 10 POPULAR SONGS A14427 While the Years Roll By (Jack Austin)—Tenor and Baritone Duet, Charles Hart and Elliott Shaw 10 Childhood Days (Dave Franklin) (Orch. Accomp.)—Tenor.....Billy Jones 10 A14428 My Buddy (Walter Donaldson) (Orch. Accomp.).....Arthur Burns 10 Mary Dear (Some Day We Will Meet Again) (W. K. Jerome) (Orch. Accomp.)—Tenor, Charles Hart 10 TALKING SELECTIONS A14429 Cohen Becomes a Citizen (Silver)—Talking, Monroe Silver 10 Cohen on the Radio (Silver)—Talking, Monroe Silver 10 DANCE SELECTIONS A14415 The Mikado (Aeolian Symphony Dance) (Arranged by Adrian Schubert), Yerkes' S. S. Flotilla Orch. 10 H. M. S. Pinafore (Aeolian Symphony Dance) (Arranged by Adrian Schubert), Yerkes' S. S. Flotilla Orch. 10 A14416 Parade of the Wooden Soldiers (From "La Chauve-Souris") (Leon Jessel) (Conducted by Adrian Schubert)—Fox-trot, Metropolitan Dance Players 10 Carmen (Aeolian Symphony Dance) (Arranged by Adrian Schubert), Metropolitan Dance Players 10 A14417 Way Down South (Harry Akst)—Fox-trot, Emil Coleman and His Montmartre Orch. 10 Gee! But I Hate to Go Home Alone (James Hanley)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10 A14431 Japanese Moon (Austin Hamilton)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10 All Over Nothing at All (James Rule)—Fox-trot.....Yerkes' S. S. Flotilla Orch. 10 A14432 The Yankee Doodle Blues (Gershwin-Ceaser-DeSylva)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10 Suez (Ferdie Grofo)—Fox-trot, Emil Coleman and His Montmartre Orch. 10 A14433 While the Years Roll By (Jack Austin)—Waltz.....The Bar Harbor Society Orch. 10 Down Old Virginia Way (Oleman and Gillette)—Waltz, The Bar Harbor Society Orch. 10 A14434 I Found a Four Leaf Clover (From "Scandals of 1922") (George Gershwin-D. S. DeSylva)—Fox-trot.....Selvin's Orch. 10 I'll Build a Stairway to Paradise (From "Scandals of 1922") (George Gershwin-B. G. DeSylva)—Fox-trot.....Selvin's Orch. 10 A14435 Nellie Kelly, I Love You (From "Little Nellie Kelly") (George M. Cohan) (Vocal Chorus by Elliott Shaw)—Waltz, The Bar Harbor Society Orch. 10 You Remind Me of My Mother (Intro.: "Till My Luck Comes Rolling Along") (From "Little Nellie Kelly") (George M. Cohan)—Fox-trot.....The Bar Harbor Society Orch. 10

OKEH RECORDS

- DANCE RECORDS 4664 Aida (From Opera "Aida") (Verdi) (Special arrangement by J. Bodewalt Lampe)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10 Anitra's Dance (From "Peer Gynt Suite," No. 1, Part 3) (Edward Grieg) (Special arrangement by J. Bodewalt Lampe)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10 4654 Sweet Indiana Home (Walter Donaldson)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10 The Yankee Doodle Blues (George Gershwin)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10 4660 Neath the South Sea Moon (From "Ziegfeld Follies of 1922") (Louis A. Hirsch-Gene Buck-Dave Stamper)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10 Just Because You're You—That's Why I Love You (Roy Turk-J. Russell Robinson)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10 4662 Dancing Fool (Ted Snyder)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10 Dixie Highway (Walter Donaldson)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10

- 4655 Jump Steady Blues (Millard E. Coffin-Percy Terry)—Fox-trot, The Original Six (Geo. F. Kelly, Director) 10 Sing Song Man (Cliff Friend-Con Conrad)—Fox-trot, The Original Six (Geo. F. Kelly, Director) 10 4656 Alabama Blues (Libbie Williams Mehr)—Fox-trot, Markels Orch. 10 Blue-eyed Blues (Billy Fazioli)—Fox-trot, Markels Orch. 10 4659 Rock Me in My Swanee Cradle (Eleanor Young-Harry D. Squires)—Fox-trot, Markels Orch. 10 Learning to Love (Gerald Arthur)—Fox-trot, Glantz and His Orch. 10 4661 Georgette (Ray Henderson)—Fox-trot, Rega Dance Orch. 10 Mary-Ellen (Since I Fell in Love With You) (H. Jolson-H. Simon-H. C. Berg)—Fox-trot, Rega Dance Orch. 10 4665 Night (Benny Davis-Seymour Simons)—Fox-trot.....Markels Orch. 10 Who'll Take My Place (When I'm Gone)? (Billy Fazioli)—Fox-trot.....Markels Orch. 10 4663 Houston Blues (Geo. W. Thomas)—Fox-trot, Joseph Samuels Jazz Band 10 Hot Lips (Instrumental conversation by Joe (clarinet) and Jewels (cornet) (Henry Busse-Henry Lange-Lou Davis)—Fox-trot, Tampa Blue Jazz Band 10 4658 Alabama Blues (Libbie Williams Mehr)—Popular Blues Vocal, Mamie Smith and Her Jazz Hounds 10 Mamie Smith Blues (Mamie Smith-Milo Rega)—Popular Blues Vocal, Mamie Smith and Her Jazz Hounds 10 VOCAL RECORDS 4653 Home, Sweet Home (John Howard Payne-Henry R. Bishop)—Mixed Quartet With Orch.....Gounod Mixed Quartet 10 Annie Laurie (Lady John Scott)—Male Quartet, With Orch.....Shannon Four 10 4657 Why Should I Cry Over You? (Ned Miller-Chester Cohn)—Tenor With Orch..Billy Jones 10 Kicky-Koo (You for Me—Me for You) (Joe Young-Sam M. Lewis-Geo. W. Meyer)—Tenor, With Orch.....Billy Jones 10 INSTRUMENTAL 4652 Hawaiian Paraphrase (Intro.: "Aloha Oe," "Ka Ui Kaulana o Ka-Uhiwai," "One Two Three Four") (Arranged by Justin Ring)—Standard Hawaiian Instrumental—Hawaiian Imitations by Virginia Burt, Virginia Burt and Co. 10 Flower of Hawaii (Pua O Hawaii) (Jeanne Gravelle-Bob Haring)—Popular Hawaiian Instrumental—Incidental Voice and Hawaiian Guitar Imitations by V. Burt, Virginia Burt-Frank Ferrera and Co. 10 3018 Voices of Spring Voca di Primavera) (Frühlingsstimmen) (Johann Strauss), Marek Weber and His Orch. 12 (Recorded in Europe) Flattergeister (Johann Strauss), Marek Weber and His Orch. 12 (Recorded in Europe) SACRED SONGS 4651 All Hail the Power of Jesus' Name (O, Holden)—Male Quartet With Orch.Shannon Four 10 Ten Thousand Times Ten Thousand (Rev. J. B. Dykes)—Male Quartet With Orch., Shannon Four 10

PATHE FRERES PHONOGRAPH CO.

- (ACTUELLE RECORDS—OPERATIC) 025085 At Dawning (I Love You).....Yvonne Gall 10 Annie Laurie.....Yvonne Gall 10 025086 El Contrabandista—Piano Solo.....Joseph Lhevinne 10 Ecossaises—Piano Solo.....Joseph Lhevinne 10 025087 II Trovatore "D'Amore Sull'Ald Rosse (In Italiano.....Claudia Muzio 10 Vissi D'arte (Prayer of Tosca) (From "Tosca") (In Italian).....Claudia Muzio 10 STANDARD VOCAL 020519 The Sunset Trail of Gold.....Arthur Wilson 10 Call Me Back, Pal o' Mine.....Charles Cinway 10 020815 Macushla.....Ernest Davis 10 My Wild Irish Rose.....Ernest Davis 10 SACRED 020816 Yom Kippur.....Leo Krassin 10 Israel.....Leo Krassin 10 UKULELE 020817 Down Old Virginia Way—Ukuleles and Violin.....Nick Lucas' Ukulele Trio 10 Ji-Ji-Boo—Ukuleles and Violin, Nick Lucas' Ukulele Trio 10 INSTRUMENTAL 020818 Two Hungarian Poems, No. I.—Violin Solo, Dezso Szigeti 10 Two Hungarian Poems, No. II.—Violin Solo, Dezso Szigeti 10 DANCE 020826 To-morrow—Fox-trot, Hazay Natzy and His Orchestra (Jack Green, Director) 10 Away Down South—Fox-trot....Dance Orchestra (Continued on page 172)

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 171)

- 020821 All Over Nothing At All—Fox-trot, Majestic Dance Orchestra
When the Leaves Come Tumbling Down—
Fox-trot.....Long Beach Society Serenaders
- 020827 Nellie Kelly, I Love You (From "Little Nellie Kelly")—Waltz, Alexander Bros. Nylophone Band
Lovely Lucerne—Waltz, Alexander Bros. Nylophone Band
- 020828 I Found a Four-Leaf Clover (From "George White's Scandals")—Fox-trot, Max Terr and His Orchestra
I'll Build a Staircase to Paradise (From "George White's Scandals")—Fox-trot, Max Terr and His Orchestra
- 020829 You Remind Me of My Mother (From "Little Nellie Kelly")—Fox-trot, Long Beach Society Serenaders
Japanese Moon—Fox-trot, Majestic Dance Orchestra
- 020823 Viens Pres De Moi—Tango Fox-trot, Hazay Natzy and His Orchestra
La Seduccion (Tango Argentino)—Tango, Hazay Natzy and His Orchestra
(Jack Green, Director)
- 020824 I'm Always Stuttering—Fox-trot, Don Parker's Western Melody Boys
Yankee Doodle Blues—Fox-trot, Don Parker's Western Melody Boys
- 020830 Homesick—Fox-trot, Don Parker's Western Melody Boys
Childhood Days—Fox-trot, Max Terr and His Orchestra
- 020825 I Wish I Could Shimmy Like My Sister Kate—Fox-trot.....Original Memphis Five
Got to Cool My Doggies Now—Fox-trot, Original Memphis Five
- 020836 For the Sake of Auld Lang Syne...Arthur Wilson
While the Years Roll By.....Frank Sterling
- 020837 The Trail to Long Ago, Charles Conway and Arthur Wilson
I'll Stand Beneath Your Window Tonight and Whistle.....Warren Mitchell
- 020838 If You Don't Think So You're Crazy, Harry Blake and Robert Judson
Struttin' at the Strutters' Ball, Harry Blake and Robert Judson

PATHE FRERES PHONOGRAPH CO. (Pathé Records)

- 020826 To-morrow—Fox-trot.....Hazay Natzy's Orchestra
(Jack Green, Director)
- 020821 All Over Nothing At All—Fox-trot, N. Glantz and His Orchestra
When the Leaves Come Tumbling Down—
Fox-trot.....Jos. Samuels' Orchestra
- 020827 Nellie Kelly, I Love You (From "Little Nellie Kelly")—Waltz...Green Bros. Nylophone Band
Lovely Lucerne—Waltz, Green Bros. Nylophone Band
- 020828 I Found a Four-Leaf Clover (From "George White's Scandals")—Fox-trot, Max Terr and His Orchestra
I'll Build a Staircase to Paradise (From "George White's Scandals")—Fox-trot, Max Terr and His Orchestra
- 020829 You Remind Me of My Mother (From "Little Nellie Kelly")—Fox-trot, Jos. Samuels' Orchestra
Japanese Moon—Fox-trot, N. Glantz and His Orchestra
- 020823 Viens Pres De Moi—Tango Fox-trot, Hazay Natzy and His Orchestra
(Jack Green, Director)
- 020824 La Seduccion (Tango Argentino)—Tango, Hazay Natzy and His Orchestra
- 020824 I'm Always Stuttering—Fox-trot, Don Parker's Western Melody Boys
Yankee Doodle Blues—Fox-trot, Don Parker's Western Melody Boys
- 020830 Homesick—Fox-trot, Don Parker's Western Melody Boys
Childhood Days—Fox-trot, Max Terr and His Orchestra
- 020825 I Wish I Could Shimmy Like My Sister Kate—
Fox-trot.....Original Memphis Five
Got to Cool My Doggies Now—Fox-trot, Original Memphis Five
- 020836 For the Sake of Auld Lang Syne.....Charles Hart
While the Years Roll By.....Elliott Shaw
- 020837 The Trail to Long Ago, Lewis James and Charles Hart
I'll Stand Beneath Your Window Tonight and Whistle.....Vernon Dalhart
- 020838 If You Don't Think So You're Crazy, Billy Jones and Ernest Hare
Struttin' at the Strutters' Ball, Billy Jones and Ernest Hare

GENNETT LATERAL RECORDS

- 4933 Tricks (Confrey)—Fox-trot, Joe Samuels and His Master Players
Chicago (Fisher)—Fox-trot...Bailey's Lucky Seven
- 4934 Down Old Virginia Way (Oلمان-Gillette)—
Waltz, Hudson Pavilion Orch., Jack Lawson, Director
Truly (Davis-Rose)—Fox-trot, Bailey's Lucky Seven
- 4935 Hot Lips (Busse-Lange-Davis)—Fox-trot, Bailey's Lucky Seven
Rosa (Brown-Egan)—Fox-trot, Joe Samuels and His Master Players
- 4936 Palakiko Blues (Ferera and Franchini) Hawaiian Guitars
O Solo Mio (Capua) (Ferera and Franchini) Hawaiian Guitars
- 4898 My Wonderful Dream (Pounds-Gahriel)—
Baritone.....Homer Rodeheaver
In the Garden (Miles)—Baritone and Contralto.....Rodeheaver and Asher
- 4899 Carry Your Cross With a Smile (Ogdon-Gahriel)—Baritone.....Homer Rodeheaver
Happiness (Hendricks-Gahriel)—Baritone, Homer Rodeheaver
- 4946 While the Years Roll By (Lewis-Young-Austin)—Tenor and Soprano.....Hart and Bates
For the Sake of Auld Lang Syne (Graff-Burns-Ball)—Tenor and Soprano.....Hart and Bates
- 4938 Sister Kate (Pirone)—Fox-trot, Ladd's Black Aces
You Can Have Him, I Don't Want Him (Tracey-Dougherty)—Fox-trot, Ladd's Black Aces
- 4939 Louisian' (Meskill-Daly-Spencer)—Fox-trot, Hazay Natzy and His Orchestra
Coal Black Mammy (St. Helier)—Fox-trot, Hazay Natzy and His Orchestra

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WILLIAM B. MURRAY TO WED

DAVENPORT, IA., October 7.—The engagement of William B. Murray, manager of the Victrola Shop in the Harned & Von Maur Store and well known to the talking machine trade in this section of the State, to Miss Laura Barry, of this city, has been announced, and Mr. Murray is receiving the congratulations of his many friends. Miss Barry is in charge of the record department, where she has achieved considerable success. The wedding is scheduled for October 16.

POPULAR IN SOUTH AMERICA

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., manufacturer of needles of this brand name, reports generally good business. The volume of business from South American countries, where Spanish is the spoken language, has reached such proportions that the familiar Well-Kane packages, counter display stands, cartons, etc., are now printed in Spanish as well as English. These Spanish-printed cartons, etc., are also available to dealers in Spanish-speaking sections of this country.

DEMAND HAS GREATLY INCREASED

NEW HAVEN, CONN., October 9.—A considerably increased demand for its product was reported by the Bell Hood Needle Co., of this city, to a representative of The World. The Bell Hood needle has been on the market for several years and it was stated that it is proving an excellent sales item to the many dealers carrying the line. A number of new dealers have been added this season. The future business outlook is reported to be very encouraging.

TO CONTINUE BUSINESS

W. H. Hill, jeweler, of Punxsutawney, Pa., has sold the talking machine and record department of his business to Samuel X. Jordan, who will continue it.

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Cincinnati, O., Columbia Graphophone Co., 317-321 East 8th Street.
Cleveland, O., Columbia Graphophone Co., 1812 East 30th St.
Dallas, Tex., Columbia Graphophone Co., 816 North Preston St.
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Kansas City, Mo., Columbia Graphophone Co., 2006 Wyandotte St.
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Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
New York City, Columbia Graphophone Co., 121 West 20th St.
Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
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Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
San Francisco, Cal., Columbia Graphophone Co., 345 Bryant St.
Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
Spokane, Wash., Columbia Stores Co., 161 South Post St.
St. Louis, Mo., Columbia Graphophone Co., 1127 Pine St.
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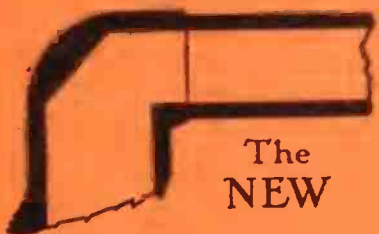
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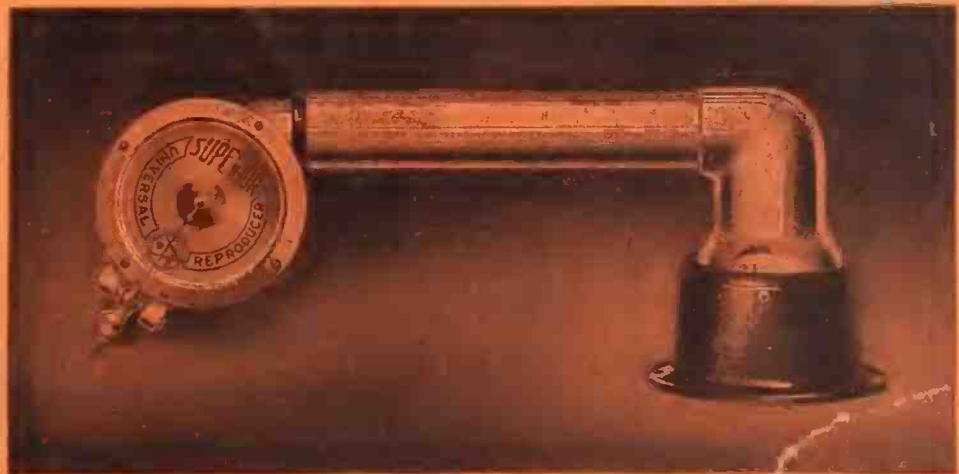
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 Vancouver—Kent Piano Co., Ltd.
 Winnipeg—R. S. Williams & Sons Co., Ltd.
 Babson Bros. (Amberola only).