

The TALKING MACHINE WORLD

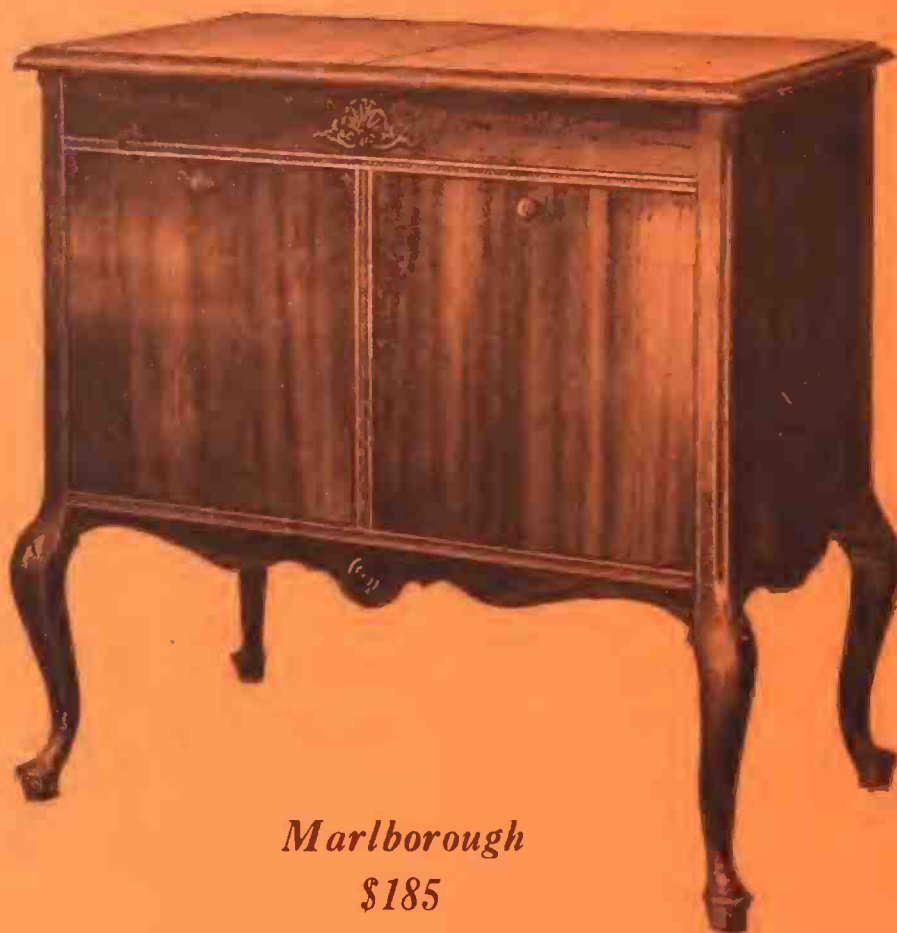
For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, April 15, 1923



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

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Marlborough
\$185

Quality Products Attract A Quality Market

Phonograph dealers who handle such exquisite instruments as the Marlborough, shown above, find their largest market among people of means who, demanding the finest in everything they buy, can and do pay cash. When you show them the comprehensive line of Sonora Period Consoles, distinctive and pleasing in appearance, they will be quick to appreciate the all 'round superiority of Sonora.

And you can show them more than mere exterior beauty. Encased in cabinets of finest materials and workmanship are the many exclusive construction features that give to Sonora its clear, bell-like tone and absolute fidelity of reproduction. This combination of quality essentials assures many profitable sales to this desirable class of purchasers.

SONORA PHONOGRAPH CO., Inc.

279 BROADWAY, NEW YORK

Canadian Distributors:

SONORA PHONOGRAPH, LTD., TORONTO

The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 19. No. 4

New York, April 15, 1923

Price Twenty-five Cents

NEW YORK ASSEMBLY KILLS BILL

State Trade Commission Bill Fails to Pass Assembly—Principles of Substitute Bill Introduced Meet With General Approval

The State Trade Commission Bill, which was recently passed by the New York State Senate, has been formally killed by the Assembly. While this bill may be re-introduced, its permanent defeat is practically assured, due in large measure to the strong pressure brought to bear by business men, including those engaged in the talking machine business. Particularly active in opposition to this measure was Gilbert H. Montague, prominent New York attorney, who has been long identified with the talking machine industry, and whose active opposition took him to the State capital on several occasions. The principal objection on the part of honest business men to this legislation was the inquisitorial power which would have been placed in the hands of a special committee.

A new bill to be known as the McGinnies Bill, which has been introduced as a substitute for the State Trade Commission Bill, advocates a Bureau of Trade and Commerce in the Attorney General's office and provides for the enforcement of the existing anti-trust and anti-profiteering laws. The general principles on which this bill is based are looked upon with favor by business men throughout the State. Mr. Montague, commenting on the McGinnies Bill, stated that while he had not thoroughly examined it, he was in accord with its broad principles, especially those providing for the utilization of existing laws in curbing trusts and profiteers.

MISS FRANKEL IS PROMOTED

Popular Ormes Order Clerk Appointed Head of Order Department—Miss Donohue Appointed Assistant—Both Well Known and Popular

James J. Davin, sales manager of Ormes, Inc., Victor wholesaler, has reached the decision that women can sell records just as efficiently as men (if not more so) and he has therefore re-organized the Ormes order department, making Miss Mary Frankel, well known to the metropolitan district for the past five years, manager of the department. Miss Donohue has been added to the steadily increasing Ormes sales force to assist Miss Frankel in this important department. The news that Miss Donohue has joined the Ormes organization will be welcomed by many dealers in Greater New York, for she was associated with the Knickerbocker Talking Machine Co., Victor wholesaler, for quite some time, serving as a member of the order department.

ANNOUNCE ARBITRATION WEEK

The week of May 14-20 will be Arbitration Educational Week, according to an announcement made at a dinner given recently by the Arbitration Society of America to some four hundred representatives of trades, industries and commercial and professional organizations at the Hotel Pennsylvania, New York City. In that seven-day period commercial associations and trade organizations in New York City and State will unite in an intensive effort to make known to all citizens the benefits to be derived by making use of arbitration in the settlement of business differences and disputes.

John McCormack, famous tenor and Victor artist, scored what he considers his greatest success in the first production at Monte Carlo of the new opera, "A Gogol Tale," according to reports reaching here.

A BUNGALOW SHOP ON WHEELS

Bush & Gerts Piano Co. Reaching Talking Machine Trade in Rural Districts Through Medium of Bungalow Built on Motor Truck

DALLAS, TEX., April 6.—The Bush & Gerts Piano Co. has recently put into service a traveling bungalow for the purpose of exploiting Brunswick talking machines and records in the rural districts of Texas. The bungalow is a beautifully designed little house with a garden in the rear, mounted on a two-ton Federal truck and has already attracted much attention in districts through which it has passed.

A feature of the new service is the fact that the location of the Bungalow Shop is advertised each day in the local newspapers, and any orders received from that district either by mail or telephone for records, music rolls or other musical goods are filled from the stock of the Bungalow Shop on its regular rounds.

The traveling bungalow idea has been used successfully in other sections of the country and it is believed that it will prove particularly effective in Texas as a means of getting in touch with its large rural population.

BATHING GIRL IN WINDOW A HIT

Young Woman Exercising to Walter Camp's "Daily Dozen" in Window of Louisville Music Co. Causes Interested Crowds to Collect

LOUISVILLE, KY., April 6.—One of the most effective window displays ever staged in this city was recently put on by the Louisville Music Co., Inc., 570 South Fourth street, this city. The window was put on for the exploitation of Walter Camp's "Daily Dozen" records, which the company also handles, and consisted merely of a talking machine and a young lady decidedly easy to look at, attired in a very becoming one-piece bathing suit, who exercised to records.

From the standpoint of publicity and interest aroused this window was, without doubt, a record-breaker. Indeed, the crowds became so dense that traffic was stopped and the police were kept busy during every day the exercises were held. Further publicity for the "Daily Dozen" emanating directly from the display was given by a local newspaper in the shape of a cartoon of the window on the front page and a cleverly written story.

The Louisville Music Co. has just moved to the above address and the store is now in the heart of the retail district and what is considered one of the best locations in the city. Over \$6,000 was spent in installing new windows and fixtures. There are ten record demonstration booths and three large booths for machine demonstration and display. The record racks consist of six tiers, thirty-five feet in length.

P. T. FELLOWS WITH BAMBERGER

Attractive Arrangement of Victor Department Draws Increased Patronage

NEWARK, N. J., April 6.—P. T. Fellows is the latest addition to the sales staff of the talking machine department of L. Bamberger & Co. in this city. Mr. Fellows comes from Canada, where he was with several concerns, including the Williams Piano Co., which handles talking machines.

Since the talking machine department has been located in the new addition to the Bamberger store business has improved remarkably. The convenient arrangement of fixtures and stock is an inducement for the public to do its talking machine and record buying here and this has been largely responsible for increased business. The Victor line is featured in this handsome department.

URGES REFUND CLAIM ON STAMP TAX

Counsel G. W. Pound, of Music Industries Chamber of Commerce, Advises Discontinuance of Stamps on Conditional Sales Contracts Under New Ruling of United States District Court

George W. Pound, general counsel of the Music Industries Chamber of Commerce, advises members of the music trades who have been subject to the stamp tax on conditional sales contracts, under the interpretation of the Revenue Act of 1918 that these contracts were promissory notes, to "discontinue immediately the attaching of or paying the tax on revenue stamps under the revenue acts of the United States on these conditional sales contracts." This opinion was promulgated by Mr. Pound following a recent decision of the United States District Court that conditional sales contracts are not promissory notes and therefore not subject to the tax. Mr. Pound also advises members of the music industries who have been paying the tax to make up a statement in detail of such stamp taxes and put in claims for refund with local internal revenue collectors.

TIVOLI SYNCOPATERS FOR VOCALION

Contract Signed With Albert E. Short and His Noted Orchestra of Chicago to Record Exclusively for the Vocalion Records

It has been announced that a contract has been signed by Albert E. Short and his Tivoli Syncopaters of Chicago to record exclusively for Vocalion Red records and the first recordings by that popular organization have already been made at the Vocalion Laboratories in New York. These first records will be released immediately to the trade.

Mr. Short is one of the best-known orchestra leaders in Chicago and conducts orchestras in two of the largest motion picture houses in that city. During the past year or so the performances of his orchestra have been among the musical sensations of the Windy City and it is expected in record form they will prove immensely popular with buyers.

SMITH'S BRUNSWICK SHOP OPENS

Handsome New Store in Jamaica, N. Y., Very Attractively Equipped With Unico Fixtures

JAMAICA, N. Y., April 5.—One of the most recent additions to the talking machine stores of this city is Smith's Brunswick Shop, 334 Fulton street, which was opened to the public last month. From an artistic standpoint this concern ranks with the best in the Long Island territory. The front of the store is given over to the record department. Counters, racks and booths for the demonstration of records were installed by the Unit Construction Co. Along both sides of the center of the establishment are the sound-proof booths, attractively furnished and with several Unico features, including special wall racks for featuring selected records. The tops of the booths are frosted glass. The rear of the store is more like the reception room of a home, with its thick rugs and deep easy chairs, than a place of business.

MEMPHIS FIRM LEASES NEW HOME

MEMPHIS, TENN., April 6.—The Bell-Welburn Piano Co., 160 Madison avenue, and one of the most progressive music firms in this vicinity, has completed arrangements for a ten-year lease on part of the main floor and two upper floors of the three-story building at 138 South Main street. The lower floor will be devoted to the display of the Victor line of talking machines and records and the remainder to pianos.

Advertising Facts Which Will Result in a Larger Middle Class Demand :: By Joseph F. Fenton

The great bulk of machine and record sales is made to the middle-class people of the country who represent the majority and at the same time the most desirable type of customer. These are the wage-earners, farmers of the more prosperous type, heads of small businesses and, in short, that great army of citizens who are neither very rich nor very poor. Of course, the wealthy people of every community are desirable as customers, but they are so far in the minority that the dealer, to achieve the best results from his advertising and sales campaigns, must cater to them only incidentally, centering most of his attention on the largest class of possible purchasers.

Without question, the dealer who desires to reach a great number of the latter type of prospective patrons must do so through the advertising columns of his local newspaper, supplementing this with personal canvassing, direct-by-mail campaigns, etc. In order to obtain the best results from his advertising the talking machine merchant must determine in his own mind the attitude of this type of customer toward advertising and just what is most likely to assert the greatest appeal.

There are few merchants who do not know the primary functions of advertising—*attract attention, arouse desire and induce action.* This is all well enough, but the main problem confronting the dealer who is contemplating an advertising campaign is how to bring this desirable result about. To do this he must determine what appeals most to the type of customer he is trying to reach and then this must be incorporated in the advertising copy in such a way that the appeal will be powerful enough to result in action, i. e., the purchase of a talking machine from the dealer advertising.

Several dealers whose advertising has been productive of excellent results, in fact, far above the average, are agreed that when endeavoring to reach the middle class, quality, price and terms are what the advertising should feature. First, because these people have been educated to a standard where they appreciate fine cabinet work and musical quality in a talking machine. Second, because of the fact that their purses are limited the question of price is of great importance. No matter how fine the instrument advertised may be, if the patrons are unable to

invest the large sum demanded for it they will not buy and the advertising will fail of results. Third, terms must be reasonable or many sales will be lost. Usually the middle-class family has its income apportioned to meet expenses such as rent, food, clothing, savings, etc., each claiming its share of the salary of the head of the house. On the other hand, there is no reason why dealers should make their terms ridiculously low in order to make a few sales. The middle-class family can afford to, and will, pay a reasonable monthly instalment, provided the dealer takes the proper line in handling sales. It is always bad policy to allow the prospective

fine finish, artistic appearance, etc. Housewives are the same the world over, and with the facilities at hand in this enlightened age the housewife has a good eye for harmony of furnishings and, further, she will not tolerate anything which will strike a jarring note in her home.

The instrument is the thing and for this reason, while price and terms should be brought to the prospective customer, they should not play the leading rôle in the publicity, as is the case in so much advertising. The desire for ownership must be aroused for the machine as well as the matter of price and terms. If the reader of the advertisement has a desire to own the instrument advertised her next thought is about price. She wonders if she can afford it. As she reads further she notes that the price is too large for a cash transaction, but a little further on she reads that the instrument can be purchased on a deferred payment plan, which brings it within her means. Of course, once the customer is in the store the closing of the sale is up to the salesman.

Middle Class People React Most Strongly to Publicity Featuring Quality, Price and Terms of Payment

customer to dicker about terms and set his or her own payment arrangement.

In connection with quality it must always be remembered that this should be the predominating feature of the advertising. And since the talking machine is a musical instrument and not merely a piece of furniture this should be the main theme of the quality feature of the ad. It is surprising what the average person knows about music, not in the technical sense, perhaps, but each individual has a personal leaning toward a certain type of music with which he or she is familiar. Then, too, the inherent pride of the average family must be considered. Mrs. Jones is always trying to outdo Mrs. Smith, next door, and if the former has an instrument the latter will go to great length to purchase one a trifle better. However, the musical qualities of the instrument should not be stressed to the exclusion of durability and

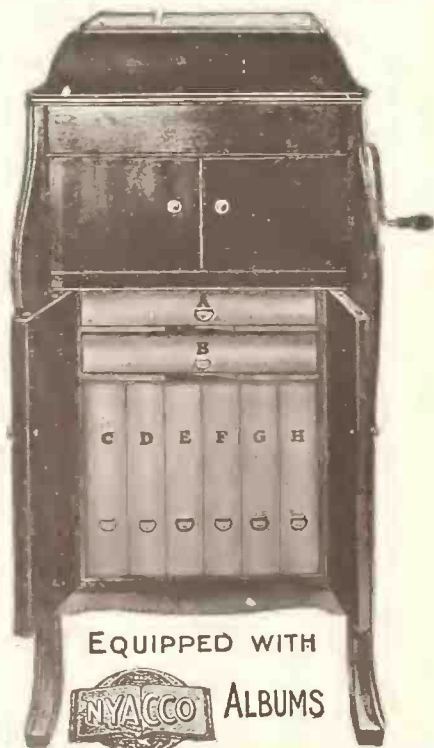
STAGES ESSAY CONTEST IN SCHOOLS

Aggressive Memphis, Tenn., Music Merchant Creates Widespread Interest in School Band Music Through Medium of Contest

MEMPHIS, TENN., April 5.—Reinhardt's Music Shop, this city, recently staged a very successful essay contest among the schools of the city on the subject "Why We Should Have a Band in Our School." Students in every school in the city submitted essays and the interest and enthusiasm aroused were the best possible kind of publicity. The winner was presented with a band instrument valued at \$100 and to the school which claimed the winning pupil will be presented three months' instruction from a band master to be provided and paid for by Reinhardt's Music Shop. Children from the fourth grades and up in the twenty-five local schools participated.

If your word is your bond your patrons will soon find it out and their confidence in you and your business will bring success, provided other things are equal.

THE TALKING MACHINE'S HELPMATE



The Nyacco Line is Complete

No matter what your requirements are in record albums, we can give you just what you want.

The Nyacco line includes from the lowest priced to the highest priced album made.

But, remember, every album is a Nyacco album and represents the best value for the price.

If you are not already familiar with the Nyacco line it will pay you to write us today for full information and let us explain the many distinguishing features of Nyacco albums.

The Best Interchangeable Leaf Record Album on the Market



Write for display card—mailed without cost. It will help you sell more Nyacco Albums

New York Album & Card Co., Inc.

NEW YORK

23-25 Lispenard St.

CHICAGO

415-417 S. Jefferson St.

Pacific Coast Representative: Munson Raynor Corp., 643 South Olive Street, Los Angeles, Calif.

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



Victrola IX
\$75
Mahogany or oak



Victrola No. 111
\$225
Victrola No. 111, electric, \$265
Mahogany, oak or walnut



Victrola No. 130
\$275
Victrola No. 130, electric, \$315
Mahogany or oak

No other instrument compares with the Victrola in any way—musically or commercially. It stands supreme among musical instruments and is the big reason for the success of dealers in Victor products everywhere.



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



Victrola No. 240
\$115
Mahogany, oak or walnut



Victrola No. 300
\$250
Victrola No. 300, electric \$290
Mahogany, oak or walnut



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

SALES DRIVES ON PORTABLE MACHINES NOW IN ORDER

Nation-wide Vogue of Camping and Outdoor Sports Gives the Talking Machine Trade an Unexcelled Opportunity for the Exploitation of the Portable Type of Instruments

Now that Spring is here and Summer is rapidly approaching, portable talking machines again are assuming growing importance in the eyes of wide-awake dealers who realize what a tremendously profitable opportunity is opened up by these instruments. Easter has already passed and the more or less mellow Spring days are serving to bring out motor enthusiasts galore. Camping, week-end fishing parties, automobile trips and boating, present the trade an opportunity of exploiting these instruments which is unrivaled. Thousands of people who enjoy these sports are legitimate prospects and this whether they are the possessors of large instruments in their homes or not.

However, many sales of these portable machines will not be made unless the dealer is on his toes and this means, in straight from the shoulder English, a vigorous, well-thought-out

campaign involving all of the mediums which the dealer commands of bringing his message to the public. The portable lends itself readily to excellent window displays and the dealer who is endeavoring to feature these machines in connection with camping, motoring, etc., has a wealth of material to choose from in planning his displays and making the appeal which must result in sales. In advertising, the portable instrument can be tied up with outings and sports in such a way that the copy will exert the maximum pulling power.

Talking machine merchants must not lose sight of the fact that the vast potential market for these instruments has barely been scratched and sales are waiting just around the corner for the merchant active and progressive enough to go and get them. The low price of the average portable model is another vital reason

why sales should be numerous and easy. Music on an outing only a few years ago was an impossibility and even now few people know the added enjoyment to be squeezed out of a pleasure trip when a portable talking machine is carried along. The long evenings at camp when the day's activities are over can be made the best part of the day from the standpoint of pleasure if there is music at hand. Remember these few facts and then plan a campaign which will bring in profits and build good will for your store. Plant the seeds of suggestion now when enthusiastic lovers of the great outdoors are planning where they will go during the Summer. If you do they will fall on fertile ground and be much more effective than later on.

DELAWARE CONCERN CHARTERED

The Macer Phonograph Reproducer Co., Inc., Wilmington, Del., has been granted a charter of incorporation under the laws of that State to manufacture sound-reproducing machines with a capital of \$500,000.

You, Too, Can Dance the Tango

to the music of

Victor Records

The immense popularity of the tango, waltz and Spanish fox-trot caused a celebrated dancing instructor to select a number of "Gems for the Tango" from the world-renowned Victor Catalog.

After careful hearing, the following were chosen as perfect examples of music for these modern dances:

Come in and Let Us Play Them for You

- 17556—ENTICEMENT—TangoCastle House Orch.
—ARGANAREZ—TangoCastle House Orch.
- 73483—ALMA GITANA (Gypsy Love)—Fox-trot,
International Orch.
—ENSUENO (Dreaming)—Fox-trot..International Orch.
- 73506—LA CRUZ DE MAYO (Cross of May)—Fox-trot,
International Orch.
—LA COPA DEL OLVIDO (The Cup of
Forgetfulness)—TangoTipica Fresedo Orch.
- 73625—OJOS DE JUVENTUD (Eyes of Youth)—Vals,
Max Dolin Orch.
—JOSEFINA (Josephine)—Fox-trot...Max Dolin Orch.
- 73639—MI VIEJO AMOR (My Old Love)—Tango,
Max Dolin Orch.
—ES POR ELLA (For Her Alone)—Tango,
International Orch.
- 73433 ASI ES LA VIDA (Such Is Life)—Vals,
International Orch.
—EL COSTENO (The Coast Dweller)—Fox-trot,
International Orch.

ALSO ASK } Nos. 73111, 73112, 73160, 73161, 73171, 73177,
TO HEAR } 73193, 73254, 73259, 73289, 73369, 73535.



RODOLPH VALENTINO

dances the TANGO in the famous photoplay "The Four Horsemen of the Apocalypse"

(Photo by Courtesy of METRO PICTURES)

Use Page Above As Window Poster

Extra Copies On Request To

Who's your Victor Jobber?

VICTROLAS AND VICTOR RECORDS

ORMES, Inc.

15 WEST 37th STREET

NEW YORK

Telephone Fitzroy 3271-2-3

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak

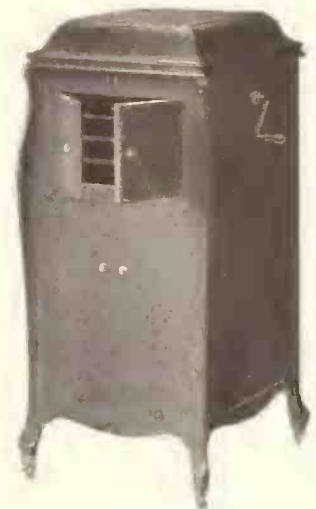


Victrola VIII, \$50
Oak

Its evidence is all around you. The unequaled group of famous artists, the perfection of the Victrola, the great variety of instruments and entertainment—and the success of dealers in Victor products everywhere.



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



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



Victrola No. 230
\$375
Victrola No. 230 electric \$415
Mahogany



Victrola No. 280
\$200
Mahogany or walnut



Victrola No. 330
\$350
Victrola No. 330, electric, \$390
Mahogany



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, APRIL 15, 1923

REVIEW OF THE BUSINESS SITUATION

REPORTS to The World from widely separated sections of the country regarding business for the first quarter of 1923 indicate a most satisfactory condition. There has been a very substantial increase in the demand for talking machines, with a strong leaning toward the console types, while record sales have been unusually large, although the demand has been somewhat spotted. Jobbers and dealers are well pleased with sales conditions as a whole, and are most optimistic regarding the outlook for the balance of the year.

Increased employment in leading manufacturing centers and the greatly increased savings of the masses of the people, based upon the figures issued by the savings banks, are indicative of a very large purchasing power which must manifest itself very substantially in the near future.

In the agricultural districts, especially in the West and South, conditions have been steadily bettering; the great potential buying power of the farm population is indicated by the greater increase in the wholesale prices of farm products than in general commodity prices. The gain in the average prices of farm products in 1922 was about 20 per cent, and the gross value of the farm products was nearly \$2,000,000,000 greater than in 1921. With the prosperity of our principal industry—agriculture—and the great working army of the nation employed in our workshops and in building operations, there can be no question as to the greatly increased volume of demand for talking machines and records during the balance of the year.

This trade can be secured by the talking machine merchants of the country, provided they plan ways and means to capture it. The time has gone by when trade will come without solicitation, and therefore dealers must be up and doing, equipped with new and original ideas to go after business and land it.

It is a matter for congratulation that the increased prosperity of the country enables the aggressive and progressive man to be well rewarded for his efforts. It rests entirely with the merchant whether his ledger will show a substantial profit on the right side this year. It certainly will to those who are determined to make 1923 a year of real achievement.

MAY BE NEW ERA IN INDUSTRIAL AFFAIRS

IN the decision handed down by the U. S. Circuit Court of Appeals in the Mennen case, and referred to elsewhere in The World, it is pointed out that "if real competition is to be continued the right of the individual to exercise reasonable discretion in respect of his own business methods must be preserved." This commonsense and timely statement reveals that at last our judiciary is inclined to support the contentions of manufacturers as to fixed sales policies as against the ruinous competitive methods of the price cutters—it emphasizes the desire for a broader commercial freedom than the Federal Trade Commission has heretofore tolerated.

There is no question that there is a decided reaction to-day in favor of the manufacturer and dealer who desires to uphold the best traditions of the trade as against the unscrupulous price cutter whose practices tend to reduce merchandising to a condition of anarchy. The piratical operations of dealers who follow the policy of employing identified merchandise sold at cut rates as bait with which to attract customers, who are then induced to buy freely unidentified products at prices that show an illegitimate profit, have grown to alarming proportions. The remedy rests in corrective legislation that will protect honest merchandising.

The statement of Judges Rogers, Martin and Mayer in this Mennen case, which is quoted at the opening of these remarks, should be the slogan leading to a new era of fair play in every industry. It may point the way to an agreement as to what the anti-trust laws mean. This would be a consummation devoutly to be wished, for, judging from decisions and counter-decisions, the situation is and has been badly tangled for more than a score of years.

MUSICAL KNOWLEDGE A BIG SALES FACTOR

IT has been said, and with considerable truth, that if the average student of music would gather together all the literature issued by the various talking machine companies during the past decade he would have a musical library second to none—a collection that may be considered as great in intrinsic value as the famous five-foot shelf of books suggested by Dr. Eliot of Harvard. The question is, What proportion of the sales people within our own trade have a full realization of the volume of musical knowledge lying within their reach and which they are overlooking, despite the fact that a broad knowledge of things musical is so essential to real success in the talking machine field?

Not so long ago we ran across a young talking machine salesman who had attended several performances of grand opera and regretted loudly that the lack of leisure and of financial resources prevented him from being a regular patron right through the season. "I have got one or two of the operas down pretty well," he declared, "but it will take several years before I can hear and study all of them at the opera house."

The salesman's idea was commendable, but a short conversation proved that, although he had attended the opera performances, he had, with his untrained mind, gathered only the haziest idea of the importance of the various arias and choruses and was impressed more by their stage effects than by the music.

Further conversation also proved that beyond the monthly supplements and such publicity material as was released each month by the talking machine companies he had little knowledge of the great mass of musical information included in the literature that would have been sent him on request by the manufacturer.

In these books and pamphlets the music of the operas has been carefully analyzed and the information therein developed in a way to tie it up directly with the records of the operas. Whereas three hours at the opera house really brought nothing tangible to his mind, fifteen minutes spent studying the same opera from one of the books of the opera would give him a general idea of its music that would stand up under a close test.

It often happens that close association with a product, a book or a condition serves to interfere with the perspective. In other words, we are likely to see and appreciate things afar off and neglect better things close at hand and therefore more or less familiar. Perhaps the same rule holds good in the case of talking machine literature. Close at hand and presented without undue acclaim, it is regarded simply as advertising, when if sold in the lobby of the opera house it would be regarded as valuable literature. Those members of the trade who would augment their knowledge of music

might well at the outset look close at hand, for there is available a fund of material that is little short of wonderful. If the musical information offered by the talking machine companies is completely absorbed, then the trade member from that angle has reached a pinnacle of salesmanship to be envied.

THE IMPORTANCE OF CORRECT FINANCING

THE question of trade financing has developed real importance during the past couple of years, owing to the rapid turnover in the business and the comparatively low prices asked for the average run of machines. Yet there are apparently many dealers who have a rather hazy conception of what proper financing really means.

The business man when he needs money goes to see his banker, and if he is wise sees to it that his business and accounts are kept in such shape that the banker is glad to accommodate him when the occasion arises. It happens, however, that some banks hesitate to discount instalment paper, and in certain cases even regard it askance when it is offered as collateral for a loan on a ratio of two-to-one or better. Under such circumstances some other means for realizing cash on instalment paper must be found by the dealer.

Organized finance companies, of course, help to solve the problem, but the retailer must in the first place be sure of the company he is doing business with, and in the second place have some idea of what he is doing when he enters into a contract with that company. One retailer has complained because a finance company would not take all his paper off his hands, accepting instead only 40 per cent of it. Another has asked just how much paper he should turn over under a finance company plan.

The thing to be remembered is that in addition to making payments on loans from either banks or finance companies the retailer must still carry on his business, take care of his overhead and protect himself against any lapse in payments on the part of his customers. He will find that he must keep a sufficient amount of paper on hand so that the regular monthly payments, together with initial cash payments on new sales, will cover current expenses and leave a margin. Then he can use the cash received in the discounting of a portion of his paper for buying new stock and meeting his bills promptly and on a cash basis. That is the secret of successful

financing, and the proportion of paper in the safe and in the hands of outside parties must depend, of course, in a large measure on the status and requirements of the individual concern.

STORE EQUIPMENT A PROFITABLE INVESTMENT

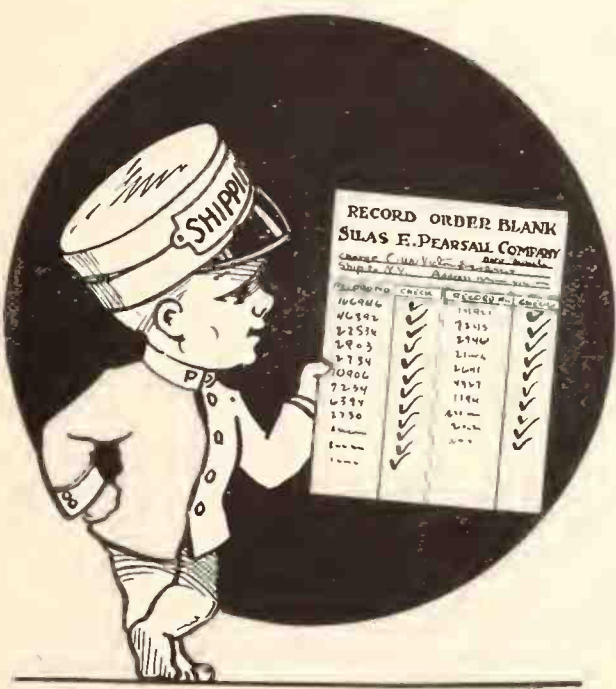
PROPER store equipment in the talking machine trade represents an investment that, given proper consideration, will pay definite dividends in increased business. This fact has been proved in scores of cases, and if such affirmative proof is not convincing there can be cited instances even to-day where dealers are hanging on to trade by the eyelashes, because of unattractive establishments.

Not long ago a dealer in the East sought advice on the question of increasing his business by putting it on a paying basis. He stated he handled well-known, advertised lines of machines and records, used the sales literature supplied by the manufacturer, but could not make a go of the venture. Investigation showed that the dealer's store and his manner of operating it were little short of archaic. In the first place, the window gave the impression that it was advertising a junk shop, and in the interior there was only the crudest equipment, with many records remaining in the original cases from which they were shipped from the factory.

The advertising matter supplied by the manufacturer was displayed in the window and on the wall, but certainly not in a way calculated to attract attention, and the monthly record supplements were mailed to a limited list without any note or letter providing that desirable personal touch. The result has been, of course, that the bulk of the trade has gone to more modern stores.

The case afforded one of the most graphic illustrations we have seen recently of how not to merchandise talking machines and records. A thousand dollars' worth of store equipment, including record racks and a couple of booths, would serve alone to put that store in a position to double its business.

It is, of course, possible for a dealer to become "equipment poor" by making a heavier investment along that line than is warranted by his business prospects, but the retailer who spends a couple of thousand dollars in putting even a small store in order is making a direct appeal to his clientele that is likely to prove as effective as any fixed selling plan.



April---and no joke!!!

If you don't want Records—Order anywhere.

If you do—PEARSALL.

(March record delivery average—99.2%.)

Ask any Pearsall Dealer, he'll tell you.

“Desire to serve, plus ability.”

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY
DISTRIBUTORS

THOMAS F. GREEN, *President*

How the Cumulative Effect of Consistent Advertising Built a Record Sales Volume

A romance of the talking machine business and a concrete illustration of the power of advertising is the development of O'Dea's, Paterson, N. J., whose sales volume during the past five years has increased to such an extent that at the present time the concern ranks with the largest and busiest talking machine firms in the country in point of business volume. And this result was achieved entirely through the medium of advertising in the local newspapers and those of surrounding towns and

business consistently carried on by the firm. This record is all the more remarkable in view of the fact that O'Dea's establishment is located on a side street and is far less pretentious as regards outside and interior than many other similar stores in the territory served by it. Furthermore, no outside selling is resorted to. Business is so brisk that five salesmen are kept busy supplying the customers who visit the store.

An interesting feature of the business is that

terms arranged, are due to a large extent to the skill of the salesmen and to Mr. O'Dea, who is himself very active in the sales end.

The large record business carried on by the firm is due to several reasons. Of course where so many instruments are sold there is certain to be a considerable sale of records. One of the prime reasons for the continued growth of this branch of the business, however, is that customers are expected to visit the store each week to make their instalment payments. This permits the salesmen to get busy on record sales and also accessories. During the last year album sales alone totaled four gross, and in addition a large volume of other accessories, such as needles, etc., was disposed of.

One-third of the business carried on by O'Dea's is to foreign customers. The complete stock of all classes of music handled offers a wide selection, and the demand for foreign language records is a substantial business in itself.

O'Dea's is one of the pioneers in the talking machine field. The firm was founded in 1897 by James K. O'Dea, who was at the head of the enterprise until 1908, when Richard E. O'Dea, who received his release from the army following the war, assumed the direct management, after the death of his brother, the founder. The firm is open from nine o'clock in the morning until nine in the evening. A brisk trade is carried on during the evening hours, because of the fact that Paterson is a manufacturing center and a large portion of the population, both men and women, are employed in the factories during the day. On Saturday, the principal shopping day of the week, when farmers from the surrounding country and the residents of small towns in the vicinity visit the city to do their weekly shopping, the store is open until ten in the evening.

The store has twenty-eight record and machine demonstration booths and a complete line of Victor talking machines and Brunswick phonographs and records are handled. The business has grown so rapidly and to such an extent that the firm is considering establishing the foreign record department in the basement. Plans include the construction of a number of booths to facilitate service and to eliminate waiting on the part of patrons because of filled booths.

Mr. O'Dea's right-hand man is J. Pulis, who, because of his familiarity with the records, is known as the "Human Catalog." He has been with the concern seventeen years and to his knowledge of records is due in no small measure the development of sales. The other members of the organization were all picked for their ability as salesmen and they permit very few prospective customers to slip through their fingers as is often the case where carelessness and lack of knowledge are displayed.

This example of what can be accomplished where advertising and the sales end of the business work in perfect co-ordination should point the way to other merchants who are not getting satisfactory results, and, furthermore, this brief history of what regular advertising can accomplish shows what, with foresight and the willingness to spend money to get business, is possible in the talking machine field, when in addition aggressive and carefully considered merchandising methods are resorted to.

BRUCE PIANO CO. PLANS BRANCH

VIDEN, ILL., April 3.—The Bruce Piano Co., of Springfield, Ill., recently completed arrangements for the opening of a branch store here. The company is widely known in Springfield and the surrounding territory.



Typical Examples of Ads That Brought Big Results

also signboards scattered throughout the city and countryside.

Last year Richard E. O'Dea, head of the concern, spent \$7,000 for newspaper advertising and this year approximately \$15,000 will be spent for this form of publicity. The pulling power of this advertising is indicated by the fact that although three months of the present year have barely passed more than \$27,600 worth of machines alone have already been sold and it is estimated that the gross income from talking machine sales this year will be from \$175,000 to \$200,000. And this does not take in consideration the enormous record

while in the advertising the terms on which an instrument can be secured are one dollar down and one dollar per week sales are rarely made on these terms. In the large majority of sales a good down payment is secured, averaging around 10 per cent, ranging in sums of from \$10 to \$50. Every single day throughout the year O'Dea's advertisements appear in all of the Paterson newspapers. These ads range in size from two column width, six inches high, to full page space, and while the liberal response is due in no small measure to the inducements offered, the down payments received when sales are consummated and the

We Serve New York!

THE tremendous increase in sales for 1923 has proven the fast selling qualities of Okeh records.

Our ability to render prompt and efficient service to metropolitan dealers is due to our stock being up to the minute at all times, and a personnel able to handle all orders promptly whether large or small.

Are you sharing in this rapid turnover possible with Okeh records? If not, phone Chelsea 0286 for our ideal dealer proposition or write

NEW YORK DISTRIBUTING DIVISION
15 West 18th Street New York City

Okeh Records



A Spring Tonic—

NEIGHBORLY INTEREST

Formerly it was quite a common thing for one person to visit another and take along his whole phonograph outfit, including the 36" brass horn. And I dare say, this sort of neighborly interest did the local dealer in phonographs a lot of good.

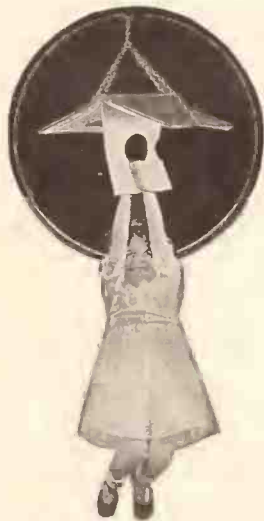
Today the new models have changed conditions but a fundamental truth remains. If Jones visits Smith, with his records, Smith will undoubtedly hear some which he likes and will purchase for himself at first opportunity.

For this reason I think it exceedingly good business to get your customers in the habit of taking a "few of the latest" with them on social calls. Many of them would do it, too, if they had a suitable carrying case.

Do you know of any better way to stimulate neighborhood interest in records generally?

Phil Ravis

Write for prices on our "Special No. 6" Album



Peerless quality is uniform and dependable. There are no two ways about it.

For Your Summer Business

Peerless Carrying Case

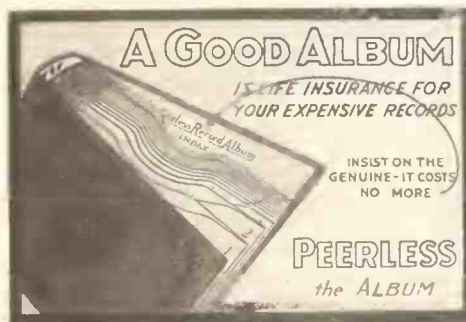
Now—Sell your customers this handy medium to carry records on their vacation, or outing and you give them the incentive to



Buy More Records During the Summer Months

It is an ideal companion for the portable phonograph—and the price assures it a wide sale.

Accommodates 25 ten or twelve inch records, substantially built with suit case handle, double strap fasteners and covered with black waterproof imitation leather.



A Postal will bring this sign to you in the next mail—WRITE

Made by the manufacturers of

PEERLESS —the Album

Write for sample and prices

It Does Make A Difference What Album You Sell

Manufacturers of:—

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

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.

Practical and Tested Method of Securing Pertinent Data From Prospective Customers

There are many ways of securing prospects and in the past many methods have been advocated to keep the prospect list alive. Despite this fact there does not seem to be a general realization of the opportunity for checking up on the people who come into the store and gaining the necessary information on which can be based an intelligent sales campaign.

One of the most successful talking machine dealers in the metropolitan district has evolved a clever plan of procedure for securing the necessary information for his files from people who come into the store. In addition, his plan brings him knowledge of the pulling power of his advertising, whether the customer merely passed by and decided to stop in, and other pertinent facts of importance. The knowledge sought is recorded on cards similar to that reproduced herewith.

For example, a person enters the store and asks that she be shown a certain instrument. The salesman demonstrates the machine in question and, at the same time, by skillful questioning, secures some idea of the financial ability of the prospective customer, whether a talking machine is already owned, what price the prospect had contemplated paying and terms desired. If, as often happens, the prospect decides not to make a purchase at that time, saying that she intends to discuss the matter with other members of her family and will return later, the salesman hands her his card and asks that if a decision to buy is finally reached the prospect come to him. This opens the way for

either securing the card of the prospect with the name and address, of course, or, in the event that no card is forthcoming, by securing the desired information by a direct question. Also, before the customer leaves the store, the salesman inquires whether their store was rec-

When the prospect has finally departed the facts obtained are recorded on the card illustrated, and thus an authentic record is secured which makes possible a determined sales campaign to procure that business. Aggressive follow-up methods are employed. Direct-by-mail

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Date																		Salesman										No.		
Name																														
Address																								Phone						
Business Address																								Phone						
Wanted															Looked at															
Price Asked \$															Price Wanted \$															
Terms Asked															Terms Wanted															
Has to Exchange																				Allowance \$										
Through Advertisement In																				Through Store?										
Recommended by																														
Our Customer?																								Ledger No.						
Remarks																														

ommended by a former customer and, if not, ascertains through further questioning whether the firm's advertising was instrumental in bringing the prospect to the store. If the advertising brought about this result, the name of the paper in which the ad was seen is secured, thus providing a means of checking up on publicity.

literature is sent out, and if, after a reasonable lapse of time, the prospect has not returned, as promised, a salesman is put on the job.

This is just a simple little twist in business management which has brought big results for one dealer and there is no reason in the world why it cannot do the same for others.



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



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



Showing Reproducer of Jewel Needle Equipment in Position for Playing Edison Record With Fibre Needle.

For The New Edison

NOT

Just Another Equipment

BUT

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

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

WRITE YOUR EDISON JOBBER. HE HAS IT.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.



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

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

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

Needle scratch almost entirely removed.

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

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

Needle CENTERS on all records.

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

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

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

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

JEWEL PHONOPARTS COMPANY

160 W. Whiting St., Chicago

MIS. CO.

*A Complete Victor
Jobbing Service*



*Merchandise
Selling
Advertising
Finance*



Musical Instrument Sales Co.

Victor Wholesalers

673 Eighth Avenue

TELEPHONE 9400 LONGACRE

New York



HIS MASTER'S VOICE

REG. U.S. PAT. OFF.

© 1923 VICTOR INDUSTRIES, INC.

Clever Merchant Makes Good Use of Small Window and Doorway for Display :: By J. K. Novins

What could be done with door space in the way of displaying merchandise when the regular show windows are hardly sufficient was illustrated by an experiment recently tried by the G. A. Barlow's Son Co.'s music store at Trenton, N. J. Indeed, this novel doorway display is the most talked of merchandising stunt in



The Doorway Window Display

New Jersey's capital city. The most interesting thing about this display is that it cost Barlow almost nothing to stage and that the same idea can very well be adapted to almost any retailing store.

The store of G. A. Barlow's Son Co., which is one of the oldest in Trenton, having served two generations of Trentonians, occupies three

stories in a wooden structure, and carries a large stock of high-class pianos, talking machines and band instruments.

Despite the growth of business and stock the store has only two show windows, each of average size. At first the handicap in show space was overcome by well-thought-out and well-balanced displays. The displays attracted a lot of attention, aroused comment and brought a lot of sales.

But recently it became more apparent that additional space for display purposes was needed. Mr. Barlow gave this matter considerable thought, and finally broached the subject to Mr. Glasser, manager of the talking machine and instrument department, who is responsible for most of the good displays seen in the Barlow windows.

Mr. Glasser looked around for a way out of the difficulty and finally hit upon a very original idea. He informed Mr. Barlow that the best thing to do under the circumstances would be to make use of the door space for display purposes. That is, the doorway could serve as a show window at night, after the closing of the store.

For the purpose Mr. Glasser got together several velvet draperies, which he normally uses in his regular window displays, as background material. Right over the door, inside the store, he attached an awning support, from which he hung black felt curtains reaching to the ground. Three black curtains, one for the back and one on each side, created a space four feet square and shut off the view of the rest of the store from outside the door pane. Mr. Glasser figured that to shut off the view of the rest of the store would enable him to focus the passerby's attention on the display in the four-foot square show window.

On a special stand, which he placed in this compartment, he displayed a saxophone. Right below the transom, shut off from view of the outsider, he suspended a spotlight, which reflected a stream of light downward, at any angle desired. By changing the mirror in the spotlight Mr. Glasser could secure any color of light

desired for the display. The spotlight cost the store \$16, the black felt curtains cost \$50, totaling \$66, as the only expenditure for the special show window. The other accessories, such as stand, velvet draperies, etc., formed part of the regular show window equipment kept in the stockroom. Considering the results, the expenditure was indeed insignificant.

At night, after closing time, Mr. Glasser attaches the black curtains to the awning support, the saxophone, or whichever instrument



Attractive Display in Limited Window Space
it is, is placed on the stand, which is covered by colored draperies artistically arranged, the spotlight is switched on—and the result is a display that works all night, Sundays and holidays.

Usually one instrument is displayed at a time, the display being changed nightly. One night it will be a saxophone and on another night a mahogany talking machine, which is shown set for playing.

He also changes the position of the instrument. One night it will be shown resting on the stand, while on the next night it will be seen supported in the air, a thick stream of colored light making the instrument stand out, while the support is concealed against the dark background of the black felt curtain.

Mr. Glasser uses the color of light that will best harmonize with the finish of the instrument displayed and the color of the drapery in the following manner: If the instrument is gold colored the spotlight throws a stream of yellow color, which diffuses against the surface of the instrument. For brass instruments he also uses yellow-colored light. For red instruments he uses pink-colored lights. For a mahogany talking machine the best color is sunlight.

Mr. Glasser uses only pink, green, blue and amber draperies, although other effective colors are possible. He matches the drapery with the color of the instrument and the color of light. For instance, in displaying a saxophone he used a pink light and rose velvet drapery. The effect of this color combination was a sort of bluish cast on the drapery, which combination was very pleasing to the eye.

Recently Mr. Glasser substituted a neatly hand-painted sign for an instrument, in order to note the effect of the rich color on the lettering. The sign had a gold background with lettering in green. By throwing amber light against it the effect created was one of green letters suspended in the air, since the amber light diffused with the gold background and made it practically invisible to the naked eye.

As the store is located in the theatrical section, the special doorway display created a good deal of comment among the theatregoers.

Mr. Glasser bears quite a reputation for origi-

"ASK THE DEALERS WHO SELL THEM"



MORE than 5,000 times this test has been made by more than 75 artists. Five million music lovers could detect no difference between the Edison performance and the living performance.

This is just one of the facts which enable Edison Dealers to overcome all sales resistance.

THE PHONOGRAPH CORPORATION OF MANHATTAN
METROPOLITAN DISTRIBUTORS
ORANGE, N. J.

nality in window displays and, peculiarly enough, his displays, while used in a music store, can very well be adopted by the average retailer handling a high-class product.

Desiring to give one of his regular window displays a rich effect, Mr. Glasser secured from a manufacturer a supply of expensive wood-pulp curtains, which, draped against the wall of the window, gave an effect of a moving sea of colors. The curtains flapped about, the layers of colors, arranged like fish scales of various colors, creating different color combinations. This gave the window display an aristocratic atmosphere. During the life of the display Mr. Glasser was approached by a number of people for information on the nature of the material used and how he secured it. Mr. Glasser says he first saw it used on the stage during the presentation of a popular musical comedy and finally learned the name of the manufacturer supplying the product. The material cost the store \$200, but he claims it was well worth it, as it can be used repeatedly to harmonize with various displays of high-class products.

Another interesting display created by Mr. Glasser, and shown herewith, was that of a talking machine with a background of gold material draped. The special lighting effects gave the window a home atmosphere. For a base Mr. Glasser used two pieces of velvet of different colors, gold and blue, which, by the way, comprise Trenton's official colors. The tall candlesticks and the mirror on the wall gave further drawing-room atmosphere. Another feature of that display was that only one instrument was shown.

There are several other good ideas Mr. Glasser uses in his windows. One is that there are two levels in the window. This practically makes two windows out of one. The chief article can be displayed on the upper level, while kindred articles can be displayed on the lower level.

Mr. Glasser makes use of an ingenious and simple method of tying up price with the expensive product. To tag a price ticket onto a high-priced talking machine certainly cheapens the effect. Mr. Glasser gets around this difficulty by placing the price tag several feet away from the product and tying it up with the product by a stretch of expensive drapery. When one views the product the eye naturally follows the drapery to the price tag.

The delicacy of touch is even carried to the showroom. This was demonstrated to the writer in a very interesting manner the other day. Mr. Glasser led the way to the third floor, where the piano and talking machine showrooms are located. As they stepped off the elevator Mr. Glasser pressed a button, which switched on the electric lights, revealing an artistically decorated drawing-room, in which was seen an array of pianos and talking machines. At the same time, from a room in the rear of the three-room suite the writer heard the soft notes of a piano.

"What's that?" the writer asked, as they stopped in the dimly lighted room.

"Oh, we have a blind tuner back there," Mr. Glasser replied, smiling. "You know blind tuners are the best."

As Mr. Glasser led the way to the rear the piano notes became sharper and the writer was all anxiety to catch a glimpse of the blind tuner. Upon entering that room no tuner was to be seen. Instead, it was a high-class reproducing piano playing. Mr. Glasser laughed.

"You see, when I switched on the light near the elevator," he said, "it immediately released the electric current which operates the reproducing piano. I tell the 'blind tuner' story to every prospect when I take them up here, and they really think it is a human hand playing the piano until they find out for themselves that a self-playing piano is capable of reproducing tunes exactly as if played by the master pianist himself. This serves to overcome any prejudice which may exist in the mind of the customer against self-playing instruments. Once you remove the prejudice it is easier to sell the high-class reproducing piano."

HANDSOME NEW PORTLAND QUARTERS

New Store of Seiberling & Lucas Co. One of Finest in the Pacific Northwest—Elaborate Talking Machine Department a Feature

PORTLAND, ORE., April 6.—The formal opening of the Seiberling & Lucas Co.'s new store at 151 Fourth street, which occurred recently, was a big event, with thousands of people visiting the handsome new establishment. A musical program was arranged for the entire day with prominent orchestras and musicians being fea-



Section of "Talker" Department tured. Victrola and Brunswick recitals were given at various intervals.

The present store is a fire-proof concrete building, having four stories and a mezzanine, and includes rehearsal halls, repair shops and studios, as well as large demonstration and salesrooms. No expense has been spared to make it the finest complete music store of its kind in the Pacific Northwest. All stock has been doubled since moving into the new quarters.

Brunswick phonographs and Brunswick records have been added to the Victor line and a most attractive and artistic talking machine department has been installed on the mezzanine floor with eight audition booths and one large demonstration room. A large service counter is directly at the top of the marble stairs leading from the main floor. Wicker furniture, up-

holstered with a colorful parrot design, is used in all booths; rose velvet drops with rose lamp shades throw a soft light, and everything harmonizes unusually well with the artistic light gray woodwork.

The growth of Seiberling & Lucas Co.'s store is quite remarkable. In October, 1909, Frank Lucas and F. A. Seiberling started business in a small way at Second and Alder streets with a floor space of seventeen by forty-two feet. In July, 1914, they moved to 125 Fourth street, with a floor space of eighteen by one hundred. January 1, 1918, they secured additional room with a selling space of 36,000 feet, with basement storage of 30,000 feet. On October 1, 1919, they again enlarged their floor space by 50,000 additional feet. Now the firm occupies an entire building with a ten-year lease. Mr. Lucas says, "Personal service, truth in advertis-



Attractive Seiberling & Lucas Window

ing and tireless energy on the part of everyone have been big factors in our success and we intend to keep right on progressing and expect to put in any line that has the earmarks of success."

A talking machine dealer truly remarked recently that "If you have something which you are sure the people need and you prove it to them sales will follow."

New York's Music Week April 29 to May 5

**VICTOR RECORDS
IN ALL LANGUAGES**

Most Complete Stock in U. S. A.

"FOR PERSONAL SERVICE"

Phone Morningside 3009

**KNICKERBOCKER
TALKING MACHINE CO., Inc.**

138 West 124th Street New York City

"New York's Progressive Victor Wholesaler"

The Oak cannot

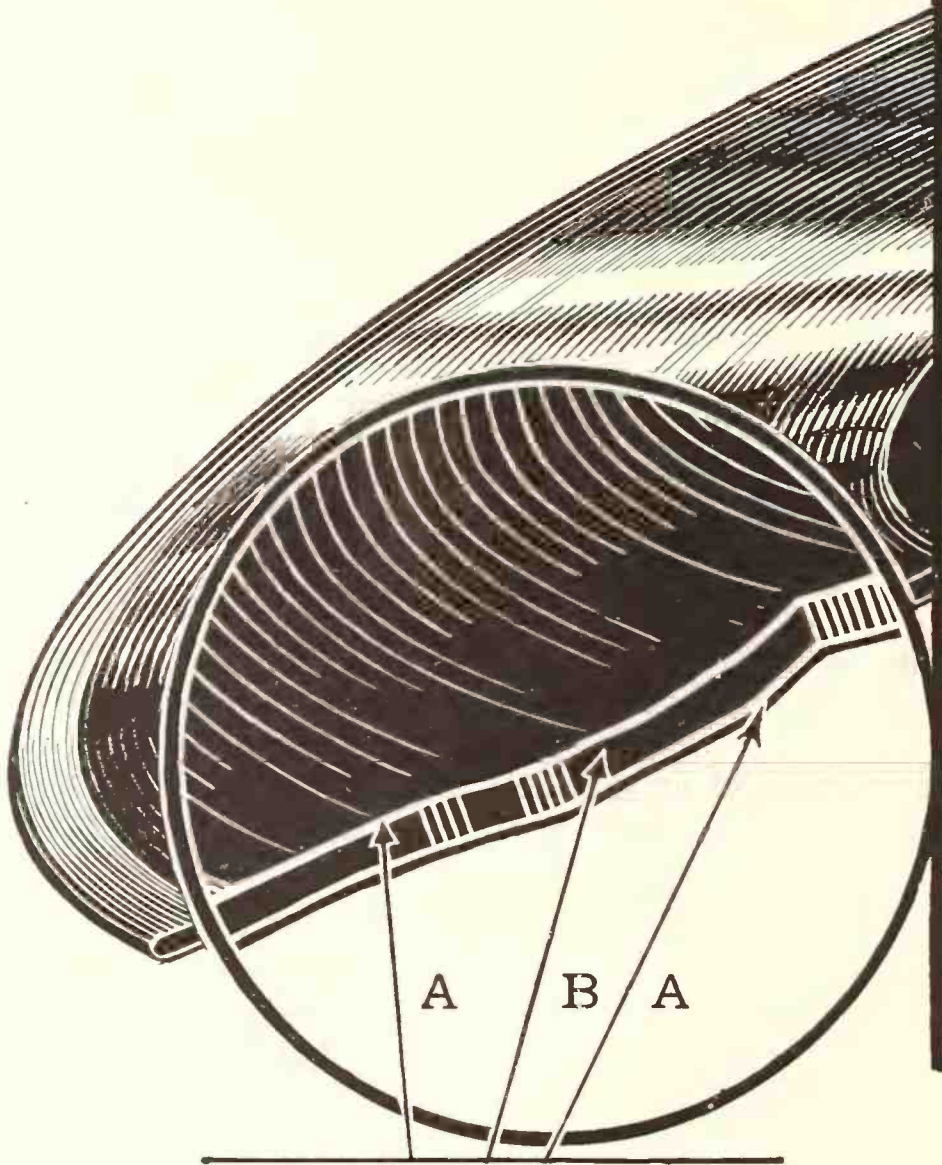
AN unbreakable law decrees that nothing can return to an outgrown position.

It was as certain as sunrise that some one, eventually, would discover a process by which the unpleasant scratch and scrape of surface sound would be eliminated from phonograph records. Columbia made this discovery, and as a result, the industry has entered a new era.

It is equally certain that phonograph owners, once experiencing the delightful surface quietness of Columbia New Process Records, can never be satisfied with anything less perfect.

We have set the highest mark ever attained in the reproduction quality of phonograph records. Columbia's recordings are at the peak of excellence.

All Columbia Records are now made by Columbia's new, three-ply laminated process, a hard centre, or core, overlaid with a surface of such marvelous



This illustrates the laminated construction of the New Process Columbia Records.

- A**—illustrates the much smoother playing surfaces which are made of a new substance over which the needle travels almost inaudibly.
- B**—illustrates the much harder centre core which resists warping.

Columbia

return to the Acorn

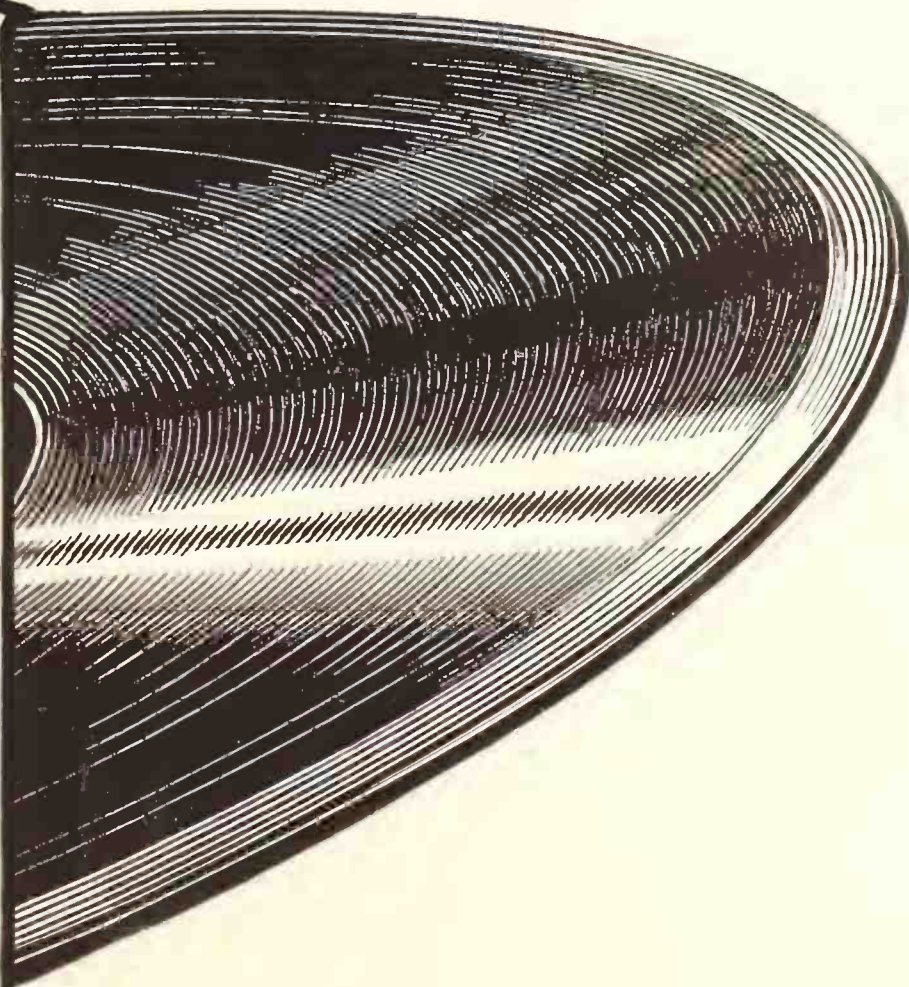
smoothness that the noise of the needle traveling over it is reduced to the faintest whisper.

Columbia's nation-wide advertising, appearing in an enormous list of newspapers, with millions of circulation, and frequent pages in *The Saturday Evening Post*, is persistently driving this new truth about Columbia Records into the public consciousness.

Everywhere sales are multiplying tremendously. Columbia Dealers are enthusiastic. There is no question as to the final result.

We know that every dealer who conscientiously desires to give his trade the greatest service will talk matters over with the Columbia Branch in his territory.

Columbia New Process Records are the most perfect phonograph records made to-day. The process is patented. No one can make anything of a similar quality.



COLUMBIA GRAPHOPHONE COMPANY
New York

New Process **Records**

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

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

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

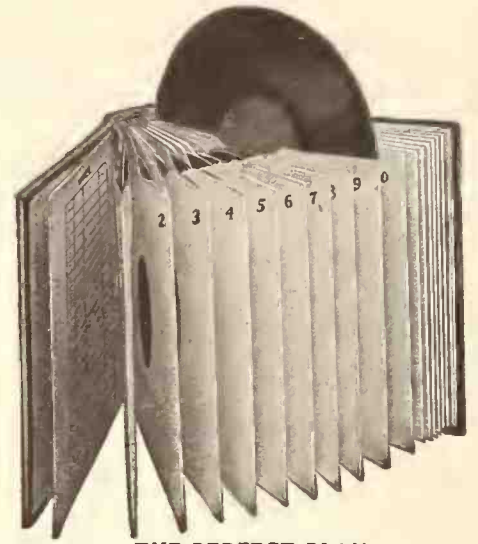
To the Trade:

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

WILEY B. ALLEN CO. IN NEW HOME

Prominent Pacific Coast Concern Celebrates Fiftieth Anniversary by Completion of Handsome New Building in Oakland, Cal.

OAKLAND, CAL., April 6.—The Wiley B. Allen Co. celebrated the semi-centennial of the establishment of that concern by the completion of its new building at 1323 Washington street, in this city. It was fifty years ago last month that the Wiley B. Allen Co. was established in San Jose by the man whose name it bears, and to-day the company is nationally known with branches all over the Coast, including the cities of Oakland, San Francisco, Los Angeles, San Jose, Sacramento, Portland, Fresno and San Diego.

In speaking of the new store, the Oakland manager, A. B. Laurilliard, said: "The one big reason for the move is the imperative need for more room. We have been for a long time handicapped by the limited space in our old location. In the new store we will have three entire floors and mezzanine. The first floor will be devoted to display, talking machine rooms, and sheet music. The second floor will be an exclusive piano salesroom, with eight separate salesrooms. The third floor will be devoted to service."

STAGE MUSIC MEMORY CONTEST

ROGERS, ARK., April 5.—The music department of the Women's Progressive Club, this city, recently staged a very successful music memory contest in the local schools. The contest covered a period of three weeks.

HAHNE & CO. PLAN SUMMER DRIVE

Talking Machine Department of Newark, N. J., Department Store Planning to Open Distributing Centers in Charge of Sales Crews

NEWARK, N. J., April 6.—The talking machine department of Hahne & Co., big local department store of this city, is making plans for the opening of several branches during the Summer, according to J. Blake, manager of the department. It is the custom of this concern to open small establishments in advantageous sections of the State. A crew of salesmen is assigned to each of these stores, working out through the surrounding territory on a wide radius. This plan has been productive of much business in former years, due to the fact that the distributing branches, as these stores are known, make it convenient for the prospective customers to look over the line of Victor and Sonora machines handled by Hahne & Co.

INTERESTING DISCOUNT FACTS

The Retail Merchant Who Does Not Take Advantage of Discounts Is Losing Money

If you think you are saving money by withholding payments to your jobber or wholesaler after the discount date because your funds are drawing interest at your bank here's a table prepared by the National Association of Credit Men which should wake you up. Even the smallest discount earns more than twice the amount of bank interest:

1/2%	in 10 days—net 30 days	—equals	9%	a year
1%	in 10 days—net 30 days	—equals	18%	a year
1 1/2%	in 10 days—net 30 days	—equals	27%	a year
2%	in 30 days—net 4 months	—equals	8%	a year
2%	in 10 days—net 60 days	—equals	14%	a year
2%	in 30 days—net 60 days	—equals	24%	a year
2%	in 10 days—net 30 days	—equals	36%	a year
3%	in 10 days—net 4 months	—equals	10%	a year
3%	in 30 days—net 60 days	—equals	36%	a year
3%	in 10 days—net 30 days	—equals	54%	a year

NEW STORE IN SOUTH BEND, IND.

Complete Music Stores Co. Opens Second Establishment—E. H. Konold in Charge

SOUTH BEND, IND., April 6.—The Complete Music Stores Co., operating an establishment at Mishawaka, Ind., has opened a branch in this city at 217 West Washington avenue. The local store will be the headquarters of the firm. The store is attractively fitted up, among the conveniences being five record demonstration booths and a balcony extending the length of the establishment which is utilized for the display of talking machines. A complete line of wind and string instruments has also been installed. E. H. Konold is manager.

A sage once said: "There is no fool like an old fool." In this enlightened day it would be better to say that there is no fool like the fool who refuses to profit by his own mistakes and the errors of others.

TEXAS MERCHANTS TO CONVENE

Annual Gathering of State Association Will Be Held May 1 and 2—Elaborate and Constructive Program Planned

DALLAS, TEX., April 6.—The Texas Music Merchants' Association will meet in Dallas May 1 and 2, it was announced, following a meeting of the executive committee here in which arrangements for the two-day program, which promises to be one of the most interesting ever held, were completed.

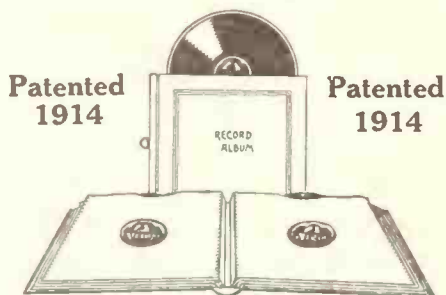
Among the principal speakers will be Alfred L. Smith, of New York, general manager of the Music Industries Chamber of Commerce. Mayor Sawnie R. Aldredge will deliver the address of welcome. Response will be made by C. C. Miller, of Fort Worth, former president of the Association.

The report of the president, Will A. Watkin, of Dallas, will be made on the morning of the first day of the convention. Lester Burchfield, of Dallas, secretary-treasurer of the Association, will make his report following the address of the president.

An open forum will be held in the afternoon of each day. Mark P. Campbell, of New York, president of the Brambach Piano Co., will speak on the afternoon of the first day and Henry Camp Harris, of Dallas, will speak on "Salesmanship" preceding the open forum of the second day.

Dr. William M. Anderson, Jr., will deliver the final address on the afternoon of the second day, which will be followed by the annual election of officers and the selection of the next meeting place.

A Real Money Maker



Boston Interchangeable Leaf Album

The envelope leaves may be changed at will. This new feature made possible only by our newly patented wood-back.

Remember, when you sell Real Merchandise your customers will never trade elsewhere.

Boston Book Company
501-509 Plymouth Court, Chicago, Ill.

The TEGO BRUSH

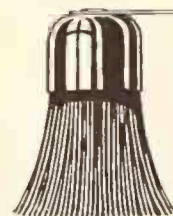
made to fit all makes machines

THERE MUST BE A REASON

"OVER 10,000 BRUSHES SOLD IN ROCHESTER, N. Y. IN LESS THAN 6 MONTHS"

25c. brings a sample

List Price
25c.
Dealers
\$1.80 per dz.
Jobbers
\$15.00
per gross



CLEANS RECORDS WHILE PLAYING

THE STURGIS NOVELTY WORKS
Medina, N. Y.

Barbara Kemp *and* Eduard Moerike

Opera's latest sensations

New interest and attention to events operatic were noticeably quickened during the past month of March. Audiences at the Metropolitan Opera witnessed the sensational début and triumph of Barbara Kemp in the title rôle of the first presentation of *Mona Lisa* in America, and crowded houses at the Manhattan Opera enthusiastically greeted the splendid performances that were given by the visiting German Opera Company of Berlin in their successful revival of the Wagner Operas, under the co-direction of the famous German conductor, Eduard Moerike.

Their recordings are available from our repertoire of Rare Record Importations

That the outstanding successes of the month were accomplished by Mme. Kemp and Moerike—that the opera critics in New York newspapers were excited to enthusiastic praise and comment on the vocal abilities of Mme. Kemp and the mastery of Moerike's orchestral conduction, are both of special importance to Okeh dealers, inasmuch as splendid recordings by both of these gifted artists are now available to the American public from our repertoire of Rare Record Importations.

These facts should forcibly emphasize to our dealers that in offering the imported recordings by Kemp, Moerike and numerous other artists equally as famous, they are offering to their customers an incomparable line of records that has an immediate appeal to those people who know, follow, and appreciate the music of Opera.

Through our special arrangements with the leading record manufacturers of Europe, we alone are able to import the matrices of these rare recordings by world-famous artists, press them in the Okeh factories, and release them to the American public under the Odeon and Fonotipia labels.

Okeh Records
The Records of Quality



**General
Phonograph Corporation**
OTTO HEINEMAN, President
25 West 45th St. New York

MENNEN TEST CASE RULING A VICTORY FOR MERCHANTS

G. H. Montague, Prominent New York Attorney, Explains Meaning of Decision Handed Down in United States Circuit Court of Appeals and Its Effect on Business

Another decision of far-reaching importance to trade and commerce operating under the Federal Trade Commission act has been handed down by the United States Circuit Court of Appeals in the test case brought by the Mennen Co. against the Federal Trade Commission.

In this ruling the Mennen Co., manufacturer of toilet products, was held to be absolutely fair in its price schedules and in its dealings with wholesalers and retailers, in a unanimous decision of the United States Circuit Court of Appeals rendered last month in which was reversed an order recently issued against the company by the Federal Trade Commission.

The Circuit Court of Appeals, in the course of upholding the Mennen Co.'s course of business, declares that "if real competition is to continue, the right of the individual to exercise reasonable discretion in respect of his own business methods must be preserved." The Court states that "The Mennen Co., acting independently, has undertaken to sell its own products in the ordinary course, without deception, misrepresentation, or oppression, and at fair prices, to purchasers willing to take them upon terms openly announced. . . . The company is engaged in an entirely private business and it has a right freely to exercise its own independent discretion as to whether it will sell to wholesalers only, or whether it will sell to both wholesalers and retailers, and if it decides to sell to both, it has a right to determine whether or not it will sell to the retailers on the same terms it sells to the wholesalers. . . . It did not discriminate as between retailers, but sold to all retailers on one and the same scale of prices. And it did not discriminate as between wholesalers, but sold to all wholesalers on one and the same scale of prices."

The Circuit Court of Appeals, in the course of its opinion, discusses the Clayton Act and also the Federal Trade Commission Act, and lays down a broad interpretation of these acts contrary to that heretofore adopted by the Federal Trade Commission and concludes with the statement that "The Mennen Co. is not shown to have practiced unfair methods of competition in commerce."

Gilbert H. Montague's Statement

In explanation of the Circuit Court of Appeals' decision, Gilbert H. Montague, counsel for the company, issued the following statement:

"The Federal Trade Commission's proceeding against the Mennen Co., which has just culminated in the decision of the Circuit Court of Appeals in New York City sustaining the Mennen Co. at every point, was begun by the Commission about two and one-half years ago as a test case to determine whether a manufacturer has the right to grant special discounts to customers who render special service in the marketing and distribution of his products.

"The Mennen Co. apparently was singled out by the Commission for this test case because it presented no complicating circumstances of fraud or monopolistic control or conspiracy, but merely a straightforward policy of granting discounts to such customers as rendered special distributing service. The Commission claimed that service is not a legal basis for discounts and that discounts, generally speaking, can be allowed only for quantity, and must be the same to all customers, whether wholesalers, retailers or even consumers. This made the issue particularly clear-cut, and throughout the proceeding the Mennen Co. and the Commission have co-operated toward a prompt determination of this question.

"Because certain wholesale associations were allowed by the court and the courtesy of the Mennen Co.'s counsel to intervene at the last moment and to file a brief with the Circuit Court of Appeals the impression has arisen in some quarters that the Mennen Co. in this proceeding was taking sides between wholesalers and retailers, or between different classes of distributors.

"This is not the fact, for the Mennen Co. has always sold to both wholesalers and retailers, and has never taken sides as between different classes of distributors, and it was only because the proceeding, in the Mennen Co.'s opinion seriously threatened all retailers and all wholesalers that the Mennen Co. assumed the burden of this litigation, in its successful effort to demonstrate to the Courts that the Commission's view is unsound. No association of any kind has participated or contributed, financially or otherwise, to the defense of this proceeding.

"The Commission's order, which the Circuit Court of Appeals has now reversed, forbade the Mennen Co. to adopt any system of discounts upon the basis of a classification of its customers as jobbers, wholesalers, re-

tailers or any similar classification which relates to the customers' form of organization, business policy, business methods."

"This denial of the manufacturer's right to give any consideration to the particular distributing service rendered by any of his customers would, in the Mennen Co.'s opinion, have placed every distributor, retail or wholesale, at a disadvantage as compared with every large consumer buying direct, and every small retailer at a disadvantage as compared with every large retailer, and ever retailer, however, large, at a disadvantage as compared with every chain store, and every small chain store at a disadvantage as compared with every large chain store, and every small wholesaler at a disadvantage as compared with every large wholesaler, and every 'co-operative or mutual' organization at a disadvantage as compared with every larger buying unit, whether retail or wholesale, and would, in the Mennen Co.'s opinion, have had the unfortunate result of clogging every channel of distribution, both retail and wholesale, with combinations which not only would soon exterminate the independent retailer and the independent wholesaler, but would in time build up great combinations of wholesalers and retailers that would eventually exterminate all smaller combinations of wholesalers and retailers.

"Upon the argument before the Circuit Court of Appeals the only suggestion which the Commission's counsel made as to how the Mennen Co. could extricate itself from the dilemma presented by the Commission's order was that the Mennen Co. might sell to only one wholesaler, instead of to the entire wholesale and retail trade as at present, or might sell to only certain specified dealers, instead of to the entire retail and wholesale trade. What disruption such a rule would have caused to any manufacturer like the Mennen Co., whose business with thousands of wholesale and retail accounts, in every channel of distribution, in every section of the country, has been built up through years of national sales effort, is plain to anyone conversant with modern distributing conditions.

"In deciding in favor of the Mennen Co. and reversing this order of the Federal Trade Commission the Circuit Court of Appeals has simply interpreted and clarified the law for the guidance of the Commission and the business community. The Commission's proceeding, which has resulted in this judicial interpretation, should not be construed as indicative of any hostility on the part of the Commission against the Mennen Co. or against any particular branch of distribution, but should be recognized for what it is, namely, the only mode by which the Commission could obtain an interpretation and clarification of the law on this subject."

Don't knock! Be a booster! The former is harmful and the latter has never failed to be beneficial.

CHARMAPHONE PORTABLES

Give You the Best Opportunity of "Cashing In" on the Demand



No. VI, 13½"x13½"x7½", Silent Motor, Charmaphone tone arm and sound box, either oak or walnut; weighs 15 pounds

Price and Quality Give the

CHARMAPHONE
the Leadership

Distinctive qualities set the Charmaphone apart from all other portables, its high quality, durability and fine tone make it a fast seller.

These two portable models will add to the sales. The distinctive features of each make good sales talk. Once demonstrated they attract trade and sell themselves.

Note the Two Models

No. 6 - - \$30.00

No. 8 With Record Album 35.00



No. VIII, 13½"x13½"x7½", Silent Motor, Charmaphone tone arm and sound box, mahogany finish; with record album; weighs 16 pounds

If you are not already handling this remarkable Portable value, make arrangements to do so at once.

There are upright models of Charmaphone phonographs that you will be interested in—the same big value you find in the portables. Send for a sample of one or both machines at once and ask for our catalog on the complete line and the name of your jobber.

Some Jobbing Territory Still Open

CHARMAPHONE CO., 39 West Thirty-second Street NEW YORK CITY

The High Quality Phonograph Always Stays Sold!



The Barcarolle, \$150



The Serenade, \$150

SONORA dealers possess the great satisfaction of knowing that the phonographs they sell are built to stay sold! They know that each detail and advanced improvement of Sonora design has behind it the experience of many years devoted to building phonographs exclusively.

The aggregate result is a distinctly high quality instrument that gives years of service, devoid of frequent adjustments and repairs that are not only annoying but costly.

The Sonoras you sell will create an endless chain of owner satisfaction and word-of-mouth advertising that is certain to increase sales, heighten your prestige and lower selling costs.

Let us explain the Sonora proposition in detail. Drop us a postcard today.

SONORA PHONOGRAPH CO., Inc.
NEW YORK: 279 BROADWAY

Canadian Distributors: SONORA PHONOGRAPH, Ltd., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



The Highest Class Talking Machine in the World

The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you.

State of New York

with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.

Gibson-Snow Co.,
Syracuse, N. Y.

State of New Jersey.

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

State of Indiana.

Kiefer-Stewart Co.,
Indianapolis, Ind.

State of Nebraska and Western Iowa.

Lee Coit Andreesen Hardware Co.,
Omaha, Nebr.

The New England States.

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

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

The Magnavox Co.,
616 Mission St., San Francisco, Cal.

Southeastern Part of Texas.

Southern Drug Company,
Houston, Texas.

Lower Michigan, Ohio and Kentucky.

Sonora Phonograph — Ohio Company,
417 Bulkley Bldg., Cleveland, Ohio.

States of North Dakota, South Dakota, Minnesota and Northern Iowa.

Doerr-Andrews-Doerr,
Minneapolis, Minn.

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

C. D. Smith Drug Co.,
613 Arcade Bldg., St. Louis, Mo. St. Joseph, Mo.

States of Montana, Colorado, New Mexico and Wyoming East of Rock Springs.

Moore-Bird & Co.,
1751 California St., Denver, Colo.

Utah, western Wyoming and southern Idaho.

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

Illinois and Eastern Iowa.

Illinois Sonora Corporation,
720 S. Michigan Ave., Chicago, Ill.

Wisconsin, Upper Michigan.

Yahr & Lange Drug Co.,
Milwaukee, Wis.

Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

Sonora Co., of Phila., Inc.,
1214 Arch St., Philadelphia, Pa.

Western Pennsylvania and West Virginia.

Sonora Dist. Co. of Pittsburgh,
505 Liberty Ave., Pittsburgh, Pa.

All of Brooklyn and Long Island.

Long Island Phonograph Co.,
150 Montague St., Brooklyn, N. Y.

New York City, with the exception of Brooklyn and Long Island. Also

Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie.

Greater City Phonograph Co., Inc.,

311 Sixth Avenue, New York.



Practical Suggestions for Putting Over a Mothers' Day Sales Campaign :: By W. Bliss Stoddard

Was there ever anybody so unselfish as mother? Was there ever anybody who took more delight in sharing her pleasure with others? Such being the case, could there be any more appropriate gift for her on her own special day (May 13, this year) than a talking machine, with a collection of records embracing the songs that were popular when she was a girl, a few opera selections, a few hymns and some of the best modern music? It will give pleasure not only to her, but to the entire family, because of the educative and stimulative influence of music.

This is the idea that every dealer should endeavor to put over for the first two weeks in May—and it will not do any hurt to start the publicity campaign a little earlier than this, for the selection of a phonograph often requires much thought, and its purchase cannot be decided upon in a single day.

The Starr Piano Co., Los Angeles, Cal., ran a regular series of ads along this line. One of them showed a father, mother and several children gathered around a grate fire, while close at hand was a talking machine. This ad was captioned:

THE BEST OF ALL GIFTS FOR MOTHER is the gift that can be used every day in the week and one which is enjoyed by every member of the family. The phonograph is a bond to hold the entire family together. We will gladly arrange such terms that to surprise Mother next Sunday—Mothers' Day—can be made a perpetual reminder of your affection for her.

This ad was changed every day, but all of the announcements suggested the advisability of a phonograph for mother on her day. Then, the

Friday previous to Mothers' Day, they came out with an ad having a border of records, and this was headed:

GLADDEN MOTHER'S HEART ON MOTHERS' DAY WITH THESE RECORDS

(Then followed an enumeration of some old favorites and a choice selection of some newly released records.) The ad concluded:

Special Mothers' Day program tomorrow—Come in and hear the old songs sung by the sweetest singers of the day.

A young woman in white uniform stood at the entrance of the store on Saturday and handed to each who entered a program of the day's music, the front page adorned with a picture of Whistler's Mother, and also—for remembrance—a long-stemmed white carnation. These flowers, in particular, created much good-will and the fragrant white souvenirs were mentioned in the news notes of the daily papers. In keeping with the spirit of the day a gray-haired, matronly woman acted as demonstrator, and as each selection was placed on the machine she gave a little talk regarding the song or its composer, so that each possessed a personal interest for the audience. There were two concerts in the morning and three in the afternoon, with intervals between them for sales and the demonstrating of special records anyone might wish to hear.

The Barnes Music Co., Los Angeles, Cal., had its Mothers' Day campaign in full swing for nearly a month before the event. The company's ad showed the cut of a mother reading a note that accompanied the gift of a phono-

graph, which was shown partially unpacked close by. It was captioned:

LET MOTHER HEAR HOW MUCH YOU LOVE HER

Never did "Say It With Music" mean so much as now, when your message of love and thoughtfulness can be said over and over in the sweetest language ever uttered—the tones of a Victrola or a Brunswick.

Special Mothers' Day terms. Ask about our Mothers' Day Club.

Your name

Address

Send for full information.

They complemented this newspaper ad with a striking window display. At one end was a life-size cut-out of a gray-haired woman, and at the other was an actual phonograph. On an easel in the center was a very large calendar of the month of May and in this the 13th was encircled by a narrow red ribbon, which extended to a card on a smaller easel nearer the front "Mothers' Day—May 13th." A big card in front of the cardboard figure advised:

MOTHERS' DAY CLUB

Brings Her a Wonderful Gift on Her Special Day. Here is a remarkable club, formed to make mothers happy on MOTHERS' DAY—May 13th. Anyone can join it.

MEMBERSHIP COSTS ONLY \$2.50

Call in at our store or telephone us and we will gladly give all particulars. The plan is unique—prepared for this day.

BUT YOU MUST COME EARLY

To be sure of getting the instrument you want—come at once.

One of the most novel methods of calling attention to its instruments was employed by the Birch-Smith Co., who had a Mothers' Day party on Saturday, May 5, a week before Mothers' Day. Special invitations were sent to a number of its patrons who were known to be mothers, and a general invitation extended through the newspapers to all bona fide mothers to attend a reception and concert at the sales salons on the date mentioned. All mothers attending were given a corsage bouquet and coffee and wafers were dispensed throughout the afternoon, three stylishly gowned, matronly looking women acting as hostesses. Each mother at the time she was given her bouquet was also handed a numbered card and later in the afternoon, at the conclusion of the concert and tea, a number was drawn from a hat and the woman holding the lucky card was presented with a handsome talking machine free of charge. The firm considered it one of the best bits of publicity it had ever undertaken, as the story was written up in the papers and received front-page space. The machine was also placed on exhibition in the window with a card:

No. 79 won this handsome machine.

It may cost you a little more to secure such a one for yourself, but you will be just as lucky once it is installed in your home, as it will furnish pleasure for Mother and all the rest of the family for many years to come.

NEW GRANBY MODELS IN DEMAND

Last of Five New Consoles Will Be on Market by May 1—Excellent Business Results

NEWPORT NEWS, VA., April 6.—By May 1 it is expected that the last of the new five console models of the Granby phonograph will have been placed on the market by the Granby Mfg. Corp., of this city. The line will then consist of five console models and two uprights, and offers a varied selection in design and finish and a range of list prices from \$100 to \$350. Both the headquarters in this city and the various branch offices report good business.

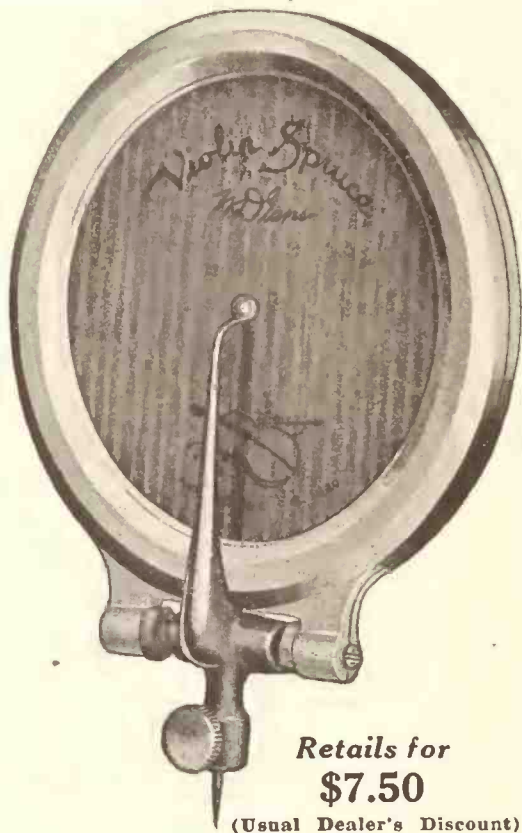
SELF-SELLING to MUSIC LOVERS

The *Violin Spruce Reproducer* creates business wherever demonstrated. Dealers who sell it know that it is here to stay. No other reproducer equals the *Violin Spruce Reproducer* for purity and sweetness of tone, and for the elimination of metallic harshness. Everyone recognizes its superiority on first hearing. All phonographs are improved by its use—all records sound better.

Our new Edison Violin Spruce Reproducer brings out the full possibilities of lateral cut records on Edison instruments. A great field is open here.

You can't afford to overlook the wonderful possibilities presented by the *Violin Spruce Reproducer*. A trial will convince and delight you. Here's a real business opportunity.

Write Today For Full Information



Retails for \$7.50

(Usual Dealer's Discount)

THE DIAPHRAGM COMPANY
5005 Euclid Avenue, CLEVELAND, OHIO



Violin Spruce Diaphragm

CAMP=FONE

The Lightest, Smallest, Best Looking ^{HIGH CLASS} Portable Phonograph

Weights Only 15 Pounds

There is a Big Market for a Small Portable

\$25⁰⁰
List Price



Camp-Fone weighs only 15 pounds. Measures 14 x 11½ x 6, closed. Retails \$25. Quick sales and liberal profits for live dealers.

Live dealers are cashing in on the nationwide enthusiasm of hundreds of thousands of followers of **Walter Camp's Daily Dozen Set to music**. They are handling, not only the records, but also the new ideal portable phonograph manufactured by the Health Builders—originators of this popular method for keeping fit.

The **Camp-Fone** appeals both to the Walter-Camp "fans," and to all outdoor camp enthusiasts, as well. Present owners of large phonographs require the **Camp-Fone** so that their daily exercises will not be interrupted when they go to the country. **Camp-Fone** is popular in the small apartment. Ideal for dancing, boating parties, picnics, auto trips, and general vacationing.

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

Send coupon today for details of our unique sales plan explaining quick turnover, small stock space, special discounts, large profits and other advantages accruing to **Camp-Fone** dealers.

HEALTH BUILDERS, Inc.

334 Fifth Avenue

New York

Health Builders, Inc.,
334 Fifth Ave., New York
Please send me full details of sales plan and terms to dealers on
the Camp-Fone as announced in The Talking Machine World.
NAME.....
ADDRESS.....
CITY.....
STATE.....
Are you now handling Walter
Camp's Daily Dozen
Records?

The Foolishness of "Technical" Sales Talk —What Not to Say to Prospects :: By W. Braid White

Probably because there is so little really expert musical knowledge outside the ranks of the musical profession in this country, almost anything about music which is repeated often and loudly enough manages to find acceptance with the public. In the talking machine field a great deal of misunderstanding seems to exist about the very fundamentals of musical reproduction; and generally about the musical effects of reproduction. A great many technical terms are commonly used and much pseudo-learning is displayed; but, in fact, very few dealers or salesmen seem to take much genuine interest in the important question of the musical effects which are likely to be produced by their machines in the conditions which prevail in the home. Yet it is at home that the talking machine does its work, and no matter how much pseudo-learned talk goes on about "acoustics" and "volume" and "quality," there is nothing gained unless the conversation be accompanied by some effort to realize the meaning of the terms used and the problems they connote.

That Word "Volume"

A great deal is said about "volume" of tone or of sound. The term, moreover, is often shortened and we are assured that a certain machine possesses more, or greater, "volume" than another. The meaning is that in the one case, other things being equal, it is possible to obtain a louder sound than in the other case. Now this common use of the term "volume" is unfortunate for various reasons, one of the most important of which is that it is in no sense an absolute term. There is no absolute "volume," and indeed it would be much better to use the term "quantity of sound." For the real point is that a talking machine ought to evoke just that quantity of sound which is appropriate for every record it is to reproduce, in the particular space conditions which govern it in the home where it is used.

Suitability, Not Power, Should Rule

Or, to put the matter in another way, it really matters far less how great or small is the absolute quantity of sound given out by a talking machine than how nearly that machine's

sound-evoking powers give appropriate results in the particular room where it stands.

These powers of a talking machine depend upon two immediate factors, (1) its suitability to its surroundings in point of size and construction, (2) the skill of the user in choosing needles for every kind of music. This implies that even in the matter of actual quantity of sound evoked the choice of a talking machine should always be grounded upon a third factor likewise, namely, the musical tastes of the prospective user. No one should have the wrong kind of talking machine, and no one would

*Common Expressions
in Sales Talks Which
Cause More Harm
Than Good and Thus
Should Not Be Used*

have it if all salesmen were alive to their duties.

It would be well for all of us to cease talking loosely about "volume" in relation to the tone of talking machines and instead to realize that no prospective purchaser should ever for a moment be thrown into bewilderment and confusion by the introduction of a topic which belongs only to experts.

What is Quality?

On the other hand, and with no less ignorance, we find salesmen confusing the minds of their prospects by talking about "quality of tone." The term is not incorrect if it is used in its proper and restricted sense, but as vulgarly used it may mean almost anything. A machine which evokes a poor musical result is said to

lack "quality." But this is incorrect. Not to say that the prospect should never be treated to talk of this kind, the fact is that "tone-quality" or "quality of tone" is a technical term which is intended to describe the particular character which pertains to the voice of any musical instrument (human throat included). It has the same meaning as the French word "timbre" or the German word "klangtint." A fairly close approach to the true meaning is contained in the compound word "tone-color," which has the advantage of being unambiguous.

Now the point is that when one is trying to describe to a prospective customer the reproductive beauties of a talking machine one should take care to use only the right words. Not only so, but it is usually much better to rest one's case entirely on demonstration, letting the music do its own talking, and only dropping a word of occasional explanation to help along the prospect's understanding. A good deal of confusion would thus be avoided.

Where High-brow Talk Fails

Take the case of a person who has heard more than one other talking machine. Suppose that person to be interested in talking machines mainly because of their ability to reproduce dance music efficiently. Obviously it is a waste of time to talk to that person about the refinements of tone-color. That person does not give the traditional three hoots in Avernus for the machine's refined ability (if it exists) to bring out the original beauties of a singer's voice or the warm glow of the Bott Stradivari fiddle played by a master. That person wants noise and lots of it. The job of the salesman is to find this out and see to it that the machine sold is the machine which will give the loudest sound in the most emphatic way.

Handling Those Who Know

When a critical music-lover comes along it is just as necessary to keep a still tongue. For if the technical talk will simply irritate the low-brow, it will both irritate and disgust the high-brow. The pseudo high-brow may be deceived; but for deception there is always Nemesis around the corner, since the deceived would-be critic is sure to repeat foolish sales talk to someone who knows; and then trouble begins. On the other hand, the real high-brow knows all about tone-color and quantity of sound. He or she is depending upon the salesman for guidance in one thing only; in choosing a machine that will satisfy after it has been installed in the home. For this person the salesman must be able to find the machine which will render best the kind of music most liked, and so most likely to be wanted, by him or her. Here real skill is usually needed, for here mistakes are likely to be fatal.

Have I made it clear that the misuse of technical terms and the craze for pseudo-scientific talk are poor substitutes for the genuine musical features of the talking machine, which alone should be the subject of exploitation?

No prospective purchaser wants to be forced to listen to a salesman displaying his complacent ignorance, even if it be not obvious to the hearer. Those who do not understand are irritated, those who do are disgusted.

TWO MUSIC STORES CHANGE HANDS

D. E. Ingram, proprietor of the Ingram Music Shop, Rochester, Pa., sold his business recently to Rewbridge Bros., who conduct a music store in Beaver Falls, Pa. Rewbridge Bros. recently sold their branch store in Woodlawn, Pa., to the Hanna Drug Co.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment

Personal Appearance of

Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

Bookings now for season 1923-1924
Sample program and particulars upon request

P. W. SIMON, Manager

1674 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



RUDY WIEDOEFT



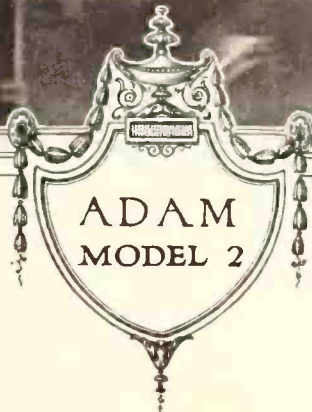
FRANK BANTA

Famous Ensembles including

Campbell & Burr - Sterling Trio - Peerless Quartet



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. 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 accrue 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 Street

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Widdicomb
 PHONOGRAPH
The Aristocrat of Phonographs

Fancy Nancy Clancy

A Cute Irish Waltz Song by the Writers of "Peggy O'Neil"



You can't go wrong
With any FEIST song
© LEO FEIST INC. N.Y.C.

O. W. RAY HOME FROM COAST TRIP

General Manager of Vocalion Red Record Division of Aeolian Co. Visits Many Prominent Cities and Is Enthusiastic Over Conditions

O. W. Ray, general manager of Vocalion Red record division of the Aeolian Co., returned recently after a month's trip to the Coast, with stop-overs at Toronto, Detroit, Chicago, St. Louis, Kansas City, Denver, Salt Lake City, San



O. W. Ray

Francisco, Los Angeles, Dallas, New Orleans and Louisville.

In an interview with *The World* Mr. Ray said: "The cities that I have just come from represent some of our largest distributing points and it was with a great deal of pride and satisfaction that I found our Vocalion Red record dealers all high-class merchants and our distributors with many more applications for Vocalion record agencies than they could serve.

"Even with our increased production, which will be doubled by the first of September, our problem for this year—the same as last—is to give our distributors service and our distributors are already accumulating stock on Vocalion standard records, so that they will have them on reserve for their dealers for the Fall business.

"Each year we see certain changes take place in the industry. Last year, in the phonograph, it was a change from the upright to the console. This year in the records there is a strong tendency to the slow 'blue' numbers and the Vocalion records of 'Apple Sauce,' 'Peggy Dear,' 'Aggravatin' Papa, 'Four o'Clock Blues' and 'You've Got to See Mamma Every Night' are in great demand with Vocalion record buyers.

"There is also a very big demand for the standard and semi-classic records and a strong turning to the old melodies, and this coming year Colin O'More, May Peterson, John Charles Thomas and our other concert artists promise to have their biggest record year.

"I can remember, once, when dealers predicted that 'Dardanella' would be the biggest number that the record industry would ever see, but when I arrived in Los Angeles and found that John W. Boothe, of Barker Bros., had placed an order for seven thousand of the Vocalion record of 'Peggy Dear' and 'Apple Sauce' with our Los Angeles distributor, the Munson-Rayner Corp., it emphasized the fact that we

have a wonderful growing industry before us and it is the dealer that senses its future and merchandises the records and the numbers that the public want who will obtain the volume sales the record industry offers."

Mr. Ray stated that, as a result of his trip, there will be several announcements made shortly of new distributing facilities that should prove of general interest to members of the trade throughout the country.

ENLARGES "TALKER" DEPARTMENT

PHOENIX, ARIZ., April 5.—As the result of its increasing business the Berryhill Co. is making extensive alterations and changes in its store at First and Washington streets. Among the improvements now being put into effect are the movement of the book department to the front of the store, to allow more commodious space for the talking machine department in that portion of the store. This section will be improved with three additional demonstrating booths and large display and window space.

RENO CONCERN SELLS BUSINESS

RENO, NEV., April 5.—H. E. Saviers & Son, Second and Sierra streets, this city, recently purchased the stock of the talking machine store operated by Hill & Sons, located at 228 North Virginia street. By this deal H. E. Saviers & Son secure the Victor and Sonora lines. The proprietors of Hill & Sons are planning to re-enter the talking machine business in the East at an early date but in another State.

SWISS CONCERN DESIRES RECORDS

WASHINGTON, D. C., April 6.—A Swiss concern is in the market for talking machine records of the best grades, including operas, classical dances, vocal records by famous artists, etc., according to advices received by the Bureau of Foreign and Domestic Commerce here. Exclusive agency is desired. Complete information can be secured from the Bureau or any of its district offices by referring to File No. 5885.

LIBROLA (Library Table-Phonograph)

You should see the **\$125.00** (retail price) Model similar to the one below.

Write for illustrations and net prices.

Immediate Shipment



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

Plan of Library to Loan Records Being Watched With Great Interest

Advantages of Practice Overshadowed by Harm Likely to Ensnare, Say Leading Members of Talking Machine Trade, Who Give Reasons for Their Opposition

Members of the talking machine trade in Springfield, Mass., and surrounding communities are watching with considerable interest a plan for loaning talking machine records, similar to the system followed by public libraries in loaning books, recently inaugurated by the Public Library of that city. Although the plan has been in operation but a short time this means of obtaining records is growing in popularity and the entire stock of 150 records is usually out. As fast as the records are returned they are re-loaned.

The plan was first discussed at a library board meeting and after investigation about 100 records were secured and catalogued. The following announcement then appeared in the library bulletin:

"About a hundred Victrola records have just been added as an experiment. If it proves that these records can be lent without too frequent damage, the number will be increased. The selection consists largely of orchestral and chamber music, and, when possible, will feature music for coming concerts. Two records at a time may be taken home and kept for one week."

It is interesting to note that within a few days following this announcement every record had been loaned. According to the librarian the records are generally returned in excellent condition. Borrowers of records are warned that "A charge of 25 cents for each fresh scratch or mar is necessary because of frequent injuries that occur in any circulating collection. Each record is examined before it is lent and imperfections are noted."

When records become too much used they will be replaced. On each record is a notice to borrowers asking that steel needles be used but once on any record.

While this plan of loaning records has much to commend it there are also some serious drawbacks to its extensive use. Some of the leading talking machine men, who have been interviewed regarding this matter, are of the opinion that serious harm can result to the en-

tire trade if the practice of loaning records should become widespread. They point out that even where records have been played a number of times under various more or less favorable conditions, as regards care in handling, changing needles, etc., they are bound to become worn to such an extent that the rendition of the music is imperfect and therefore the listener is sure to get a wrong conception of the real musical possibilities of the talking machine and records. This cannot fail to be harmful to business because it conveys a false idea of the perfection of the modern talking machine record.

The question of expense alone in the case of the library catering to hundreds of people is one not to be lightly passed by. There is bound to be a large replacement cost, to say nothing of the expense involved in trying to keep such a library up-to-date. This factor alone cuts off the entire popular field of music from the plan and the newer recordings of classics and the better music will be in almost equal demand, which if met would involve a large monthly outlay for new records. If money were no object the plan might be satisfactorily carried out, but the average library's funds are too limited even to keep abreast of the times in securing worth-while new books, to say nothing of the even greater expense of installing an up-to-date record library.

From the trade standpoint it may be held perhaps that the free circulating idea is calculated to have a more or less definite effect on record sales, for the reason that machine owners who would ordinarily listen to a record at his dealer's and buy it for his own use, when he can borrow that same record from the library, is likely to be satisfied with a limited use of it and do no buying of his own.

LANSING, MICH., FIRM EXPANDING

LANSING, MICH., March 26.—A line of talking machines, records, pianos and small musical instruments will soon be added to the sheet music and orchestra supplies now handled by the Strand Music Shop, 204 South Washington avenue, this city, according to Miss Louise Hunt, proprietor, who recently moved into larger quarters in the Arcade Building. The move was made necessary by the rapid growth of the business.

SPALDING SCORES BIG IN RECITAL

Albert Spalding, the famous violinist and Edison artist, played to an enormous house on Sunday, March 18—his last important recital previous to his trip to Europe. He was in wonderful form and aroused the house to tumultuous enthusiasm. Spalding seems to grow broader and bigger with the years, and has now ripened into one of the world's greatest artists. Andre Benoit was at the piano and contributed in no small degree to the success of the concert. Thos. A. Edison, Inc., carried some very effective publicity in connection with the concert.

BANGOR FIRM REPAIRS FIRE DAMAGE

BANGOR, ME., April 4.—The Andrews Music Co., talking machine dealer of this city, which suffered a \$35,000 fire loss in December, has reopened its remodeled quarters on Main street. While repairs were under way the company carried on business in a rear room on the second floor at the present location, which was not damaged.

A slovenly store means slovenly wares, and the latter keeps away trade.



They Want Them! GILT EDGE DANCE TONE NEEDLES

SEVENTY per cent of the records sold in this country are dance records. It follows, naturally, that this great dance-loving public will want a needle which will play their dance records properly. Gilt Edge Dance Tone Needles are real dance needles. They bring out the best in every record. They make people want to play their phonographs oftener and to buy the newest records.

Each Needle Plays Ten Times

Made by "Bagshaw of Lowell." And are of the same quality standards as other Bagshaw needles. Gilt Edge Dance Tone Needles are packed in "Princeton" colored boxes, 50 needles to a box.

FREE!

We will furnish you with an attractive counter display stand and cartons. The public is waiting for these needles. Send in your order today. Dance Tone Needles will be the big seller in 1923, and you should cash in on them now.

Gilt Edge Needles also made in the following tones: Extra Loud, Loud, Medium.

REFLEXO PRODUCTS CO.

Incorporated

Sole Agents for W. H. Bagshaw Co.
Gilt Edge and Reflexo Blue Needles
Factory, Lowell, Mass.

Office:

347 Fifth Ave., New York City

Ward's Padded Khaki Moving Covers



for
Pianos
and all
Models of
Upright
and
Console
Machines

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BRISTOL & BARBER, INC.
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741 Mission St. San Francisco, Calif.

THE C. E. WARD CO.
Manufacturers
NEW LONDON OHIO



Financial Service

for



Phonograph Dealers

C. I. T. Service



Means to the dealer all the advantages of additional capital. It is a real sales aid—it enables you to increase your time sales without financial strain. It means more volume and more profits.

It is a sound and simple arrangement for converting your time payment paper into cash.

Our charges are moderate.

Our long experience has enabled us to eliminate all red tape.

We invite inquiries. Write for details, which we will gladly send without cost or obligation to you.

BRUNSWICK DEALERS

Write for special Brunswick—C. I. T. plan arranged with and recommended by the Brunswick-Balke-Collender Co.

Commercial Investment Trust Incorporated

(Organized under the investment section of the Banking Laws of New York State)

Capital — \$6,000,000

Liggett Building, 41 East 42nd Street New York City

You can almost see Nora Bayes when she sings "Runnin' Wild" and "Keep Off My Shoes"—Record A-3826. That voice is so realistic—so much Nora, herself—you have only to close your eyes—and, for the price of standing room in the gallery, you are in an orchestra seat. This is one of those records where every word gets across without ear strain.

COLUMBIA GRAPHOPHONE CO.
New York



VICTOR SCHOOL IN KANSAS CITY

Dealers and Salesmen Enroll in Victor School of Salesmanship Held Under Auspices of Schmelzer Co.—Record Attendance

KANSAS CITY, Mo., April 5.—The Victor School of Salesmanship was held here under the auspices of the Schmelzer Co., Victor distributor, last month, as announced in *The World*, and the many Victor dealers served by this concern, as well as sales people, learned much which will be of value to them in their work of selling Victor products. The school was held on the roof garden of the Kansas City Club, under the direction of F. A. Delano, of the Victor Co., and Thomas Husselton, also a Victor representative. One hundred and six applicants were enrolled, establishing what is considered a record for the school.

The classes closed with a dinner and theatre party. The "students" attended the Orpheum Theatre in this city, where Walter C. Kelly, a Victor artist, appeared in "The Virginia Judge." Dealers and their salesmen who attended the classes were: La Count Adams, C. A. Amerman, J. A. Arber, Claude Barricklow, Miss Mayetta Beard, Mrs. Eva L. Bell, Harold L. Bell, L. A. Beltrand, Merle K. Bennett, C. A. Bibler, B. W. Chappell, Miss Eunice Comstock, A. A. Connor, Jr., Andrew L. Cox, C. V. Dalrymple, Mrs. Lillian Dalton, Miss Grace Davis, J. N. Day, Miss Helen M. Dolan, A. O. Drake, Mrs. A. O. Drake, Mrs. W. S. Eichenlaub, Miss Hazel Emerson, Ross A. Etter, Miss Flowtow Evans, Mrs. Roy Evans, C. R. Faris, Mrs. Georgia M. Faris, Mrs. H. Greene, A. I. Geiman, Oscar A. Geyer, Charles W. Ginn, Miss Hazel Godfrey, D. L. Harder, W. F. Hart, J. H. Hassel, M. L. Heltzel, Mrs. Edith Herriman, J. W. Hershberger, Ira E. Hershner, Mrs. Maude Hinckley, Charles F. Howard, Tom D. Hurley, Miss Florence Hudson, F. B. Jenkins, Jr., Mrs. F. B. Jenkins, Jr., F. B. Jenkins, Mrs. F. B. Jenkins, W. C. Junkins, H. H. Kahn, Cecil Keeney, Miss Emma Kerley, C. L. Kipp, Miss Bell Kleckner, Sam R. Knox, Chas. E. Kraft, Jr., Miss Kathleen Lawing, Miss Marguerite Luchsinger, Walter E. Lyman, Mrs. Walter E. Lyman, Miss Helen McArthur, Miss Marie McClure, R. R. McGee, David H. McMillan, Geo. W. Manning, Chas. G. Martin, R. H. Martin, Miss Mona V. Meier, E. A. Michel, Miss Ethel Miller, C. W. Mitchell, Mrs. Ralph Morgan, Miss Luella Mueller, Mrs. Louise Mueller, Miss Solita Palmer, R. G. Peeke, B. L. Plank, H. L. Puryear, J. B. Ralston, A. H. Renner, Mrs. A. H. Renner, W. E. Robohn, C. J. Schmelzer, H. J. Schmelzer, M. C. Schoenly, Miss Grace E. Schoonover, D. E. Sieg, W. C. Sisk, C. H. Smith, Miss Cecile Smith, Giles J. Smith, Hylas C. Smith, Arthur H. Snyder, W. M. Spencer, Miss Mildred Steinmeyer, John M. Trembly, Mrs. John M. Trembly, H. C. Troyer, Arthur A. Trostler, Miss Ella Vezie, Miss Marguerite Waters, Kenneth Walters, R. G. Walters, T. J. Watkins, Mrs. T. J. Watkins, Miss Arnita Washburn, R. M. Weaver, Mrs. Velma Lyon Weer, C. H. Weigel, Geo. E. Wickersham, Miss Myna

Wilcox, J. S. Wilde, Mrs. J. S. Wilde, H. G. Woolsey, Verne Woolsey, Herbert Wright, B. R. Young, Miss G. I. Zola, Mrs. Albert Zurcher.

CONSOLES LEAD IN ALLIANCE, O.

Stewart Edison Shop in New Home—Eight Famous Victor Artists to Appear in Concert—Artist in Store Boosts Record Sales

ALLIANCE, O., March 25.—With scarcely an exception, talking machine dealers in Alliance report an excellent business since the first of the year, although the last three weeks have shown a slackening in demand for records. It was learned, following a visit to eight of the leading music houses, that fully 75 per cent of the talking machines being sold to-day are console models. Dealers predict that this percentage will be even greater with advancement of the Summer, since practically all companies are now releasing newer models of the console type for retail sale. This is substantially the condition prevailing here, including the talking machine department of the Cassaday Drug Co., J. H. Johnson's Sons, Vernon Piano Co. and the Spring Holzwarth Co.

Stewart's Edison Shop, Warren, O., recently held its formal opening in its new location in the Sherman Block, North Park avenue.

After an absence of three years the Eight Famous Victor Artists will appear in the Alliance High School Auditorium, under auspices of the Victrola department of the Cassaday Drug Co.,

about the middle of the month. Considerable publicity is being given the artists' engagement here. The record department of this store is displaying the latest records by the artists and the advance ticket sale already is heavy. Record sales are expected to be greatly stimulated as the result of the visit here of the artists.

STIMULATING SALES OF RECORDS

Ever on the alert for putting across something that will stimulate record sales, Earle Poling, of the Windsor Poling Co., Victor dealer, Akron, O., was successful in having Aileen Stanley, vaudeville artist, known as "The Phonograph Girl," appear at his store for two hours recently, where she greeted and chatted with patrons and autographed her records. During her engagement. Mr. Poling reports that sales of her records were exceptionally brisk and business generally was helped.

MILLER MUSIC CO. IN NEW HOME

DULUTH, MINN., April 6.—The Miller Music Co., one of the most prominent concerns in this section, is now located in attractive quarters at 8 West First street. The move was made necessary because of increased business. In its new quarters the company will be better able to extend service of the highest order. The Miller Co. features Starr phonographs and pianos and Gennett records, as well as a line of small musical instruments.

Talking Machine Cabinets

Console and Upright Models

Write for cuts, prices and place sample order at once.

THE H. LAUTER COMPANY

West Washington & Harding Streets

INDIANAPOLIS, IND.

Suitable Environment Plays an Important Part in the Display and Sale of Machines

Practical demonstrations have proved on several occasions recently that proper and appealing environment plays a very definite part in the salability of talking machines, particularly those of the period or art styles. The proportion of customers who can look at a machine crowded in among fifty or one hundred others on the display floor and visualize how that particular model will look when placed in attractive home environment is comparatively small, and any effort that is made to display the machine against a background that represents in some degree that of a home helps the customer to understand just what he or she is buying.

To provide a suitable setting for three or four art models requires some thought but need not entail great expense for rugs, lamps, screens and draperies may be borrowed or at least rented from some neighboring house furnishing store. The effect of a period model, or perhaps two of them, displayed on an Oriental rug and under the shade of a parlor lamp with rich screens to cut the exhibit off from the rest of the stock, is sufficiently appealing to mean a substantial increase in sales.

Even such a small matter as a vase of flowers placed on the top of a talking machine cabinet will sometimes cause the customer to decide on that particular model. An instance is told where an upright and a console model of corresponding design were displayed on the same pedestal. The customer was much taken with the upright type, but finally decided that the console model was the most suitable because it made such an excellent rest for a large vase

of roses. The salesman took occasion to transfer the vase and flowers to the top of the upright model and the effect was so striking that that particular model was sold at once.

The arranging of special display with individual models in period styles is not only desirable from the standpoint of giving to those particular models a home environment, but has the effect of centering the customer's attention on two or three styles at most instead of a score or more, as is the case where all machines are displayed in one large salesroom. It is a known fact that the purchaser of any piece of merchandise will come to a decision much quicker where the choice lies between three or four samples than is the case where an extensive line is offered for inspection. This rule holds good in a talking machine store just as in any other establishment.

In view of the steadily growing popularity of art and period models in talking machines, models that are different and for that reason have a special appeal, it is well for the retailer to give thought to displaying these special styles in a way that will emphasize rather than hide their beautiful lines. The period model represents a distinct development over the former standard straight line cabinet and makes an appeal to the type of customer who appreciates the value of good cabinet work and is willing to pay for it. It is natural to assume, therefore, that in handling art models the dealer and his salesman must get away from the everyday methods that prevailed when one model machine was much like the other, and give

some thought to specializing on the various types. This means not only displaying the art models properly but giving some thought to the study of the decorative periods so that an intelligent sales talk may be offered to the prospect.

It is naturally not going to impress the customer in search for some particular period of case design if, upon finding it, the salesman is not sufficiently familiar with the style to point out at least some of the dominating features, nor is it likely to build confidence from one who understands decorative art to come across a salesman who shows in his every act that he is absolutely ignorant of the subject.

If the new art styles of talking machines are to be handled to greatest advantage, and the opportunity that lies before the dealer through the popularity of such styles fully realized, real thought must be given to the task of displaying and selling those models on a basis that will appeal to the class of people who naturally seek them. To keep pounding along and following old methods means to let the intelligent dealer and salesman get the bulk of the business.

By putting a coating of shellac over stencil marks, says Commerce Reports, one of the largest exporters of American goods has been enabled to protect the shipping directions on its packing cases from rubbing, blotting or chafing. Costly delays, due to the inability of steamship and custom officials to read partially obliterated marks, have been done away with by this practice.

NEWARK, NEW JERSEY

The Victor Market for dealers in

Northern New Jersey

Northeastern Pennsylvania

SUPERB TRANSPORTATION FACILITIES

Served by seven railroads—numerous independent trucking concerns, insuring overnight parcel post and express service to all points.

MASTERING TRANSPORTATION DIFFICULTIES IS ONE OF THE SECRETS OF COLLINGS' SERVICE

"Our Service Is Next Door to You"

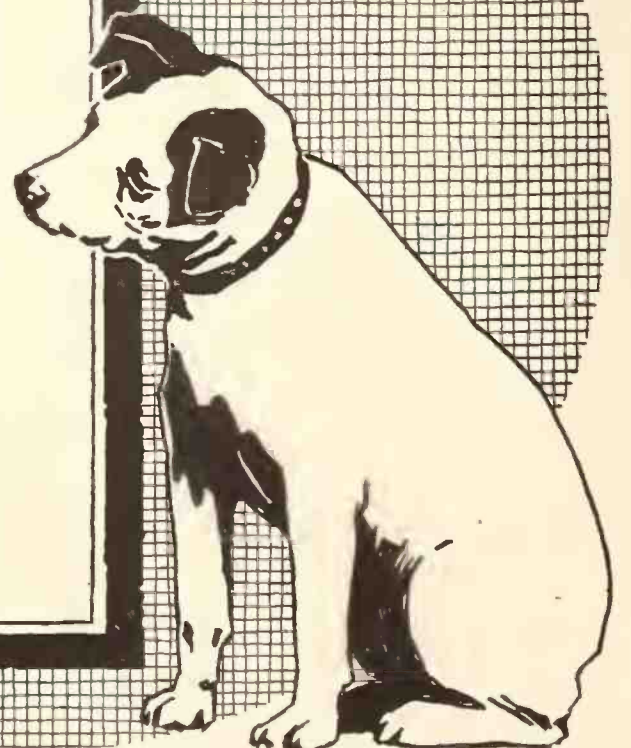
COLLINGS & COMPANY

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.



Middle West Merchant Stages Bi-monthly Concerts and Boosts Business :: By Frank H. Williams

"Undoubtedly the most successful business-promotion stunt we use at our store," said a leading Middle Western talking machine dealer, "are the regular free concerts which we stage twice a month during the Wintertime in our main salesroom. It has struck me that just as these concerts are so successful in building business for us they might be equally successful in building business for other dealers and so I'm going to tell just how we put them on and just how we cash in on them.

"We have these concerts twice a month on Tuesday evenings. And for each concert we send out a specially printed invitation giving the place, date, time, etc., and stating that the concert is free. These invitations are sent out under two-cent postage to the members of all the women's clubs in the city, all the business men's clubs, music teachers, music pupils, patrons of our store, etc. Nothing is said in the invitations about the program to be rendered at the concert. But on the Sunday previous to each concert we run the program as a news item in the society columns of the local newspapers and then, on Tuesday morning and afternoon, we run some advertising in the papers, inviting all music-lovers to the concert, stating that there is no admission and giving the complete program. In addition to this we also present invitation cards to all patrons coming to the store and also give them a printed slip containing the program.

"All this advertising and publicity has the effect of bringing good crowds to the concerts and we consider that the concerts wouldn't be anywhere near the successes that they are if

we were to curtail this publicity and advertising to any appreciable degree.

"The main feature of each concert is, of course, the playing of various records on the talking machine. We try to give a considerable variety to the selections played, while, at the same time, we keep up the selections to as high a standard as possible. In addition to playing records we always have some vocal and instru-

mental selections by local musicians and by talented pupils of local music teachers.

"We find that the music teachers of the city are very much interested in these concerts and that they are perfectly willing to give us their services free of charge for some of the concerts in return for the advertising and publicity they get out of the proposition and especially because we, every now and then, feature talented pupils of the teachers, as I've stated. This

thing of featuring the pupils of the teachers and advertising that the pupils are taking music with certain teachers is a splendid thing for the instructors. It gives all pupils more of an incentive and it is a great booster for the instructors. Of course, I might add, we never allow any but the very best pupils to appear in these concerts and this goes far toward keeping up the character of the performances.

"We nearly always begin at 8:15 and conclude promptly at 9:30. Sometimes, to give a greater interest to the affairs, we serve tea and sandwiches, or grape juice and wafers, but as a general thing no refreshments are served.

"So much for the manner in which we put on the concerts.

"And now for a consideration of the way in which we cash in on these events to the utmost.

"We make a point of always having every part of our store lighted up for the concerts and of always having some fresh-cut flowers in the store and piano lamps and so on. This gives a cheerful, charming appearance to the store and does much toward making the setting so attractive that folks will be glad to attend and it also shows our store off to the very best possible advantage and by familiarizing people with all parts of our store makes it more likely that we will get all of their trade whenever they are in the market for machines or records. If we allowed any part of our store to be dark for one of the concerts or if we skimmed the event in any way it would inevitably create an atmosphere of cheapness which would be a bad thing for the house.

(Continued on page 34)

*Carefully Prepared
Invitations Result in
Excellent Attendance
—Powerful Factor in
Sales and Good Will*



"As Mellow as Southern Moonlight"

Meets a Specific Need

There is a pronounced and growing demand for a short console—and Granby has met that demand with this especially designed new model.

Granby merchandise is good merchandise, and you can get behind the Granby line with enthusiasm. Granby discounts are liberal discounts—and that fact won't make you any the less enthusiastic about having a Granby franchise. *Write or wire.*

The "Apartment Baby Grand" of Phonographs

A distinctive Adam period model, correct in design and convenient in size; superbly constructed; and guaranteed—

The **Granby**

Adam Period Short Console Phonograph

Reduced List Prices on Other Granbys

	Was	Now
Sheraton Upright	\$140	\$120
Early Virginian Upright	200	175
Louis XVI Upright	275	235
Adam Console	275	200
Louis XVI Console	325	250
Queen Anne Console	375	250

Granby Uprights: \$100 up
Granby Consoles: \$135 up

The List Price: \$135

The price is right. Your customers will recognize the big value in the Granby Adam Short Console at \$135.

This is proving to be one of the most popular models ever introduced by Granby. Get your order in early.

Granby Phonograph Corporation

Offices and Factory: NEWPORT NEWS, VIRGINIA

New York Branch: 37 WEST 20th ST., NEW YORK, N. Y. Tel. Watkins 4508

The AEOLIAN- VOCALION

The Utmost in Phonograph Perfection



Style 1642—Queen Anne, List Price, \$225

A fine model of this very popular period, in Mahogany finish. This case is designed with all the characteristics of the Queen Anne furniture. The graceful cabriole leg is brought out to good advantage.

Dimensions—Height 35", width 38", depth 23".

Motor—Multiple spring, constant speed, non-vibrating and mounted free from contact with resonating parts. Equipped with speed regulator.

Vocalion Automatic Stop—Of an entirely novel and improved type; superior to and simpler than any other on the market.

Reproducer—The Vocalion Improved Sound Box. Equipped with albums. Equipped with Graduola.

Grace and Dignity

distinguish this popular Queen Anne Style No. 1642. The classic perfection and superior cabinet craft create an instantaneous enthusiasm for this instrument.

As hearing is believing—the true, mellow quality of the Aeolian-Vocalion sells this instrument to those who demand a musical instrument, not a mechanical machine.

The New Aeolian-Vocalion Line includes Console Period Models, Standard Period Styles and Conventional Models.

Write for details of our 1923 Proposition.

The remarkable Graduola Tone Control is to the phonograph what the artist's touch is to other instruments. — It is an exclusive Aeolian-Vocalion feature.

The AEOLIAN COMPANY
AEOLIAN HALL

NEW YORK

VOCALION

RED RECORDS



AARON LEBEDEFF

*A
Great
Singing
Comedian*

THIS unique artist familiarly known as the "Jewish Harry Lauder" came from Russia about two years ago and has already won the palm of popularity. Lebedeff writes all his own material so only at his theatre and through his exclusive Vocalion Red Records can the delightful character comedy of his songs be known. He has made the following Vocalion Red Records:

- | | | |
|-------|---|--------------|
| 14485 | { Shuster Halt Sich Bei Dein Dratve
Yiddische Chestushkes | } 10-in. 75c |
| 14502 | { Ich Bin a Border Bei Mein Weib
Gegen a Weib Ken Men Kein Chochem
Gur Nit Sein | } 10-in. 75c |
| 14521 | { A Malke of Peisach
Peisach Zeit | } 10-in. 75c |

VOCALION RED RECORDS Play on All Phonographs

The **AEOLIAN COMPANY**
AEOLIAN HALL NEW YORK

Distributors of Vocalion Red Records

- MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th St., New York City.
- WOODSIDE VOCALION CO.,
154 High St., Portland, Me.
- A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.
- GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.
- LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.
- SONORA DISTR. CO.,
505 Liberty Ave., Pittsburgh, Pa.
- CLARK MUSICAL SALES CO.,
324 N. Howard St., Baltimore, Md.
- O. J. DEMOLL & CO.,
12th and G Sts., N. W. Washington,
D. C.
- LIND & MARKS CO.,
530 Bates St., Detroit, Mich.
- VOCALION CO. OF CHICAGO,
Distributors of Vocalions and
Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.
- VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland, O.
- LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.
- THE AEOLIAN CO. OF MISSOURI,
1004 Olive St., St. Louis, Mo.
- HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.
- GUEST PIANO CO.,
Burlington, Ia.
- D. H. HOLMES CO.,
New Orleans, La.
- STONE PIANO CO.,
Fargo, N. D.
- STONE PIANO CO.,
826 Nicollet Ave., Minneapolis,
Minn.
- STREVELL-PATERSON HARD-
WARE CO.,
Salt Lake City, Utah
- MOORE-BIRD CO.,
1751 California St., Denver, Colo.
- MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.
- THE MAGNAVOX CO.,
616 Mission St., San Francisco, Cal.



BI-MONTHLY CONCERTS BOOST TRADE

(Continued from page 31)

"We make a great point of securing the names and addresses of all the people who do us the honor to attend.

"When we first started the concerts we adopted the plan of asking every person who came in what his or her name was, and what the address was. But we found that this created a rather bad impression and also made for confusion at the door. People whose names were asked in this way felt as though they were going to be dunned for a donation or something and the fact of the matter was that it was too bald a way of getting the names of people who might be considered as prospects for the goods we sell. Also, as I say, it made a lot of confusion at the entrance to our store because we had to hold up people there while the names were being secured and if there was a big rush there would be quite a little congestion.

"So we have now adopted the plan of having a 'Guest Book' which we hand around from person to person at some favorable point during the concert, generally during an intermission after a record selection when the artists who are going to play or sing are getting set for their part of the program. This guest book is a specially printed book with the words 'Smith Phonograph Store Guest Book' at the top of each page and with a space for the date at the extreme left side of each page and space for names and addresses of those registering at the right. Before passing this book around we write at the top of the pages on which the guests are to register, the words 'Smith Phonograph Store Concert, Tuesday Evening, November 28,' or whatever the date may be. The guests then see at once just what it is they are attaching their names to.

"Of course the object of getting the guests to register in this way is that we can have a good list of prospects to use for direct mail circularization and that we can also have a list for telephone solicitation. It is a certainty, of course, that any gathering of people attending concerts are music lovers and so they are the people to whom it is the easiest

to sell new records and the other musical merchandise we regularly carry in stock.

"We believe that through this method of coming in contact with the music lovers of the city and through this plan of getting the names of all the people who attend our concerts, we have secured the most comprehensive list of real music lovers of any talking machine store in the city.

"That is one way in which we cash in strongly on our concerts.

"Another way in which we cash in on the concerts is that of getting people thoroughly familiar with our store so that they will feel perfectly at home in it. We are of the opinion that this is one of the prime factors in increasing trade, as the more familiar people are with a store and the more at home they feel in it the more likely they are to give the store all of their patronage.

"We also cash in on the concerts through the fact that they greatly enhance the prestige of our establishment for being the leading music store of the city. And this, as every music merchant knows, is a splendid reputation for a store to have.

"Again we cash in on the proposition through the immense amount of word-of-mouth advertising that we get by reason of staging these concerts. The people who take part praise them, the folks who attend praise them and the result is that they form one of the chief topics of conversation in circles where such advertising does the most possible good. All of which helps business tremendously. And all of which is passed on to other dealers in the hope that it may give them ideas which will help them in getting more business."

C. W. KANAGA NEW JENKINS MANAGER

WICHITA, KAN., April 6.—The J. W. Jenkins' Sons Music Co. recently announced the appointment of Clinton W. Kanaga, of Kansas City, as manager of the local store. John W. Jenkins, 3rd, who opened the store here in December, has returned to the Kansas City headquarters. In the future he will divide his time between the Kansas City store and the local branch.

A SUCCESSFUL TIE-UP IN CANTON

Local Appearance of "Maytime in Erin" Proves to Advantage of Rhines Edison Shop

CANTON, O., April 2.—The appearance here recently of "Maytime in Erin," in which Walter Scanlan, celebrated Irish tenor, is starred, was a tip for the Rhines Edison Shop here to tie up with the engagement with two attractive window displays. "We found one window was not sufficient to elaborate on the display we had planned so we put in both of the windows boosting Scanlan's newest Edison hits," said Manager Rutledge of the Rhines shop. The budget of new songs featured by the store included "Puff O' My Pipe," "Mother's Paisley Shawl," "I Was a Pilgrim in Loveland," "Old Irish Air," "Some Day" and "Jolly Bachelors." In several of the numbers the store depleted its stock on hand.

METHOD OF POLISHING SHOW WINDOW

The Success of a Window Display Depends to a Large Extent on Clean Windows

The inside of the glass should be washed with tepid water applied with a chamois, using no soap or powder of any kind, according to the Michigan Tradesman. Dry with chamois and polish with cheesecloth. The outside requires different treatment and should be cleansed with the following mixture: One ounce pulverized whiting, one ounce grain alcohol, one ounce liquid ammonia, one pint water.

Apply with a soft cloth, after having removed the surface dirt. When this preparation is allowed to dry and is then rubbed off with a polishing motion the surface of the glass will be extremely brilliant and will remain so for a longer time than when washed in the ordinary way.

If the glass has become badly scratched a filler should be applied. This consists of an ounce of white wax dissolved in a pint of turpentine. This fills the cracks or scratches and prevents dirt from lodging in them.

EXCELLENT MARKET IN TAMPICO

WASHINGTON, D. C., March 2.—American talking machines control the Tampico market. Probably 90 per cent of all instruments sold in Tampico come from the United States, according to a report issued by the Department of Commerce here. A few German machines and a small number from Spain are sold, but they do not offer serious competition to the well-known, well-made, high-class American machines. In fact, dealers state that the cheaper European instruments only tend to make friends for those of American manufacture.

It pays to overlook the mistake of an employe just so long as the same mistake is not made twice.

Okch Records

STRAND, GRANBY and OUTING PHONOGRAPHS

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

Complete Stocks and Prompt Service

IROQUOIS SALES CORPORATION

Wholesale Distributors

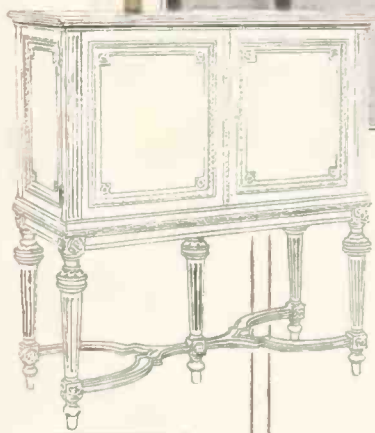
210 Franklin Street

BUFFALO, N. Y.

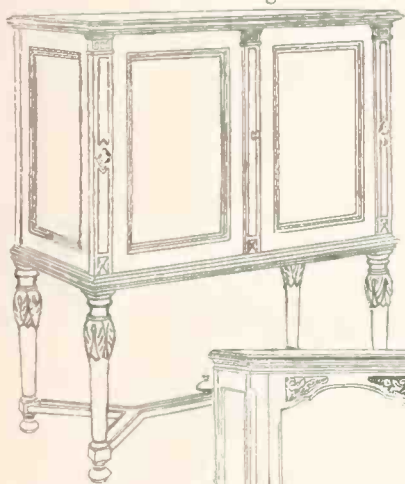
de Luxe Styles



THE "GOTHAM"



THE "BEAUX ARTS"



THE "GEORGIAN"



THE "OXFORD"

Medium prices for particular trade

The compelling and satisfying beauty of Brunswick cabinet design is easily accounted for when one reflects that the third generation of the world's finest woodworkers is now at work in Brunswick shops.

Considering the quality of materials and workmanship as well as the trade affected, the price range of \$350 to \$775 for these exquisite period designs is really moderate for musical merchandise such as the Brunswick.

The experienced phonograph man knows what a powerful sales factor appearance is, and in its natural atmosphere of good taste and fine furnishings the beauty of Brunswick period designs sets the modern standard.

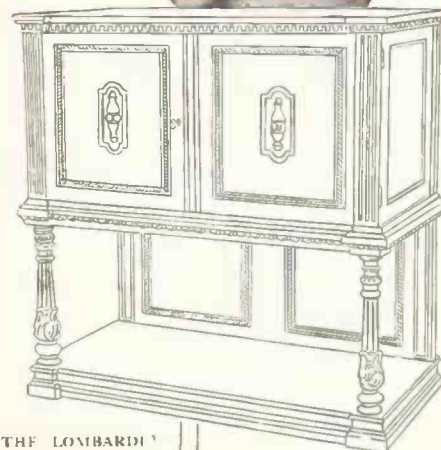
Each of these fine models is an artistic replica of a historic period-style, combined with the best achievements of modern construction.

The Brunswick Phonograph plays all makes of records. Brunswick Records can be played on any phonograph.

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

CHICAGO NEW YORK CINCINNATI TORONTO



THE "LOMBARDI"

BRUNSWICK

PHONOGRAPHS AND RECORDS

She just dropped in to get a good sacred record. She wants to see a catalogue.

There should be one, with a complete set of supplements, in the hearing room. Get her comfortably seated where she can go over the listing and you can sell her more than one record.

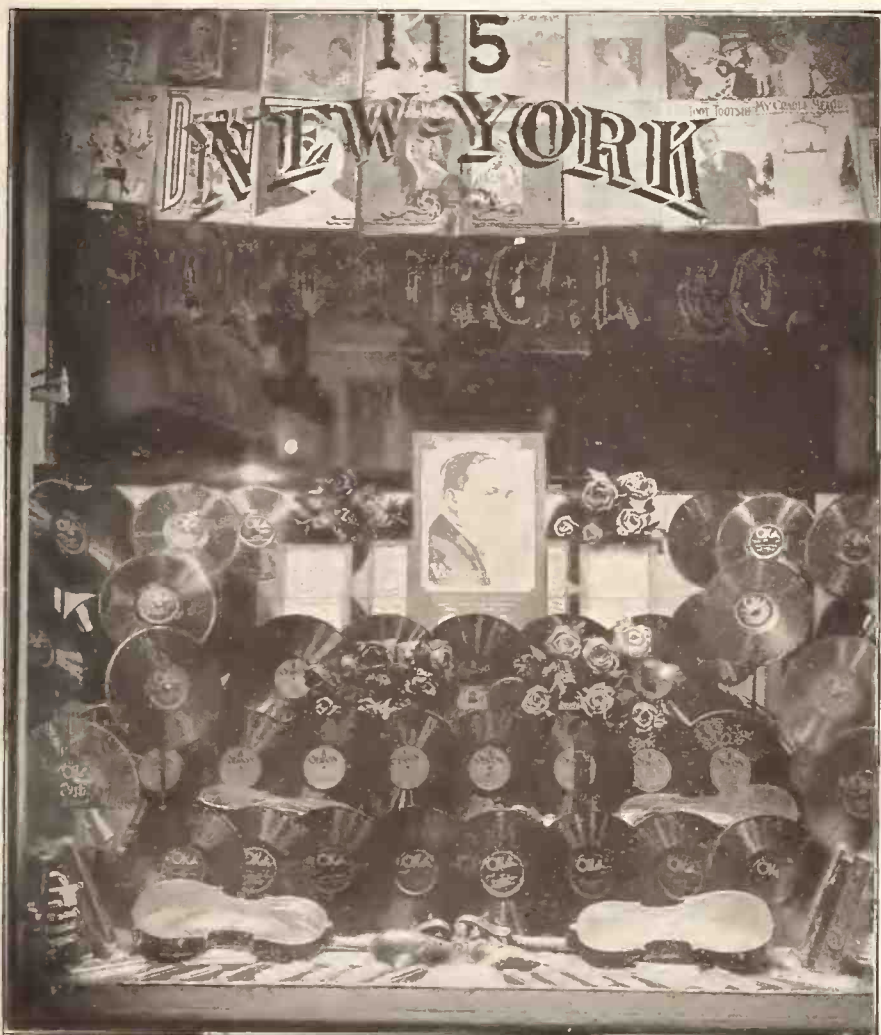
Use the Columbia Catalogue Binder and Chain. Anchor the catalogue where it will do you the most good. 50c each, at your Columbia Branch.

COLUMBIA GRAPHOPHONE CO.
New York



LOPEZ OKEH RECORDS FEATURED IN ATTRACTIVE WINDOW

New York Piano & Organ Co., York, Pa., Arouses Widespread Interest Through Unusual and Cleverly Conceived Display and Sales of Records by Vincent Lopez Get Big Boost



Effective Okeh Window of Lopez Records

The advertising department of the General Phonograph Corp., New York, manufacturer of Okeh records, received recently a photograph showing a very interesting window display used by the New York Piano & Organ Co., of York, Pa., Okeh dealer. A standard Okeh window display was used as the basis for this window, and the Vincent Lopez panel attracted the attention of many radio "fans" who have heard this popular orchestra's playing over the radio from WJZ. The smaller panel cards listed many of the selections that Lopez has featured, and the window served to stimulate materially the sale of Lopez Okeh records. The window attracted a great deal of attention and praise.

OUR EXPORTS OF TALKING MACHINES

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

WASHINGTON, D. C., April 10.—In the summary of exports of the commerce of the United States for the month of January, 1923 (the latest period for which it has been compiled), which has just been issued, the following are the figures bearing on talking machines and records:

Talking machines to the number of 3,282, valued at \$165,057, were exported in January, 1923, as compared with 2,234 talking machines, valued at \$87,353, sent abroad in the same period of 1922. The seven months' total showed that we exported 34,945 talking machines, valued at \$1,361,563, as against 18,178 talking machines, valued at \$828,590, in 1922.

The total exports of records and supplies for January, 1923, were valued at \$75,361, as compared with \$77,644 in January, 1922. The seven months ending January, 1923, show records and accessories exported valued at \$618,700, as compared with \$1,012,687 in 1922.

The countries to which exports were made in January and the values thereof are as follows: France, \$1,515; United Kingdom, \$9,032; other Europe, \$5,670; Canada, \$79,764; Central America, \$5,864; Mexico, \$20,583; Cuba, \$1,992; Argentina, \$685; other South American countries, \$3,731; China, \$1,420; Japan, \$3,476; Philippine Islands, \$2,472; Australia, \$11,812; Peru, \$3,135; Chile, \$2,415; other countries, \$11,271.

In the above report the imports are not included and this is explained by the Bureau of Foreign and Domestic Commerce, which informs The World that "Only the exports of domestic merchandise by articles and principal countries are published at this time on account of the delay in the import reports. The corresponding statement of imports will be published when the delayed reports are received."

LINKS THE SONORA WITH KING TUT

New Haven Talking Machine Dealer Arranges a Timely Egyptian Window Display

One of the numerous talking machine dealers who took advantage of the general publicity given by the daily press to the discovery of King Tutankhamen's tomb in Egypt to link up the event with talking machine publicity was Edward Wittstein, proprietor of Wittstein's Music Shop, 110 Church street, New Haven, Conn., who arranged a window display in which an imitation Egyptian mummy, together with various articles of Egyptian character, shared honors with a handsome Sonora phonograph. The legend in the window read: "If King Tut were living to-day he would own a Sonora."

COTTON FLOCKS

.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 238 South Street, NEWARK, N. J.

NEW VICTOR RECORD ADVERTISING

The Victor Talking Machine Co. recently prepared for the use of its dealers in local advertising a particularly attractive and up-to-date series of record advertisements calculated to make a quick appeal to those who desire to secure the latest hits. The sketches featured in the advertisements are particularly snappy and the copy is of the sort to stand out strongly in any company.

RETURNS FROM MIDDLE WEST TRIP

Maximilian Weil, the well-known acoustical, electrical and mechanical engineer, returned to his New York offices several days ago following a trip through Middle West territory, where he visited many talking machine manufacturers, acting in an advisory capacity in the perfection of some new talking machine equipment.



PHONOGRAPH CASES
RADIO CASES
Reinforced 3-ply Veneer

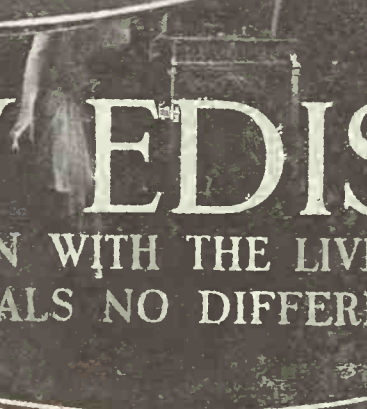
The Standard Case for Talking Machines and Radio Sets

Let us figure on your requirements

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



The
NEW EDISON
 COMPARISON WITH THE LIVING ARTIST
 REVEALS NO DIFFERENCE



The
NEW EDISON
 COMPARISON WITH THE LIVING ARTIST
 REVEALS NO DIFFERENCE



The
NEW EDISON
 COMPARISON WITH THE LIVING ARTIST
 REVEALS NO DIFFERENCE



The
NEW
 COMPARISON
 REVEALS

*The only phonograph
 that dares the test
 of direct comparison
 with the living artist*

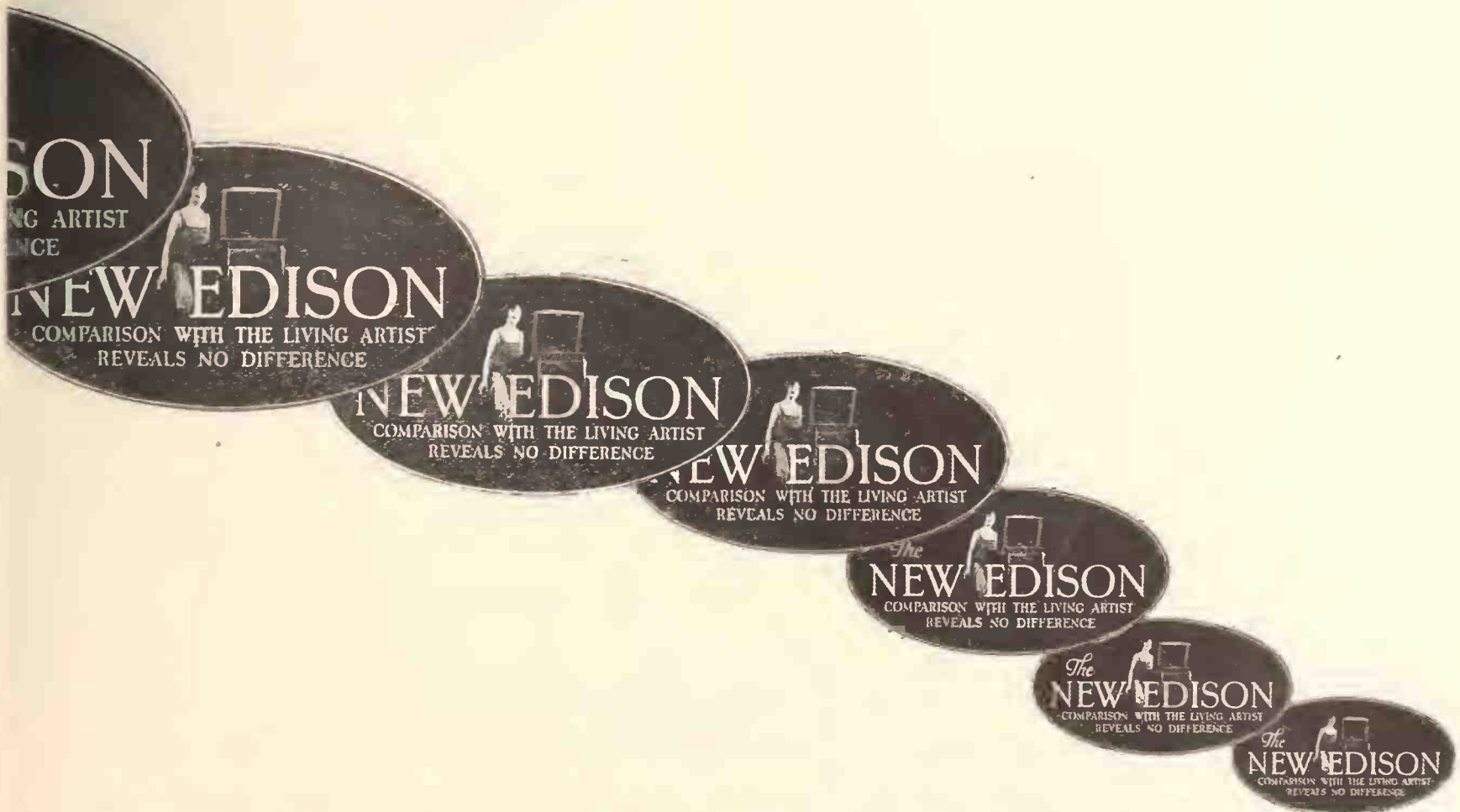
The **NEW**
 P H O N O



WHAT more could be said of a phonograph than this: that it Re-Creates every elusive tonal quality, every shade of expression—in fact the actual rendition of the living artist.

Truly, the **NEW EDISON PHONOGRAPH** is the crowning achievement of Mr. Edison's inventive career. For out of a mass of inanimate wood and metal his genius has created an instrument of such innate sensitiveness that it dares even the test of direct comparison with the living artist.

Small wonder then that by sheer merit alone the **NEW EDISON** is making bigger sales progress every day, everywhere.



EDISON
G R A P H

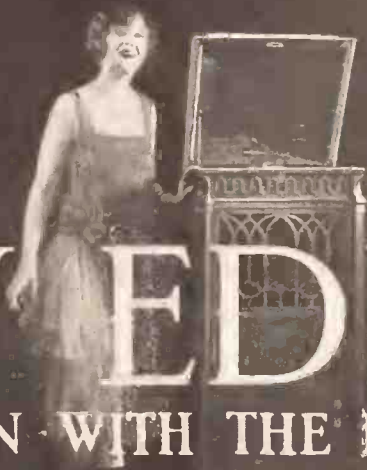


MR. EDISON, through this new phonograph has brought the treasures of the world's greatest music into the homes of people everywhere. The public has responded with a demand that is taxing the Edison manufacturing resources to the limit. Good business looms ahead for the New Edison dealer in Ninteen Twenty-three.


THOMAS A. EDISON, Inc.
ORANGE, N. J.



The **NEW**
P H O N O



The
NEW EDISON
 COMPARISON WITH THE LIVING ARTIST
 REVEALS NO DIFFERENCE



The
NEW EDISON
 COMPARISON WITH THE LIVING ARTIST
 REVEALS NO DIFFERENCE



The
NEW EDISON
 COMPARISON WITH THE LIVING ARTIST
 REVEALS NO DIFFERENCE

EDISON
 THE LIVING ARTIST
 DIFFERENCE

First to adopt the policy
 of INSTANTANEOUS
 RECORD RELEASES

EDISON
 G R A P H



RIVER SHANNON MOON

A Sweet Ballad in Waltz Time

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

©1923 by Feist Inc.

ASK ROYALTIES ON BROADCASTED COPYRIGHTED MUSIC

Result of the Campaign by the American Society of Composers, Authors and Publishers to Force Radio Stations to Pay Royalties of Interest to the Talking Machine Trade

A matter of general interest to the talking machine trade from several angles is the effort being made by the American Society of Composers, Authors and Publishers to force radio broadcasting stations to pay royalties for the privilege of broadcasting copyrighted music, this being held to constitute public performance.

At the present time representatives of the Society and of the broadcasting interests are endeavoring to reach some sort of understanding. The radio people claim that in broadcasting music, and particularly popular music, they are rendering a service to the publishers by advertising the latter's melodies. The publishers, however, cannot see it this way and are taking action to exact royalty payments from every broadcasting station in the country which uses copyrighted music. It is reported that several of the larger stations have recognized the right of the Society of Composers, Authors and Publishers to demand such a royalty under the law and have agreed to make such payments.

An interesting point is made in the demand for royalties when the music of talking machine records and player-piano rolls is broadcasted on the grounds that this constitutes public performance. There are few apparently who realize that when a record or music roll maker secures permission to record and pays royalty for recording copyrighted selections, that privilege is extended to the record buyer only so far as it covers the reproduction of the music for his own personal entertainment. When he uses the music of the record for the entertainment of the public and for profit to himself he is giving a public performance and must pay a royalty therefor. This phase of the case has been fought out to the advantage of the copyright owners.

The broadcasting interests maintain that, as they make no charge to the public for their services, that phase of the law dealing with giving public performances for profit does not apply in their particular case. They claim that, should they be compelled to pay royalties besides broadcasting expense, no avenues would be open by which they could hope for reimbursement from those who operate receiving stations.

The counsel for the copyright owners has suggested an annual license fee of \$5 for every radio receiving set in operation, though how this

fee is to be collected he does not state. There are those, however, who see a material curtailment in broadcasting work throughout the country if the demand of the Society of Composers, Authors and Publishers is met in full, for then, they say, the stations will only feature programs in which copyrighted music has no part.

The licensing system is recognized as being practically impossible until such a time as broadcasting companies can devise methods whereby their programs can be received only with special apparatus fully protected by patents and leased, rather than sold, to the individual. At the present time, with various syndicate stores selling radio parts on a 5, 10 or 25-cent basis, it is possible for an amateur to construct a receiving set for a matter of \$6 or \$7 which will receive broadcasting programs within a radius of twenty-five or thirty miles. To attempt to control stations built up in this manner would be an impossibility.

From the standpoint of the talking machine man the regulation of the broadcasting situation as a result of royalty demands, or for other reasons, is likely in some measure at least to curtail the widespread interest in radio by forcing programs that will not possess general appeal or by bringing about charges for copyrighted programs that will discourage those who hail radio as a means for free entertainment.

Members of the trade differ as to the effect of the radio craze on sales. Some claim, and in many cases their claims are justified, that broadcasting the music of new records crystallizes interest and helps the sales of such records, and that the broadcasting of the music of well-known orchestras and artists, accompanied by the announcement that they record exclusively for this or that make of record, has a good advertising effect. Such publicity at the present time is confined chiefly to popular numbers and there are dealers who believe that if more attention were given to classics, accompanied by record announcements, the result would be the moving of more records of that character.

Other members of the trade, and they, too, are numerous, declare that any advertising benefits derived from radio broadcasting are more than offset by loss in direct sales where the interest of individuals is diverted from talking machines to radio receivers. As a matter of fact, it is quite evident in many cases that the radio set has supplanted the talking machine for a period at least and that record sales have suffered accordingly.

Meanwhile, both factions are directly interested in whether the present controversy between the music men and broadcasting people leads to a curtailment or an extension of broadcasting work and it is quite evident that some developments of real importance may be expected shortly.

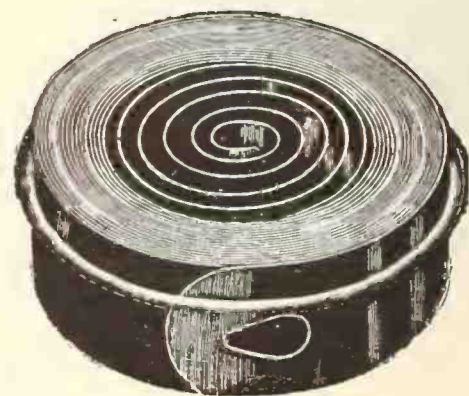
BRUNO PREPARING CALENDARS

Letters Describing 1924 Creations Sent to Trade by C. Bruno & Son, Inc.

Calendars are described, in a recent letter addressed to Victor retailers of C. Bruno & Son, Inc., as one of the most productive forms of publicity for the retailer. In an effort to overcome the difficulty experienced in previous years in satisfactorily supplying last-minute requests for calendars C. Bruno & Son, Inc., are already making plans for 1924 calendars, at the present time. Accompanying the letter were sample calendars of three subjects, "Winona," "An Experienced Pair" and "Norma." These calendars are exceptionally attractive in design and provide space for the imprint of the dealer, and it is suggested that dealers make early reservations.

The interrelation of the elements which make up a business, such as publicity, selling, etc., makes it necessary that each be considered of equal importance.

Main-Springs



For any Phonograph Motor
Best Tempered Steel

inch	x 10 feet	for all small motors	Each
3/8	x 10	Pathe, Columbia, Heilmann	.30
1	x 10	Columbia	.40
1	x 11	Columbia with hooks	.50
1	x 13	Victor, old style	.45
1	x 15	Victor, new style	.50
1 1/4	x 18	Victor, new or old style	.70
1	x 12	Heilmann and Pathe	.45
1	x 10	Saal, Silvertone, Krasberg	.45
1	x 13	Saal, Silvertone, Brunswick	.50
1	x 16	Sonora, Brunswick, Saal	.60
1 3/16	x 18	Heilmann and Pathe	.75
1 1/2	x 25	Edison Disc	1.50

SAPPHIRES—GENUINE

Pathe, very loud tone, each 15c, 100 lots \$11.00.
Edison Loud-tone, each 15c; in 100 lots, \$11.50.

TONE-ARMS

The very best, loud and clear, throw-back.....\$4.50
With large reproducer, very loud, Universal.....4.00
With smaller reproducer, but loud and clear.....2.50

PHONOGRAPH NEEDLES

We can give you best price on Brillantone, Magnedo, Wall-Kane, Tonofone, Nupoint, Gilt Edge, Incas and Velvotone Needles.

ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors.
Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

The Val's Accessory House
1000-1002 Pine St. St. Louis, Mo.

MOTORS

Ready for Delivery

Double Springs; plays two 10-inch Records; suitable for Portable Phonographs. Sample, \$3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for \$100. Sample, \$5.75.

MERMOD & CO., 16 East 23d St.
N. Y.
Telephone Ashland 7395

The Phonograph of Distinctive Features

The CHENEY



Model No. 41
The Oxford

A period design of old England, in rich brown oak, with over lay of walnut, 43 3/4 inches high, with top 21 x 22 3/4 inches. Equipped with gold-plated metal parts, automatic stop, steel and jewel needles, two reproducers, counterbalance cover supports, and eight albums.

Retail price, \$200
East of the Rockies



Model No. 31
The Westminster

An Early English period design in deep, rich oak, with walnut applique, 42 3/4 inches high, with top 20 3/4 by 21 inches. Equipped with nickel-plated metal parts, automatic stop, counterbalance cover supports, steel and jewel needles, two reproducers, shelves for records, and compartment for album.

Retail price, \$150
East of the Rockies

The most perfect music-reproducing instrument made

Any salesman who has met The Cheney in competition will vouch for the fact that its features are far more than selling points. Phonograph against phonograph, value against value, The Cheney is more than a match for any other.

Consider these five great features:

- 1 An acoustic system that develops and restores the original tone from the record.
- 2 Practical elimination of needle scratch.
- 3 A violin resonator which makes Cheney tones grow sweeter with age.
- 4 Designs which set the standard in the industry for elegant simplicity.
- 5 Cabinet workmanship which bears the imprint of craftsmanship.

Cheney dealers find their trade constantly increasing—and they have behind them the assurance of sales policies which are eminently fair and permanent. The Cheney franchise is growing increasingly valuable.

Two of our most popular models

Note particularly the two-tone finish of The Oxford and The Westminster. Two-tone furniture is so popular this season that these models have proved exceptional sellers.

The prices are hardly short of sensational. With these models you can advertise, and you can deliver, a rarely artistic musical instrument famous for its tone—which cannot be duplicated—at the price of an ordinary phonograph.

Ask us for detailed description of these models and prices

THE CHENEY TALKING MACHINE COMPANY CHICAGO
DISTRIBUTORS

- | | |
|--|--|
| CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St., Cleveland, O.
806 Pennsylvania Ave., Pittsburgh
Ohio, W. Va., Western Pa. | CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Western Conn.,
New Jersey |
| CHENEY SALES CORPORATION,
1105 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D. C. | CHENEY SALES CORPORATION,
376 Boylston St., Boston
New England |
| CHENEY SALES COMPANY
Brandeis Bldg., Omaha
Iowa, Nebr., Colo., Wyo. | EDW. G. HOCH & CO.
27-29 Fourth St., N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont. |
| RIDDLE PHONOGRAPH CO.,
1205 Elm St., Dallas, Tex.
Texas, Southern Okla. | CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon |
| ROLYAT DISTRIBUTING CO.
Provo, Utah
Utah, Southern Idaho | MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles
California, Western Nev., Ariz. |

All territory not listed above is handled direct by the Cheney Talking Machine Company, Chicago

Musical Knowledge a Necessary Equipment of the Talking Machine Dealer :: By Lester G. Herbert

Few men engage in musical merchandising unless they are fond of harmony of sound. In fact, many proprietors and employes of stores handling musical supplies are finished musicians. It is almost inevitable that where a music store business man is closely associated with the musical life of his town or city, the acquaintance will prove the lead for much profitable business.

Take, for example, the genial proprietor of the Auburn Music Co., Auburn, N. Y., Bertram Hole, whose fine singing voice makes him a welcome addition to choirs, quartettes and musical affairs. And in this instance, as in many other similar situations, Mr. Hole is acquainted and associated with many of the musical people in the city where he lives. What more natural than that this broadening acquaintance and friendship should prove valuable? Under Mr. Hole's business direction the Auburn Music Co. has expanded and is housed in a fine new home which is roomy and of a thoroughly modern type.

We naturally expect that a man selling automobiles will be an automobile enthusiast, and that one handling books will be a book lover. Then, by the same token, it will be logical and natural that one who loves music and possesses skill along these lines himself will be an interested and sympathetic adviser when it comes to the purchase of musical instruments or musical supplies.

You and I go to a doctor because we have reason to believe that he understands the human anatomy and the pathology of medicine; we go to a lawyer because we conclude his studies and standing as a member of the bar justify

our belief that he knows law. Surely, then, the public is justified in thinking that a man who is a musician himself, or who appreciates good music at least, and who understands what is necessary in the way of study and equipment to produce music, will be able to give intelligent suggestions and help, and that the supplies selected by such an one will be of a quality character.

It frequently happens that musical establish-

Several Concrete Examples Showing How Knowledge of Music Enabled Merchants to Increase Their Trade

ments, at least, to advantage. This means much musical skill to demonstrate some of the instruments, at least, to advantage. This means much in the selling of musical supplies and in demonstrating instruments which are not of a mechanical character. Even where the player-piano and the talking machine are concerned, an appreciation of time, tone and suitability is an important factor.

In one establishment it was found after a

series of tests that the dull hour of the day was from two to three. There were reasons why this was the case in this location. To overcome this handicap or sagging an informal musical program was given at this time each afternoon. Anyone was welcome to come in and to rest or to listen. Sometimes the talking machine was used in part, as well as stringed and other instruments. The audience was rarely large, but it was quite sure to be appreciative, and it was found that this daily program was the means of a substantial increase in business. Many planned to drop in, if only for a few moments to rest.

The listeners were at liberty to request any special number. Sometimes it was not possible to give this at once. If it was not, then it was planned to give it in some form at an early date, and the store advertising carried the notation:

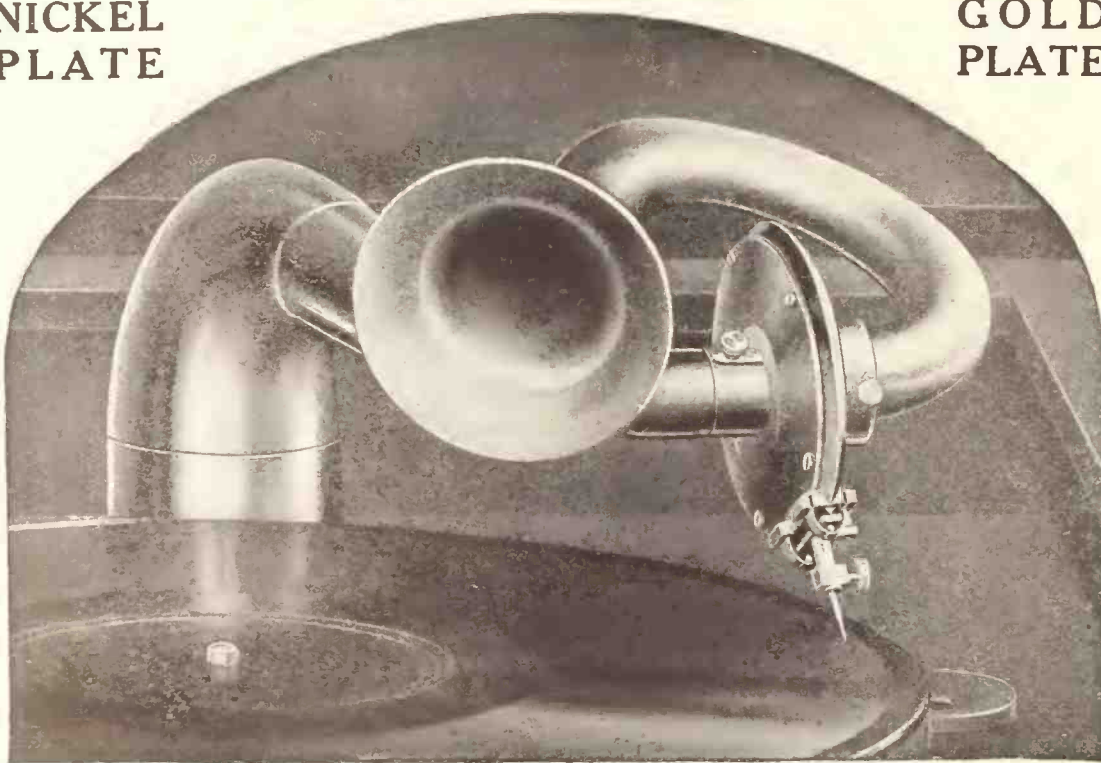
"By Special Request. Thursday, From 2 to 3." Then would follow the numbers to be featured.

Frequently the program was entirely made up within the store, and again those from outside took part. When this was the case there was always the courtesy of announcement in the paper, and so teachers of different musical instruments were glad to serve for the publicity. Sometimes an artist was especially secured for a special occasion, and in that case the program might be repeated later in the afternoon. Fortunately, this store was large and roomy and, while the conditions were not ideal, they served very well. A number of seats were always available in the music room, and there was a reserve supply of folding chairs when these at times became necessary.

WRITE FOR PRICES AND DISCOUNTS

NICKEL
PLATE

GOLD
PLATE



DEALERS who have stocked NATURELLE find it a quick seller at a good profit.

We supply display and advertising material free to dealers.

Write for details of this wonderful, easily sold reproducer.

NATURELLE

The Now Famous Reproducer

THE NATURELLE CO.

125 East 23rd Street
New York, N.Y.

Occasionally a group was especially invited. For example, a list was kept of all the schools having talking machines, and of chairmen of committees having charge of the purchase of the records; and so it became appropriate to invite teachers and chairmen to special concerts at which there were demonstrations and explanation of a list of fine, new records, a talk on "Special Records and How to Use Them," and a couple of violin solos. Five o'clock tea and wafers were served.

Upon another occasion, a group of choir people were brought together, one of the attractions of this gathering being a talk on "Choral Effects and How to Produce Them."

It is evident that any dealer with imagination and a fondness for music can easily arrange some means by which those who know and love music will be brought in contact with the store, and those who are not acquainted with music will have an opportunity also to enjoy it and to learn to know more about it. Fostering a love for music on the part of the public is as necessary for the music dealer as fostering a love of thrift on the part of the old and young is for the banker.

A NEW LINE OF JUVENILE RECORDS

Regal Record Co., Inc., Marketing "Little Tots' Nursery Tunes" in Loose-leaf Form

The Regal Record Co., Inc., 18 West Twentieth street, New York City, manufacturer of the "Little Tots' Nursery Tunes," is now marketing this new product to the trade. These new juvenile records are sold in loose-leaf books and individual loose-leaf pockets. The original album contains six different records with colored pictures and verse cards. Each pocket is equipped with a specially designed flap, making it impossible for the records to slide out and break. Thus the record book can be handled by a child without injuring the records.

The album is made in a manner that allows the further addition of loose-leaf pockets containing records which can be supplied to the "Little Tot" enthusiast by the retailer. Accompanying each additional loose-leaf pocket is a colored picture and verse card.

In exploiting this product, the advertising department of the Regal Record Co., Inc., has prepared several very attractive sales helps for dealers. Among these are a large rotogravure panel and individual cutouts. The announcement of this new article, which was made last month, aroused unusual interest in talking machine trade circles.

FREDERICK BUYS BIG BUILDING

President of W. F. Frederick Piano Co. Purchases Modern Eight-story Building in Pittsburgh as Home for W. F. Frederick Piano Co.

PITTSBURGH, PA., April 6.—W. F. Frederick, president of the W. F. Frederick Piano Co., purchased from the Daniel Maginn estate an eight-story stone and steel building at 913-915 Liberty avenue, it has been announced here. The property is 26 by 107 feet and runs through to Exchange Way. The price paid is said to be about \$200,000. Mr. Frederick plans to remodel the building at the expiration of the present lease as a permanent home for the W. F. Frederick Piano Co., which is now located at 635 Smithfield street. The company handles a full line of pianos, talking machines, sheet music, small instruments and player rolls.

GAELIC CO. FILES PETITION

The Gaelic Phonograph Record Co., Inc., 40 West Fifty-seventh street, New York City, has filed a petition in bankruptcy, listing liabilities of \$23,220 and assets unknown.

The Victor Talking Machine Co., Camden, N. J., has announced that a dividend of \$2 a share on common stock will be paid on April 14.

AGREE NOT TO ADVERTISE TERMS

Denver Music Merchants Also Enter Into Agreement on Maximum Terms on Pianos and Talking Machines—Important Move

Believing that the advertising and sale of pianos and phonographs on unreasonably low terms of payment are detrimental to the music trade, Denver music firms recently met with the Retail Merchants' Bureau and adopted an agreement as follows:

"1. We will eliminate from our respective advertisements of pianos and phonographs all specific mention in dollars and cents, either of the cash down or the subsequent terms of payment. This does not prohibit advertising the general statement that instruments will be sold on terms.

"2. We will strive to have all piano sales contracts provide for payment within twenty-four months, and under no circumstances shall the sales contract provide for terms of payment exceeding thirty-six months.

"3. Likewise, in the sale of phonographs we

will strive to secure full payment within twelve months, and under no circumstances shall the sales contract provide for terms of payment exceeding fifteen months."

The agreement was signed by the following firms: Baldwin Piano Co., Darrow Music Co., Denver Dry Goods Co., Edison department, Knight-Campbell Music Co.; Laman & Johnson Music Co., McKannon Piano Co., Sharp Music Co., Wells Music Co., Denver Music Co. and Russell Gates Mercantile Co.

MARKELS RENEWS OKEH CONTRACT

It was announced recently by the General Phonograph Corp., New York, manufacturer of Okeh records, that the Markels Orchestra, making records exclusively for the Okeh library, had renewed its contract with the company. This orchestra, which has been represented in the Okeh catalog for the past year, has met with a very favorable reception from dance enthusiasts everywhere, and Okeh dealers report a steadily increasing demand for Okeh records made by the Markels organization.



Cuts the Cost of Selling Records

- Sells More Records**
- Increases Profits**
- Reduces Overhead**
- Increases Demonstrating Capacity**
- Gives Control of Customers**
- Prevents Booth "Joy-Riding"**
- Cuts Sales Cost**
- Economizes Store Space**

Here Are Some of the Things

**A U D A K
WILL DO FOR YOU**



Ask AUDAK Users --- They Know

Here are some of the conspicuously successful retail talking machine concerns, each of whom now have in use from two to forty-two AUDAKS in their establishments:

- McCreery & Co., New York City
- Bloomington Brothers, New York City
- R. H. Macy & Co., New York City
- Frederick Loeser & Co., Brooklyn, N. Y.

- Abraham & Straus, Brooklyn, N. Y.
- Kaufman's, Pittsburgh, Penna.
- Levin's Victrola Shop, New York City
- Wm. Taylor, Son & Co., Cleveland, Ohio
- Goldberg's Music Shop, Passaic, N. J.
- Joseph Horne Co., Pittsburgh, Penna.
- Jordan Marsh Co., Boston, Mass.
- Bamberger's, Newark, N. J.
- Hahne & Co., Newark, N. J.

And Many Others

No Progressive Dealer Can Forego Looking into this Important Development in the Phonograph Industry.

Write at once for details and the name of your nearest jobber.

AUDAK CO., 565 Fifth Ave., New York, N. Y.

The KRASCO

Plays and repeats any make of record any number of times, then stops automatically with the needle suspended above the record.



*Licensed under the
Brooks-Klemm Patents*

The Greatest Talking Machine Improvement Since the Invention of the Disc Record

THE KRASCO ASSEMBLED UNIT is the coordination of the various mechanical parts of the talking machine into a single mechanism. It embodies a self-setting, automatic repeater, together with an automatic stop and other exclusive improvements. Every part has been designed in relation to the whole, resulting in a mechanical perfection not possible by any other method. The KRASCO is the first ASSEMBLED UNIT of this kind to be put on the market, and marks a new era in the talking machine industry. A careful examination will quickly convince you that it opens up a new and broader field to manufacturers, distributors and dealers everywhere. More than a year has been spent preparing for the production of the KRASCO ASSEMBLED UNIT. Special automatic machinery is used to reduce the cost of each part to the last fraction of a cent. Today we are manufacturing these units in mass production, enabling us to market them at a price no more (often less) than the combined price of the several parts without the repeater.

KRASCO MANUFACTURING COMPANY

Assembled Unit

More Than Doubles the Sales and Profits of the Manufacturer and Dealer

The Automatic Repeating and Stop Feature

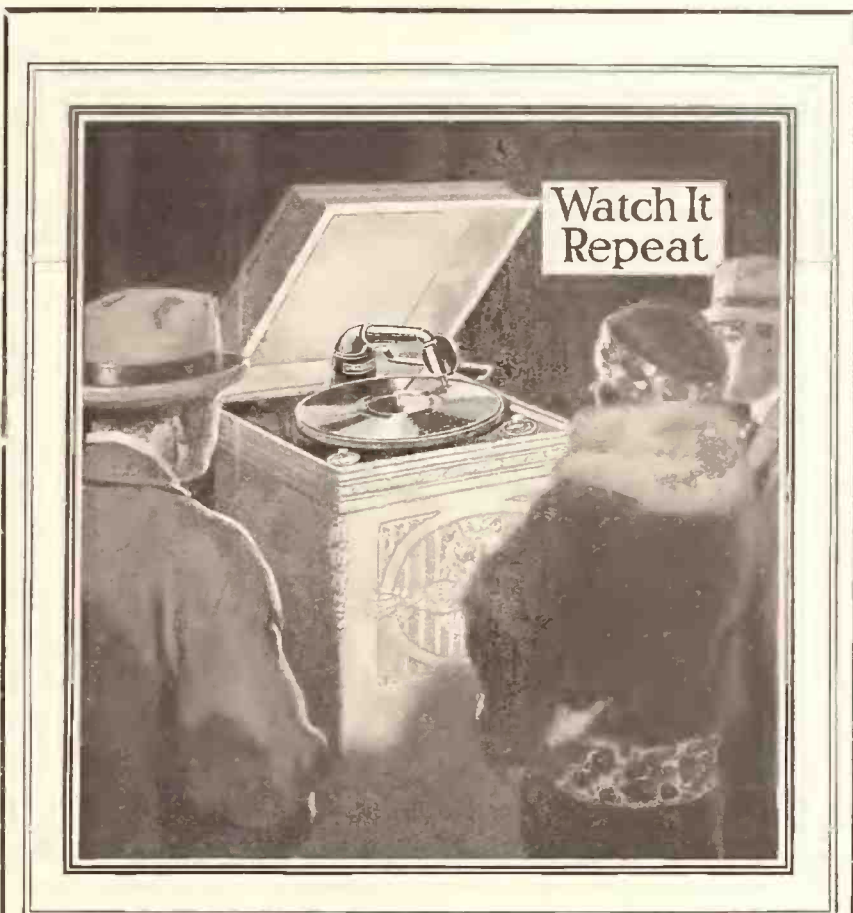
This device is not an attachment, but is an integral part of the motor, mounting plate and tone-arm. It is substantial and strong. It is absolutely fool-proof and trouble-proof. It is thoroughly dependable and functions with almost human intelligence. It is entirely controlled by one simple dial that is plainly lettered and numbered. It is quickly and easily understood by the most inexperienced operator. It sets automatically to exactly play any record, or to play any part of a record. It repeats any desired number of times and stops automatically—with the needle suspended above the outer edge of the record, so that records may be changed easily without touching the tone arm. It is designed so that the needle cannot touch the left side of the record. The needle rises automatically when it passes the center. The KRASCO REPEATER cannot damage the reproducer or record. It lifts and deposits the needle more gently than can be done by hand. The repeating mechanism is disengaged while the record is being played, and it functions only for the instant required to shift the needle to the re-playing position.

To Manufacturers: THE KRASCO ASSEMBLED UNIT increases the manufacturers' output, reduces factory costs, overhead and floor space required. The exclusive features of a KRASCO equipped machine instantly appeal to the trade. Because the machine immediately arouses the interest and attracts the attention of both the dealer and the public, it is self advertising—This lowers selling costs.

To Dealers: By securing the agency of a line of talking machines equipped with the KRASCO features, you can instantly increase your sales to an extent limited only by your territory. Every present owner of a phonograph becomes a brand new prospect. The advent of the KRASCO equipped machine makes all now in use old-fashioned and out-of-date. In addition to being the only complete and up-to-date instrument for the home, it is an absolute necessity for all places where there is dancing—restaurants—summer resorts—all places of amusement.

Every demonstration will make a sale to a prospect able to purchase. If the makers of the line you handle do not install the KRASCO ASSEMBLED UNIT, add a line that does. Write us and we will supply you with a list of manufacturers using KRASCO outfits.

If after thoroughly trying out the Krasco Assembled Unit you do not find everything exactly as represented, return the shipment and we will refund all that you paid, together with carriage charges.



In the Krasco Assembled Unit you get a powerful, silent four spring motor containing 64 feet of spring; a perfect drawn brass tone arm without die-cast parts of any kind; a reproducer of the finest quality possible to make; a dependable, in-built, automatic repeater and stop; all mounted upon a black enameled plate. The motor is insulated from the plate through wooden cross members. The unit may be attached to any cabinet. It is fastened to the motor board with a half dozen screws. It will play ten 10-inch records with one winding. No finer or better tone qualities can be reproduced by any phonograph.

Send for detailed description and prices

451 EAST OHIO STREET

CHICAGO, ILL.

Four-Minute Conference on Business Topics

No. 12—Your Customer Approach—And How to Strengthen it

[This is the twelfth 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.]

Customer approach is important, for in a space of time, often as short as the twinkling of an eye, the prospect is attracted or irritated in a manner impossible to describe. First impressions really are lasting—so be very careful of them. Happily, there are a few common-sense principles which will go a long way to make the customer approach successful.

First of all remember that the customer is human and that, regardless of surface appearances, he reacts almost exactly as you and I would under similar circumstances. The timid, the aggressive, the rich, the poor—all respond to sincerity, courtesy, interest, promptness and that indescribable something which savors of deference without being in the least servile.

Look the customer straight in the eye without an offensive stare and speak. Say something. Don't walk forward expectantly and take it for granted that the other person will find it easy to speak first. More people than you realize are at a loss for words in beginning a conversation. That's why they remark about the weather or ask about your health, often not waiting for a reply.

The words you speak should not be stupid, as "Did you want something?" That is sure to arouse the feeling "What do you suppose I am here for, anyway?"

Say, rather, "Good morning," or "What can I do for you?" or "Let me show you what you are most interested in—no trouble at all!"

A smile is not necessarily a broad grin. A smiling face and a smiling voice are a pleasant face and voice. Avoid anything likely in the least to make the prospect uncomfortable. One salesman couldn't understand why he seemed to drive people away, often with signs of anger or mortification on their faces.

At last a pert lad gave him the tip. "Gee, whitticker, Cap," the boy burst out, "I hope you like my looks—the way I wear my hair and my clothes and the style of my shoes. How does the inventory tally up, eh? They're as good as I can afford!"

The salesman had never realized the rudeness of his appraising glance—and he was a big enough man to correct his weak and offensive approach. All of us go, from time to time, to buy things of other people. We need neces-

sities and luxuries. Let us use each and every such occasion to study what pleases or offends. We will not do this for the purpose of criticism of anyone except ourselves. And let us remember that criticism can be favorable as well as adverse.

But what will really count in such cases is to study what we have observed alongside our own methods. We must be honest enough to acknowledge where we are inclined to limp, and to go about correcting our faults earnestly. It is a fine plan to reduce the correction to a definite, brief and positive suggestion and to write that sentence on a card and put it where we will see it many times a day. If we have several suggestions all the better. But do not lose track of them.

Keep in mind the vital character of the approach and learn to win from the first minute. Learn how to judge types so as to approach accordingly and then experience the joy of being able, in large measure, to govern the situation.

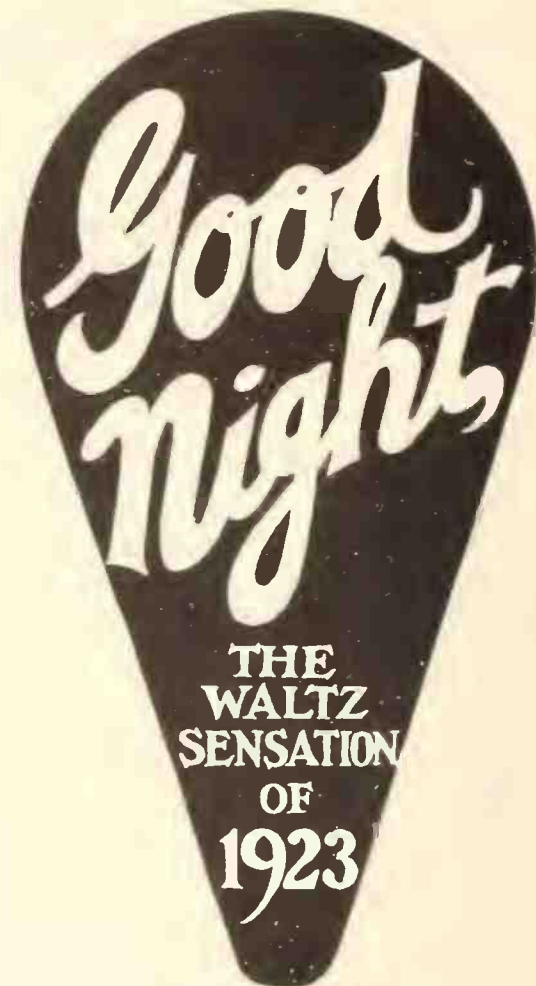
T. M. M. OPPOSES LEGISLATION

Members Urged to Communicate With Assemblymen and State Senators Urging Opposition to Assembly Bill No. 125 and the State Trade Commission Bill

In accordance with the resolution adopted at the last meeting of the Talking Machine Men, Inc., that each member write to the Assemblyman and Senator of his district requesting aid in opposing Assembly Bill No. 125, which provides that in case of default of any customer who has moved elsewhere dealers will have to start action in the city or town where they are located, E. G. Brown, secretary of the Association, has sent a letter to members urging immediate action. The letter also requests that similar action be taken in the case of the State Trade Commission, recently defeated in the Assembly, particularly should it be by any means be reconsidered.

KEEPING AFTER DELINQUENTS

Throwing a bluff will not be very effective in clearing up delinquent accounts. One dealer sends out three letters, ten days between each, reminding the customer that the account is over due. If no payment is made by ten days after

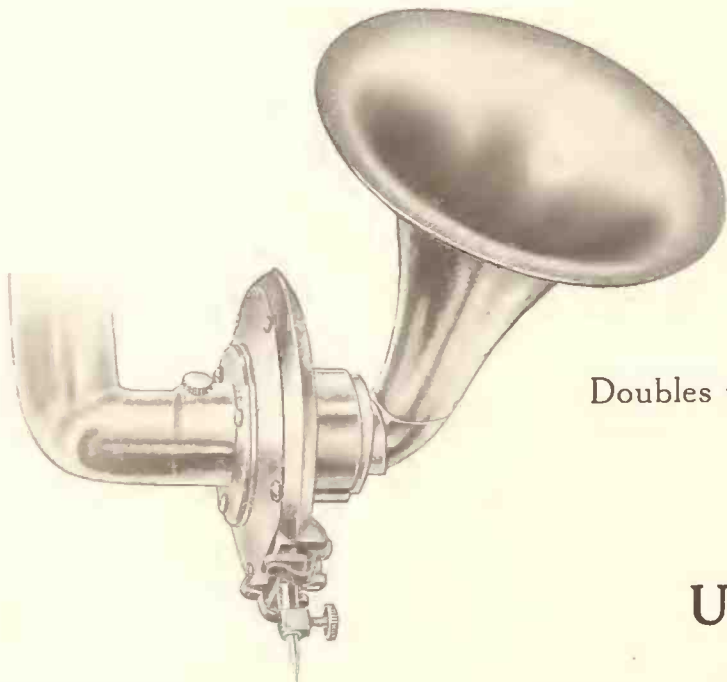


the third letter has been sent out a telegram is sent in the evening when the whole family is at home which bluntly demands the money. If there is still no response the dealer repossesses the instrument. This method has reduced poor-paying accounts to a minimum and repossessions are rare.

The practice of the Golden Rule is the root of the strong business tree. Shady business practices have never yet resulted in permanent success. It is the patron who buys often who counts.

ADD-A-TONE

THE SUPREME TONE AMPLIFIER



A simple, neat appliance, easily attached to your machine.

Produces a pure natural tone, free from all "blast," vibration or distortion.

Note the novel spring suspension

Incomparable for Dancing

Renewed pleasure from your favorite record is assured.

Doubles the volume, yet improves the quality and detail.

*"If you haven't heard the
ADD-A-TONE
You haven't heard your machine"*

UNIQUE REPRODUCTION CO., Inc.
32 Union Square, New York



*Plays Edison Disc Records on Victor
or Columbia Machines.*

Universally Used for Over Nine Years

VICSONIA MFG. CO., Inc., 313 E. 134th Street

New York

BETTER HOMES' MOVEMENT'S RECOGNITION FOR MUSIC

New Plan Book Just Issued Lists Musical Instruments Among "Home-Makers' Essentials and Desirables"—Music in the Home Also Given Prominent Space in Volume

The new plan book just issued for Demonstration Week of Better Homes in America, to be held June 4-10, provides a definite place for music in the home, the model home in New Haven illustrated in the plan book having a piano in the living room, while musical instruments are listed under "Home Makers' Essentials and Desirables." Under this head the talking machine is referred to particularly with instructions for its utilization also.

Last year 961 communities, ranging from villages to cities, held some observance of the Demonstration Week and over 500 model homes were equipped and displayed. It is expected that this year the showing will be much more substantial and the music trade, through the medium of the Music Industries Chamber of Commerce, is expected to take an active part in the local celebrations. The Chamber of Commerce will send out announcements suggesting action to that end.

The plan book is issued by the advisory council of the movement, whose national headquarters and bureau of information are in care of the Delineator, 223 Spring street, New York City. The advisory council includes, also, the names of Vice-president Coolidge, Secretaries Wallace and Davis, of the President's Cabinet, and others of national prominence. The governors of thirty States have endorsed the movement.

Page 56 of the book is devoted to "Music in the Home," as follows: "Good music is essential to the 'Better Home.' It fosters understanding and love of beauty, unites the family in a common interest and makes the home attractive.

"Because music provides recreation, entertainment and inspiration it is a wise investment and becomes an aid in spending time and money wisely.

"The gathering of the family and friends around the piano for a good 'sing' is a blessing not only to the individual but to the family as a whole.

"Now what can be done during Better Homes Week to stimulate the desire for music in the home?

"1. See to it that there is a musical instrument in the Demonstration Home.

"2. Have some kind of a musical program at the Demonstration Home each day or as often as possible.

"3. Conduct a Better Home 'Music Library' Contest, giving prizes for the best list of music for the home, including songs and instrumental music.

"4. Conduct a Music Memory Contest, giving a prize to the person recognizing the largest number of selections played on either a phonograph or some other instrument.

"5. Conduct a Phonograph Record Contest,

giving a prize to the one submitting the best list of 'twenty best phonograph records.'

"The Honorable James John Davis, Secretary of Labor, says: 'I would so develop music in the community that I would have a musical instrument of some kind in every home, and I would have every child taught to play, sing and know music.'

The plan book outlines the method of organization of local committees and the manner of carrying out community programs. This includes the co-operation of newspapers, stores,

MORE REGISTERED MAIL INSURANCE

Limit of Insurance on Registered Mail Raised From \$50 to \$100 by Government

WASHINGTON, D. C., March 19.—The Post Office Department has announced that, effective April 1, next, registered mail may be insured to a limit of \$100, instead of the maximum of \$50 now allowed by the law. The increased indemnity is provided in response to a widespread demand from houses which ship considerable quantities of valuable articles through the mails. In the past some firms have made a practice of sending such articles by parcel post in order to

factories, churches, schools, as well as clubs.

The sub-committee on advertising and publicity should have proper representation of music interests, with particular attention paid to activities of the sub-committees having in charge the furnishing and decoration of model homes and the programs of events. Instructions are given to "arrange for musical instruments, talking machines, records, etc., in the home."

It is significant that last year's prize-winning program in New Haven, Conn., had fully half of its numbers devoted to music. This, however, was for entertainment purposes, rather than to emphasize the advantages of music in home betterment, which very properly is contemplated in this year's program.

take advantage of the insurance privilege on that class of mail, which has a limit of \$100, and it was felt that there was no objection to increasing the limit for registered mail to that amount, since many of these concerns would prefer to send their goods in that way. The fee for the \$100 indemnity will be twenty cents, but indemnity up to \$50 will be obtainable at the present rate of ten cents.

One of the most recent additions to the music stores of Memphis, Tenn., is Witzmann-Stuber, Inc., 99 North Second street. Brunswick machines and records are handled in a well-arranged environment.

BRUNS MADERITE Phono Moving Covers

Cover, Straps Attached



*For all models of Upright and
Console Machines*

Every progressive dealer needs a supply of dependable moving covers. Mr. Average Man dislikes to unpack anything he buys. By using padded delivery covers you protect and deliver a perfect instrument with no necessity for dirt, inconvenience or trouble to your customer.

It is much more simple to slip a cover over an instrument at the store and off at point of delivery and the impression left with your customer is pleasant. MADERITE covers are strong, well padded and satisfactory from every standpoint.

Consult your accessory jobber, phono distributor or write us for literature and prices.

A. BRUNS & SONS

Manufacturers of Canvas Goods

50 Ralph Avenue

BROOKLYN, N. Y.

We told you so!

WE are not boasting. But it is a fact; prices of steel phonograph needles have gone up. As we expected and announced last month. If you are among the many who acted upon our suggestion and stocked up on our needles, you are now reaping the profits of your wisdom. If you have not yet laid in a season's supply of Bagshaw products, do so at once. Because prices are still advancing. The end is not yet in sight. There is still opportunity to profit—even at present prices—heed our advice!

Act Now!

W.H. BAGSHAW CO.

FACTORIES, LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

370 SEVENTH AVENUE

AT 31st STREET

NEW YORK

SUITE 1214

Two Articles in One
*A Patented Novelty as Fresh
 and New as the Flowers in Spring!*



**The Brilliantone
 Combination
 Needle Container
 and
 Record Cleaner**



**A NEW way to sell MORE
 BRILLIANTONE
 NEEDLES**

**To *Brunswick*
 Dealers**

ALL you progressive Brunswick Dealers: here is a tested and proven way to boost your needle sales and profits. Sell Brunswick needles in quantities of 500 in the new Brunswick Combination Needle Container and Record Cleaner. Brunswick dealers, everywhere, are cashing in on this business-building novelty. Your regular Brunswick Distributor can supply you. Ask him for details of the proposition.

Your distributor's name

Address

Please send me full particulars of new Brunswick Combination Needle Container and Record Cleaner Proposition.

Your name

Your address

**To Other Talking Machine
 Dealers**

THIS new Brilliantone idea is raising a large crop of sales for dealers. In fact, those dealers who have acted upon our initial announcement, have already felt the stimulating effect of this Combination Needle Container and Record Cleaner.

It sells needles in 500 lots. It gives the customers a practical novelty—one that in addition to its double purpose, constantly reminds the user of you, the dealer.

Get the details of our proposition from your regular distributor. Use the coupon below at once. Make the most of this opportunity by taking advantage of it now.

BRILLIANTONE

STEEL NEEDLE CO. OF AMERICA, Inc.

**370 Seventh Avenue
 at 31st Street
 New York City**

Your distributor's name
 Address

Please send me full particulars of new Brilliantone Combination Needle Container and Record Cleaner Proposition.
 Your name
 Your address



Every lover of melody wishes there were more negro spirituals. The Fisk University Jubilee Singers answer that wish in—"My Soul is a Witness for My Lord," and "Give 'Way Jordan"—Record A-3819.

Melody, as only negro male voices can supply it, features each of these numbers.

COLUMBIA GRAPHOPHONE CO.
New York

BRUNSWICK DEALERS IN CONVENTION

Dealers in the Pittsburgh District Meet and Close Session With Dinner at Fort Pitt Hotel—Leslie I. King Makes Interesting Address

PITTSBURGH, PA., April 6.—Brunswick phonograph dealers of the Pittsburgh district were guests at an informal dinner held at the Fort Pitt Hotel recently. Many dealers were present from western Pennsylvania, eastern Ohio and West Virginia. An excellent dinner preceded the business session. George Meyer, Jr., the well-known and popular Brunswick representative, presided and introduced Leslie I. King, of Cleveland, divisional sales manager. Mr. King made a very interesting and forceful address and presented a number of reasons for better business conditions in 1923.

He pointed out that the industrial situation throughout the country was materially improving and that all indications pointed to a brisk season in all lines of business for the next twelve months. He stated that as the result of a survey of the phonograph business taken in forty-nine retail stores between New York and Chicago the analysis indicated that the unit of sale for 1922 was \$111, whereas the previous year it was only \$81, which indicated a public trend to purchase better merchandise. Thirteen of the dealers included in this number, Mr. King stated, had an increase of 31 per cent over the previous year. Twenty-two had an increase on the average of 10 per cent. Seven of this number discontinued business and the balance was on a par with 1921.

Mr. King laid no small stress on the subject of dealers expecting a return on their investments in merchandise from advertising and talked very strongly on the point that the dealers should find an original idea to link up with the national advertising copy which had been prepared for them by national organizations and that they should always seek the advice of news-

paper advertising staffs who were adequately informed to serve them. Mr. King's outlook for the Pittsburgh district Brunswick business was most optimistic and he predicted larger and more diversified sales of phonographs and records in this section. L. S. McLeod, branch manager of the Brunswick at Cleveland, also attended the convention and dinner.

HOPKINS HEADS NATURELLE CO.

Well-known New York Business Man Elected President of Reproducer Manufacturers

S. B. Hopkins, a well-known business man of New York and head of an electro-plating company bearing his name, recently was elected president of the Naturelle Co., whose executive offices are at 125 East Twenty-third street, New York City. The firm is manufacturing and marketing to the talking machine trade the reproducer which it introduced last year under the trade name "Naturelle."

The "Naturelle" reproducer has a patented non-breakable wood diaphragm and its own miniature amplifying horn. The diaphragm is said to bring out the finer over-tones and every shade of the artist's expression. It has been used with success on various types of phonographs and is particularly useful on portable machines. In addition to the diaphragm of wood, the reproducer is of duplex design, which adds considerably to the volume of tone. The case has an aluminum base and is of the same weight as other reproducers. It is now marketed in nickel and gold plate. The product is simple in design and can be attached to any phonograph by the purchaser.

The Metropolitan Victor Dealers' Association, of New York, held a luncheon meeting at the Café Boulevard in March which was addressed by Charles E. Mason, sales manager of the New York Talking Machine Co., Victor distributor.

NEW COLUMBIA NATIONAL DRIVE

Pages in Saturday Evening Post Make Prestige Appeal in New National Campaign

Starting a few weeks ago, the Columbia Graphophone Co. inaugurated a new full-page campaign in the Saturday Evening Post. This campaign will supplement the extensive newspaper advertising campaign which is credited largely with the increase in record sales volume reported by Columbia dealers this year. These new pages are aimed directly at the prestige appeal with a well-defined explanation of the New Process record feature.

The opening advertisement prepared the ground for the real purpose of the campaign. On March 31 a full-page describing a special Columbia record, Ponselle's "Ernani Involani," was directed to attract the attention of people who know good music. Comparison was invited and six other symphony series records were listed.

It is suggested that Columbia dealers tie up to this campaign with local window displays, as such displays will give them an opportunity of getting maximum results from this advertising. All Columbia dealers will receive copies of the advertisements to be run in the Saturday Evening Post well in advance of their appearance.

FORBIDDEN TO USE COUE'S NAME

Supreme Court Justice Erlanger, New York, recently signed an order restraining the Coué System, Inc., from using the name of M. Coué, his photograph or any talking machine record of any lecture given by him. The order was signed on the application of the Columbia Graphophone Co., which claims to have the only master record of a talk by Coué.

Laxity in manners and habits is a sure indication of laxity in business.

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

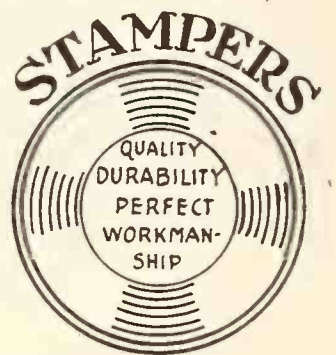


WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY

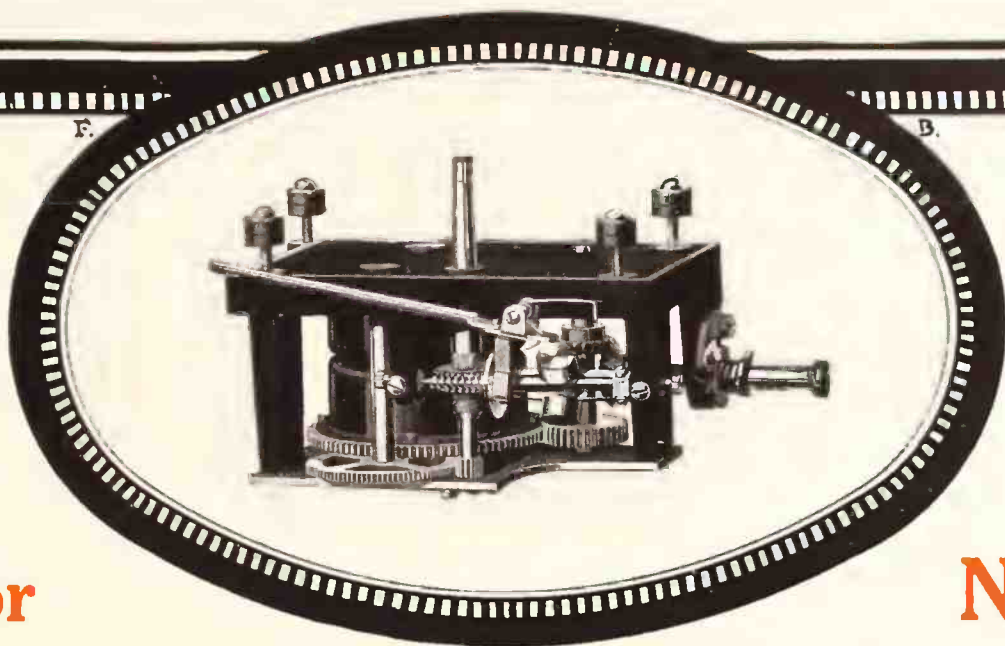


OUR
IMPROVEMENT
ALL STAMPERS
HAVE
HIGHLY POLISHED
MACHINED BACKS



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

*“Quality
our
Trade Mark”*



*“Service
our
Watch-Word”*



JENNIE

A Happy Fox Trot Song

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



A. A. FAIR JOINS PATHE STAFF

Popular Sales Executive Now in Charge of Michigan and Indiana Territory for Pathé Co. Widely Known Throughout Trade

DETROIT, MICH., April 5.—A. A. Fair, formerly sales manager of the Jewett Phonograph Co., of this city, one of the best-known wholesale executives in the country, is now in charge of Michigan and Indiana territory for the Pathé Phonograph & Radio Corp., with headquarters in Detroit. Mr. Fair is keenly enthusiastic re-



A. A. Fair

garding the future for Pathé products, and is now working on a new basis for merchandising this company's records, which he believes will be well received by dealers in this territory.

Mr. Fair's experience in the talking machine industry dates back many years, when he started as a traveling representative for Grinnell Bros., of this city. He was later appointed a member of the traveling staff of the Columbia Graphophone Co.'s Detroit branch, later being transferred to the Columbia headquarters in New York. He was subsequently associated with the Aeolian Co. of Chicago as right-hand man to H. B. Levy, Aeolian general manager at that point.

When the Jewett Phonograph Co. was organized Mr. Fair was appointed sales manager, resigning from this post the first of the year. Since that time he has been taking a well-deserved rest, and his many friends in the trade will be glad to know that he is now back in harness. While associated with the Jewett organization Mr. Fair spent considerable time visiting the trade and he numbers among his friends dealers and jobbers throughout the industry.

GOTHAM VICTOR JOBBER TO MOVE

Emanuel Blout, Popular Metropolitan Wholesaler, Plans Housing of Business in More Central Location Further Downtown

The two-story building now occupied by Emanuel Blout, well-known Victor wholesaler, 2793-2799 Broadway, New York City, which was sold by Mr. Blout, as announced in a recent issue of this paper, has been resold and the present purchasers contemplate building a fifteen-story apartment building upon the plot.

The Blout organization will continue in the present premises for the next several months. In the meantime negotiations are going forward to house the wholesale establishment in a centrally located building downtown. The Blout organization looks forward to a large and well-equipped establishment, which will add to the efficiency of its distribution.

NEW COLUMBIA MODELS POPULAR

Wholesale Division of Columbia Graphophone Co. in New York Territory Well Pleased With Conditions and Bright Outlook

The wholesale division of the Columbia Graphophone Co., New York City, is very much pleased with the reception accorded the new console models and the new portable recently introduced by this company. In addition to the large demand for these new models, sales for the rest of the Columbia line have been more than gratifying. The record demand has been far beyond expectations, and officials of the company stated that the plant has been working to capacity to take care of the large number of orders received from Columbia dealers.

"Dealers are especially enthusiastic over the new Columbia portable, which is making a hit everywhere," remarked Kenneth L. Mills, general manager of the company. "They are exhibiting this small machine, together with the new consoles, in their show windows, with the result that sales have been large. From all indications Columbia business with us is destined to eclipse sales totals of last year by far, and everything points to one of the most prosperous talking machine years yet enjoyed by the company."

Many good men have gone down to obscurity because of "intend to" and "to-morrow." Success is built on determining to "do it" and that quickly. There is no place to-day for the slackers.

BEACH VISITS BRUNSWICK TRADE

New Brunswick Eastern Sales Manager Visiting Dealers in His Territory—Enthusiastically Received by Trade Throughout the East

H. A. Beach, who was recently appointed sales manager of the Brunswick-Balke-Collender Co., with headquarters at the company's New York office, 35 West Thirty-second street, has been spending the greater part of the past month visiting the Brunswick trade in his territory. Mr. Beach has called on the Brunswick dealers in Philadelphia, Baltimore and the South and has also spent a few days at the Brunswick executive offices in Chicago. He has been accorded an enthusiastic reception by Brunswick dealers throughout the East, who appreciate the fact that he is one of the foremost sales executives in the industry and is exceptionally well qualified to co-operate with them in the development of Brunswick business.

SUCCESSFUL VOCALION CAMPAIGN

Musical Products Distributing Corp., of New York. Closes Great Campaign in Interest of Vocalion Records in Greater New York

The Musical Products Distributing Corp., New York City, has just completed a very successful drive among dealers in the Manhattan district which was inaugurated on January 1 in the interest of Vocalion records, for which it is distributor. Every effort was made during this period to urge salesmen representing the company to stimulate sales among dealers handling Vocalion records, and to increase the number of dealers already on its list in this territory. In this respect the drive was a big success. B. D. Colen, general manager of the company, was largely instrumental in good work achieved in this campaign, which netted the company more than 50 per cent increase in dealer business during this period.

"This month," remarked Mr. Colen to The World, "we are making an effort to introduce to a large percentage of the dealers in Greater New York the complete foreign catalog of Vocalion records. These records are in Bohemian, Polish, Jewish and Italian, all of them representing recordings in the native languages. This feature of the business is new with us, but it promises well."

It is a true saying that "You can fool some of the people some of the time, but you can't fool all of the people all the time."

Brunswick
PHONOGRAPHS AND RECORDS

For New York
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
29-35 W. 32nd St. Edward Strauss, Branch Mgr.



Cohen has given up trying to get a "car-pen-ter" on the telephone and he's taken to wireless. "Cohen Listens in on the Radio," and "Cohen Buys a Wireless Set"—Record A-3832—are strictly up-to-date recordings by the man who made damaged shutters famous. Yes, the radio bug has bitten Cohen bad; but the only serious thing about it is Cohen himself.

COLUMBIA GRAPHOPHONE CO.
New York

SALT LAKE

Good Business Continues—Better Industrial Conditions a Factor—Trade Activities of the Month

SALT LAKE CITY, UTAH, April 6.—The talking machine business is holding up well locally and practically every distributor and dealer your correspondent has called upon reported a nice business. Manager Berry, of the phonograph department of the Glen Bros.-Roberts Piano Co., said he was looking for a substantial increase over last year. John Elliot Clark, head of the John Elliot Clark Co., Victor distributor and dealer, described business as better than a year ago. Mr. Clark said his firm had been getting excellent results from its window advertising and newspaper space. A member of the Daynes-Beebe Co. staff said they were doing a "wonderful business" in phonographs. Dean Daynes, of the Consolidated, was another who said business was very fine. The O'Loughlin people are doing a nice business, too. In most cases the console and art models are leading.

The success of the talking machine business locally may be attributed to three causes. First, the industrial and economic situation is better than it has been for several years. Twelve months ago men were going from door to door, begging odd jobs from householders, but to-day not only is there no unemployment, but mining companies and others, even after increasing wages, are clamoring for men. Another reason is the great activity in musical circles, while the third, which is really a part of the second reason, is that several artists of international fame have been here during the past two or three months, creating a big demand for talking machine music.

Col. Jos. J. Daynes, president and general manager of the Daynes-Beebe Music Co., has gone to Chicago and New York on a business trip and will be away about three weeks. This well-known firm's branch store at Hollywood, Cal., opened recently, is making good progress.

The Taylor Bros. Co., of Provo, is planning some extensive improvements in its musical instrument department, one of the largest and best in the Mountain States as far as department stores are concerned. L. R. Taylor, son of Thomas Taylor, president of the company, is in charge of the music department. Mr. Taylor stated that talking machines and pianos will be

displayed hereafter on the ground floor and that some booths will be erected on this floor in addition to those upstairs. This company enjoys a large music patronage and has agents out covering a wide territory. Another son of Mr. Taylor's, M. R. Taylor, has joined the music department.

Another Provo firm is enlarging its music department, the Taylor-Dixon-Russell Co. A. F. Dixon, vice-president and manager of the music department, said that when the new department is ready it will have a nice little concert hall.

Last & Thomas, of Ogden, a company doing a nice talking machine and piano business, was burned out recently.

George A. Bolduc, until a few months ago manager of the Glen Bros.-Roberts Piano Co.'s talking machine department, was here a short time ago to claim Miss Bess Jackson as a bride. Miss Jackson served in Mr. Bolduc's department until she went to Montana for the John Elliot Clark Co.

John Henry Last, head of Last & Thomas, Ogden, is dead at the age of fifty-seven.

A. L. Kirk, of the phonograph department of Strevell-Patterson Hardware Co., local distributor of the Sonora, has bought out the Pauline Music Co., Santa Barbara, Cal., and has resigned his position here.

Mrs. "Ukulele" Hughes, wife of the well-known local music merchant who bears that title, has returned from a tour of the East, during which she called upon many prominent music houses. Mrs. Hughes is herself active in music circles, being a teacher of the guitar and ukulele.

The Daynes-Beebe Music Co. has installed an up-to-date radio department under Heber S. Nelson, a local radio enthusiast.

R. F. Perry, of the phonograph sales division, Brunswick Co., here, announces that the Magna Furniture Co., of Magna, Utah, has been appointed Brunswick dealer at that place. It also operates a store at Midvale, Utah, where it has the Brunswick line. He reports phonograph and record business as very satisfactory, with a big demand for the console designs, especially the York and Tudor models. Many compliments have been received on the new method of releasing records to the public practically every day, as it gives dealers something new to feature to the public every day. As a result of this new plan dealers are doing a greatly increased volume of business.

A lengthy comment was made in the March 19 issue of the Provo Herald regarding a fine

window display of Brunswick phonographs and records at the Bates Stores Co., local Brunswick dealer. The Bates Stores Co. has large window space of about 100 feet, all of which was devoted to this display.

P. S. Heilbut, manager of the Brunswick-Edison department of the Bates Stores Co., states that phonograph business is about three times as great as it was a year ago.

The Bruce Music Co., newly appointed Brunswick dealer at Pocatello, Idaho, ran a large ad in the Pocatello Tribune March 9, announcing the Brunswick line of phonographs and records to its patrons, in addition to the Sonora line, which it has carried for some time. Mr. Bruce states that the new method of releasing Brunswick records will greatly increase record buying and looks forth to a big phonograph and record business this year.

The T. C. Martin Music Co., of Pocatello, Idaho, has been doing a very nice volume of business. This company is one of the largest music dealers in the State of Idaho and handles the Victor, Brunswick and Columbia lines of phonographs, together with other makes.

MRS. CLARK TO BE A DELEGATE

Director of Educational Department of Victor Co., Appointed Member of Conference Committee of Women's Universal Alliance

WASHINGTON, D. C., April 6.—Mrs. Frances E. Clark, director of the educational department of the Victor Talking Machine Co., Camden, N. J., has been appointed a member of the conference committee of the Women's Universal Alliance, which is to hold a conference in this city from April 30 to May 5. It is anticipated that more than 1,000 delegates will come here from all parts of the United States and from many foreign countries. The purpose of the conference is the study of world problems.

MOTORS

Single spring motors at \$2.50 complete to be used for portables, and small machines.

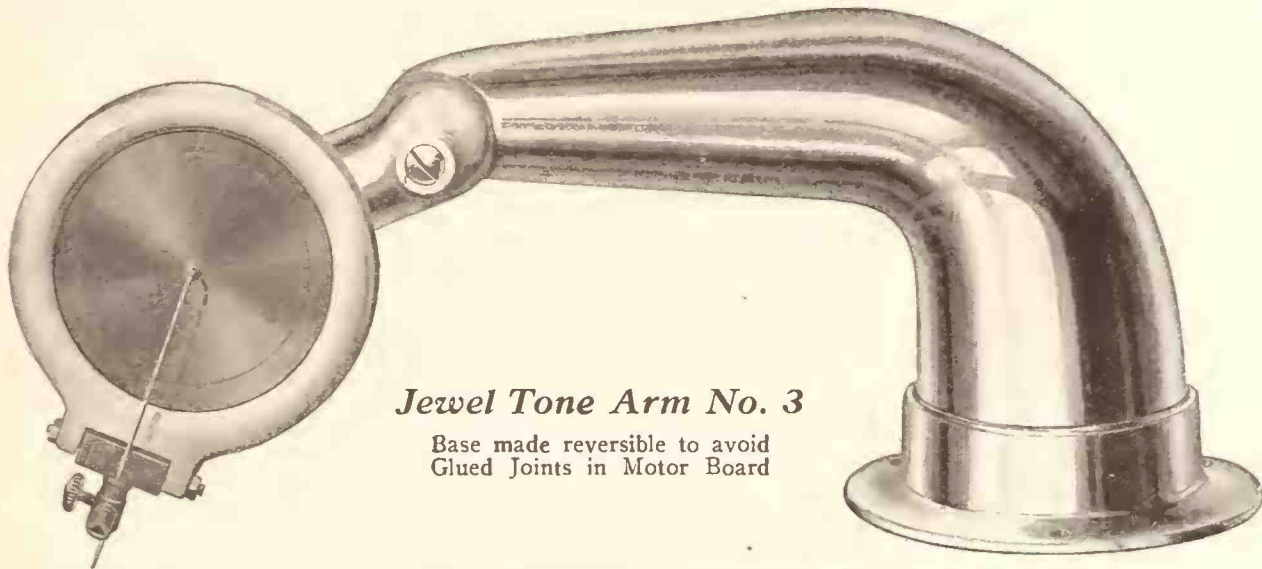
Pleasing Sound Phono. Co.
204 E. 113th Street
New York, N. Y.



For Salt Lake City
and adjacent territory
Distributing Branch

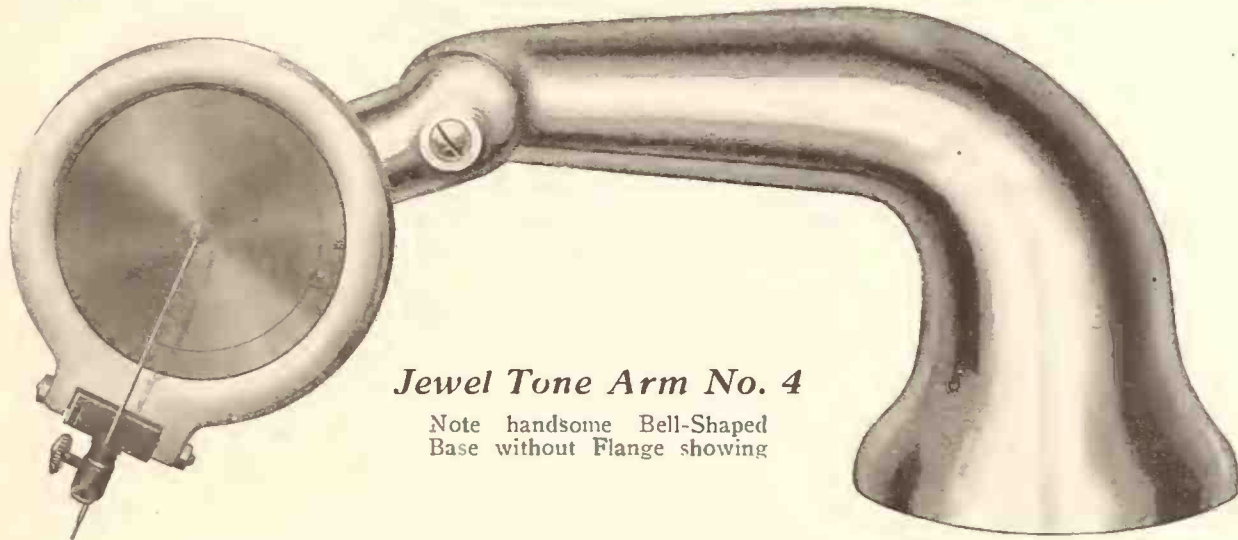
THE BRUNSWICK-BALKE-COLLENDER CO.
55-59 W. So. Temple St.
G. C. Spratt, Branch Mgr.

The Jewel-Tone Reproducer and Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid
Glued Joints in Motor Board



Jewel Tone Arm No. 4

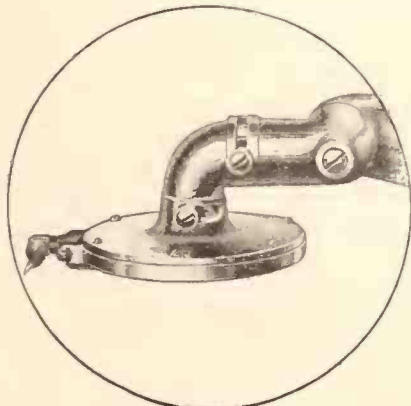
Note handsome Bell-Shaped
Base without Flange showing

Original and Exclusive Features

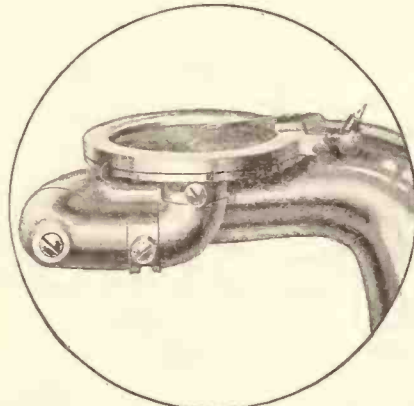
Plays Edison and Pathe Records in actual Edison position and **with a fibre needle.**

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

Finished in nickel or gold plate.



*Reproducer in position to play
Edison Records with Saffo
point or fibre needle.*



*Shows reproducer thrown back
on tone arm in Edison position.
Dome cannot touch it.*



The Jewel Mute

*Equipped with or without
Mute, Mica or NOM-Y-KA
Diaphragm.*



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.

The Man Whom Edison Selected to Manage His Phonograph Industry

A. H. Curry Bearded in His Den at Orange, N. J., Speaks of His Work in the Phonograph Field—Mr. Edison's Views on Sales Development

Thomas A. Edison, needless to say, has little difficulty in getting his name in the magazines and newspapers. It is safe to assume that reporters journeying to Orange, N. J., invariably go for one purpose—to interview the great wizard and perhaps to start a controversial discussion about questionnaires, naval inventions, Muscle Shoals, Ford-for-president or the countless other subjects in which the master inventor is interested.

But what of the men associated with Mr. Edison, the executives whom he has selected to manage his vast industries? With a desire to have this question answered a World representative visited the laboratory of Thomas A. Edison, not to chat with the commander-in-chief, but with one of his staff officers, A. H. Curry, vice-president in charge of the Edison phonograph industry. It is generally known that the phonograph is Mr. Edison's favorite invention, and the man selected by him to promote it undoubtedly would have something interesting to say. I was not disappointed in my surmise.

Without formality I was admitted to Mr. Curry's office. Instinctively I looked for the conventional glass-covered mahogany desk. It was not there. Neither did my O'Sullivan's encounter a luxurious rug. Instead I found myself in a spacious office which obviously was intended only for work. The walls were of steel and fireproof glass, the floor evidently of concrete with a composition covering. Apparently all precautions had been made that there would be no repetition of the great Edison fire which, ten years ago, completely demolished the entire Edison plant. From behind a flat-topped steel desk Mr. Curry rose to greet me.

"I'm mighty glad to see you," he said, removing a companionable looking briar pipe from his mouth, "but it is difficult to understand why a trade paper man should want to interview me. The 'Old Man' is the logical target for you chaps. Better let me take you over to the lab. to meet him." (Mr. Edison is referred to affectionately as the "Old Man" by his employes.)

"On this occasion," I told Mr. Curry, "the phonograph trade is going to learn something about the man whom Edison has selected to manage his phonograph industry."

"Then," said Mr. Curry with an ingratiating smile, "I can assume that anything I say will be used against me."

The smile disclosed that the face, which hitherto had appeared stern, could be most kindly. Mr. Curry does not look to be more than thirty-five. He has a finely shaped head,

blond hair and features notable for their virility. The strong jaw convinces you that A. H. Curry is a man of accomplishment. In fact, if a motion picture director were looking for a man who would typify the perfect executive, A. H. Curry could write his own contract.

"Our readers will be interested in knowing how long you have been associated with Mr. Edison," I said.

"I was a salesman for the Edison Co. about seventeen years ago before the advent of the Edison disc phonograph. In 1912, when I heard the first Edison disc with its lifelike tonal qual-



A. H. Curry, Vice-pres., Thos. A. Edison, Inc. ity, I determined to raise enough money in some way to become a wholesale distributor for it. How this was managed is unimportant. It was a tough battle, but I finally found myself owner of the Dallas jobbing franchise.

"At that time," Mr. Curry continued, "competition was strong in Texas. Huge sums were being spent in advertising, the most alluring terms were being offered to retailers. What we had to work with was a new disc phonograph which was not being produced in sufficient quantities, a catalog of about six records and a bank-roll so limited that we could do no advertising and had to insist on thirty-day terms from dealers. To put it over an organization of salesmen, in the true sense of the word, had to be formed—salesmen who, when

their prospects said 'No!' would smilingly reply, 'Now that you are interested in our product, I'll be around to-morrow to discuss the details.' It was the merriest scrap of my business career, but somehow we prospered and the Texas-Oklahoma Phonograph Co. became profitable.

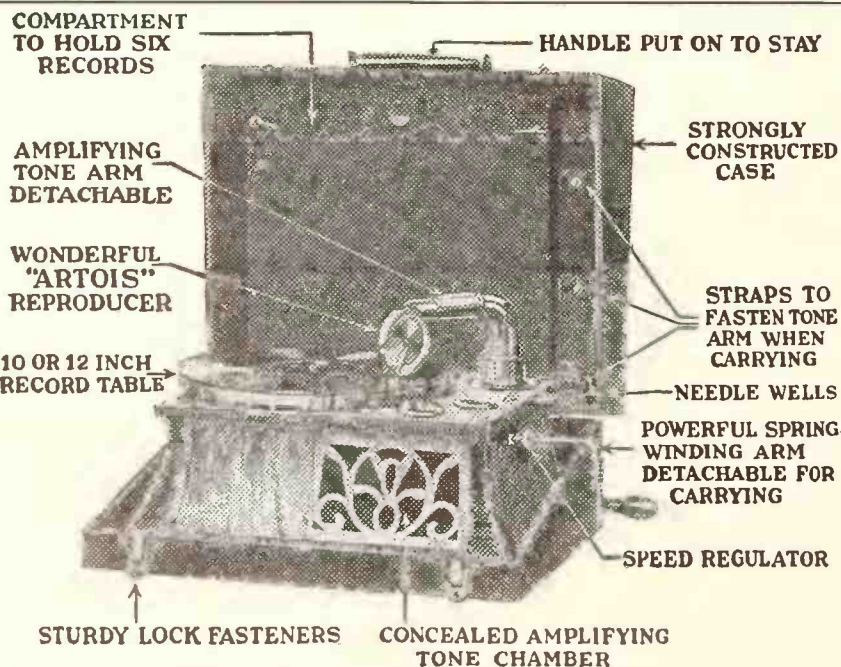
"That's about all there is to tell except that two years ago Mr. Edison, for some unexplainable reason, asked me to take charge of his phonograph industry. So here I am, though I still control my jobbing point in Texas. At least I had a jobbing point, but just before you came in I received news that a fire is raging in my Dallas warehouse. Of course, I'm insured, but I may suffer a \$50,000 loss despite the insurance."

Here was a man nonchalantly and patiently submitting to an interview while his warehouse was burning down—smiling at the prospect of a \$50,000 loss. It was by now pretty apparent why Thomas A. Edison, when searching for a man to look after his phonograph interests, had chosen Amos H. Curry. The earnestness, alertness and aggressiveness of this executive are sensed when one is in his presence but a few moments. His personality reaches out and makes friends of all with whom he comes in contact.

In the course of the interview it was natural that the conversation should drift to "Radio" and its probable effect on the phonograph industry. "There is no use of worrying about radio," said Mr. Curry, "until it has been invented. Of course, it is marvelous but it really is in a half-invented state. Each week new improvements are announced, and, some day, I suppose, an amplifier which does not distort tone will be invented. Then we shall know what the effect of radio on the musical instrument industry will be. Personally, I do not believe that the radio outfit will supplant the phonograph, any more than the phonograph supplanted player-pianos or the latter the piano.

When questioned about the volume of Edison phonograph business being done at the present time, Mr. Curry stated very frankly that, for the past four or five months, the average daily shipment of phonographs has been in excess of the largest average daily shipments during the greatest boom period in the history of the Edison Co. Sales of records are also greatly on the increase due to the Edison Co.'s new system of distributing records, which puts individual exploitation behind each record and departs completely from the conventional system of grouping records under a monthly classification.

"At the present time," continued Mr. Curry, "Mr. Edison is experimenting with sales. He is developing what he hopes will be a nationwide system of canvassing, for he believes that canvassing is one of the most effective methods of selling Edison phonographs. Already the results of Mr. Edison's canvassing system would astonish you. He has gathered statistics which prove conclusively that there is no limit to the business that an Edison retailer can do wholly by house-to-house canvassing."



The MODEL "E" PORTABLE PHONOGRAPH

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

Not a Seasonal Portable.

By removing four screws, which hold the phonograph in the case, it is instantly converted into a table model.

A VERY DESIRABLE AND EXCLUSIVE FEATURE. PLAYS ALL RECORDS.

Write for Our Proposition

THE GENERAL PHONOGRAPH MFG. CO.
ELYRIA, OHIO.

BEASLEY MUSIC CO. CELEBRATES

Live Concern of Texarkana, Ark., Announces Twenty-fourth Anniversary Through Medium of Ten-page Newspaper Supplement

TEXARKANA, ARK., April 7.—The H. V. Beasley Music Co. has again celebrated its business anniversary, the twenty-fourth this time, with a special supplement in the local newspaper, The Daily Texarkanian, which is of a character that is bound to attract wide attention. The supplement comprises ten full newspaper pages, with a specially designed cover upon which appeared the announcement of the anniversary, together with portraits of officers of the company and of its building.

Various pages of the supplement are given over to advertising announcements, lines handled by the Beasley Music Co., including the Victrola, which was featured in two full-page advertisements, and other pages are devoted to the pianos and other lines handled by this house.

One of the features of the text pages is a biographical sketch of Herschel V. Beasley, founder of the Beasley Music Co., who was born in Lamartine, Ark., in 1865, and after various experiences in the trade opened a music store in Little Rock in 1893. He founded his present business in Texarkana in January, 1899,

and now has associated with him two of his three sons, George H. Beasley, vice-president and secretary, and Edward C. Beasley.

The progressive methods of the Beasley Music Co. have won for it high standing not only in local trade circles, but throughout the country and the success of its methods is proved by the company's growth.

NEW SONORA DEALERS IN NEW YORK

Johann Schick and Forar's Music House Latest Additions to Representatives Appointed by the Greater City Phonograph Co.

The Greater City Phonograph Co., New York, reports that business during the past month has shown an increase of over seventy per cent as compared with the same period last year, a proof, remarked Maurice Landay, president of the company, that Sonora dealers throughout Manhattan district are doing a very healthy business. The demand for Sonora machines has not been confined to the popular console types, but the upright models have also met with a big sale, a feature which shows conclusively that the upright model phonograph is not being displaced by the console or period type machine to as great an extent as imagined.

Among the new dealers recently established by this company is Johann Schick, of 956 Third avenue, at Fifty-seventh street, New York City, who is one of the pioneer talking machine retail merchants in the metropolis, having been located at this address for the past twenty years. This store is considered one of the finest accounts in the city and the Greater City Phonograph Co. is very much pleased at placing the entire Sonora line in this store.

Another new dealer established this month is Forar's Music Shop, at 794 Columbus avenue, New York, which has taken on the entire Sonora line. Recently this store moved to a corner location on Columbus avenue from the center of the block. This gives it a better opportunity to display Sonora models to the people in that vicinity.

NEW TRUMPETONE DISTRIBUTORS

General Manager DeLaney Announces New Jobbers in Philadelphia, Minneapolis, Boston and Chicago — Business in Excellent Shape

The TrumpeTone Co., manufacturer and distributor of the TrumpeTone table or portable phonograph, which was recently organized, has, in a very short time, distributed its small machine in several of the prominent trade centers of this country and reports that business this past month has been far beyond expectations.

T. F. DeLaney, Jr., vice-president and general manager of the company, during a business trip from which he recently returned, completed arrangements for the establishment of several new jobbers who are to handle the TrumpeTone in their respective territories. The new jobbers include Geo. C. Ulrich Co., 56 Estey Building, Philadelphia, who will distribute this small machine in eastern Pennsylvania and southern New Jersey; Edward G. Hoch Co., 104 Third street, Minneapolis, Minn., for Minneapolis territory; Louis F. Fowler, 501 Washington street, Boston, Mass., who will distribute throughout New England, and C. H. Folkers, Tower Building, Chicago, Ill. Negotiations are under way, stated Mr. DeLaney, for the establishment of several more jobbers throughout the country, and it is expected that within the next sixty days the TrumpeTone will be well established with dealers throughout the country.

The Victor Co. has just sent out a number of foreign supplements in the following languages: Arabian, Bohemian, German, Greek, Hebrew (Yiddish), Italian, Lithuanian, Mexican, Polish, Portuguese, Russian, Swedish.

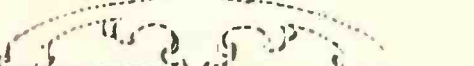
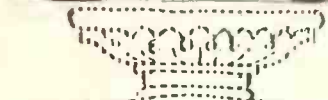
Dealers who are keen on the development of their business should see to it that greater stress is put upon the sale of the foreign records represented in catalogs like these referred to.



LITTLE TOTS' NURSERY TUNES
SONGS & GAMES / STORIES On Records

\$1 Complete Book
6 SELECTIONS—THREE 7-INCH DOUBLE-FACED RECORDS—6 PICTURE CARDS WITH VERSE

Individual Records in loose leaf pocket with picture and story cards 25¢ each



A wonderful new juvenile record in a loose leaf book. It will bring you a continual stream of profits thru additional sales.

Six different selections on three 7-inch double-faced records—with six colored picture and verse cards in a beautiful album—\$1 retail.

Individual records in loose leaf pockets to fit the loose leaf album—complete with picture and story cards—25c retail.

Without question "LITTLE TOTS" is the greatest juvenile record value by a wide margin.

Jobbers and dealers should write at once. It will pay you.

LITTLE TOTS' RECORD DIVISION
OF THE
REGAL RECORD CO.
20 W. 20 TH STREET NEW YORK

The PHONOSTOP

STANDARD for SEVEN YEARS



100% Efficient. Guaranteed.

Sold direct to manufacturers all over the world.

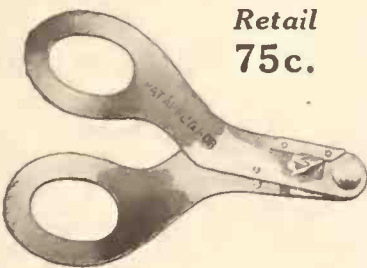
Nickel or Gold.

Your phonograph is worthy of the best stop.

Your customers appreciate it.

NEED-A-CLIP

Fibre Needle Repointer with Hardened Tool Steel Blade



Retail 75c.

WORKS PERFECTLY

POPULAR PRICE

Sold to DEALERS

We also sell

Standard Phonograph Hardware and Trimmings

Get Our Printed Matter and Prices

PHONOMOTOR CO.

121 West Ave. ROCHESTER, N. Y.

TrumpeTone

MAXIMUM TONE — MINIMUM COST

A Distinct Sales Asset for Every Dealer

LIST PRICE \$17.50

The Motor

is of the same construction and exactness of larger instruments

SIMPLE
EFFICIENT
and
DURABLE



Special Features

Start and Stop Device

Speed Regulating Device

Carrying Handle

Cabinet
Mahogany Finish

Overall measurements 13 in. wide, 11½ in. long, 11 in. high.

QUICK TURNOVER --- MORE PROFIT

The TrumpeTone opens new possibilities for increased sales. It is built to appeal to all types of customers, particularly to those who demand *maximum* quality at a *minimum* price.

The TrumpeTone is the outstanding example of the greatest value ever offered. It is a business builder—it attracts every type buyer to your store.

If you have not yet made preparations to feature this unequalled value—communicate at once with us.

DISTRIBUTORS

C. H. Folkers
Tower Bldg.
Michigan Ave. & Madison St.
Chicago, Ill.

Louis F. Fowler
501 Washington St.
Boston

Edward G. Hoch Co.
104 Third Street, N.
Minneapolis

George C. Ulrich Co.
56 Estey Bldg.
Philadelphia

The TrumpeTone Company, Inc.
25 Broadway
New York City

Telephone Bowling Green 8826

“Aggravatin’ Papa” talks right up when The Georgians get under way with this fox-trot hit. And “Loose Feet,” on the reverse side of this record, keeps your feet unlimbered ’til the last gurgle has died in that saxophone’s throat. These two popular numbers are played with a snap that’s just a couple of steps ahead of the field. Both on Record A-3825.

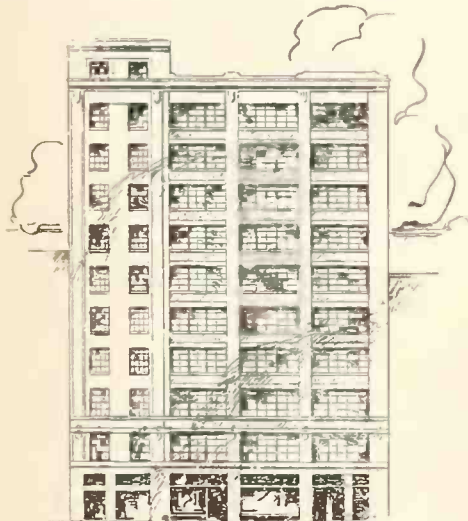
COLUMBIA GRAPHOPHONE CO.
New York



GREATER CITY PHONO CO. TO MOVE

Growing Business Volume Necessitates Move of Sonora Jobber to Larger Quarters—Convenient Location Facilitates Service

The Greater City Phonograph Co., Sonora jobber for the district of Manhattan and southern New York State, is getting ready to move this month from 311 Sixth avenue into its new quarters, which are being prepared at 234 West Thirty-ninth street, New York. This move has



Greater City Phono. Co.’s New Quarters been contemplated for some time past, as the increasing volume of business necessitated much larger quarters to take care of dealers in an efficient manner. The company has secured the entire floor of an up-to-date and modern fire-proof building at the Thirty-ninth street address and will devote the space, which exceeds 10,000 square feet, to the conduct of its Sonora wholesale business. It is planned to equip up-to-date offices for the officials of the company, and a feature of the new quarters will be a dealer service room, where the entire line of Sonora models can be shown to advantage to visiting dealers. There will be a large shipping room for the quick dispatching of dealer orders, while the rest of the floor space will be devoted to the carrying of a large stock of machines.

Maurice Landay, president of the company, is keenly enthusiastic over this move and stated that this new plant will represent not only one of the largest and most up-to-date wholesale distribution offices in the country, but one that will be equipped to give Sonora dealers in their territory a service of the highest character.

The location of this new building is a very convenient one, as it can be reached from every section of the city very easily. It is situated only a block away from the Times Square subway station and is accessible from the elevated line on Sixth avenue and the crosstown Forty-second street surface cars.

A salesman with a “better than thou” air seldom makes sales. He may palm some goods off on people who know no better, but there will be a distinct lack of satisfaction for the purchaser which will result in loss of business.

E. H. DROOP TO WELCOME SHRINERS

Washington Piano Man Appointed Member of Citizens’ Committee for July Convention

WASHINGTON, D. C., April 3.—Edward H. Droop, of E. F. Droop & Sons Co., has been appointed by the commissioners of the District of Columbia a member of the Citizens’ Committee, which is to co-operate with the capital Almas Temple 1923 Shrine Committee in arranging for the entertainment of the Imperial Council of the Mystic Shrine in June.

STARKE BROS. INCORPORATE

The firm of Starke Bros., 3122 Fulton street, Brooklyn, has been incorporated for \$30,000. This firm has been established at the above address for the past nine years, conducting a successful business. The Hallet & Davis pianos are featured, as well as a full line of phonographs, musical instruments and sheet music. The officers are E. F., W. F. and F. E. Starke.

H. L. PRATT NOW WITH ESTEY CO.

Leaves Columbia Co. to Join Estey Organ Co.’s Sales Organization

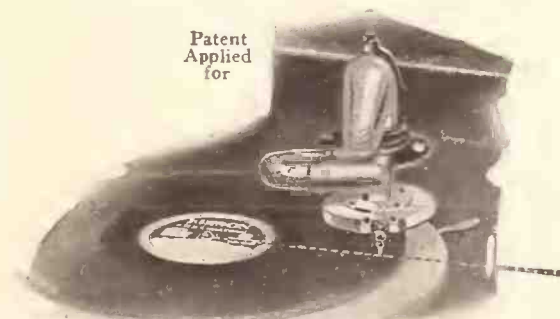
H. L. Pratt, manager of the branch service division of the Columbia Graphophone Co., resigned from the company’s organization last week and will join the sales division of the Estey Organ Co., New York. Mr. Pratt has been identified with the Columbia organization for a number of years and numbers among his friends Columbia branch managers and sales executives from one end of the country to the other. B. W. Jennings, assistant manager of the New York branch, will succeed Mr. Pratt as manager of the branch service division and will visit the various branches throughout the country in his new capacity.

Prove to the prospective patron that your goods are better than others and sales come easy. Idle statements and boasting fool no one and breed distrust.

Oro-Tone No. 5 Equipment Automatically Adjusts Weight



Showing position for playing Victor or other lateral-cut records.



Showing position for playing Edison or other vertical-cut records.

NEVER before in the history of the phonograph industry has anyone been able to construct equipment that automatically adjusts itself to the proper weight for playing either Victor, Edison or any other record. The Oro-Tone No. 5 Automatic Victor Concert Equipment accomplishes this completely.

Special Features

1. Reproducer automatically adjusts weight on needle when turned to play either Victor, Edison or any other record.
2. Needle automatically centers with spindle so that reproducer will not coast when record is played through.
3. It plays Edison records with ordinary fibre needle, producing splendid volume and no surface noise.
4. It can be attached in one second and no further adjustment is necessary.

List Prices

Nickel Finish \$6.00
Gold Finish . \$8.00

Ask your jobber for sample or we will send same on 30 days’ approval.

The Oro-Tone Co.
QUALITY FIRST
1000-1010 GEORGE STREET
CHICAGO, ILLINOIS

Starr

PHONOGRAPH



Model III



EASTER MUSIC

Through the Starr's Singing Throat of silver grain spruce —the music wood of the famous Stradivarius violins —comes Easter music in its purity.

The Starr betters all records —*Hearing is Believing.* Ask the Starr dealer for a hearing.

THE STARR PIANO CO.
Richmond, Indiana

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

GENERAL PHONOGRAPH CORP. ELECTS

Directors and Officers Re-elected at Annual Meetings—A. W. Fritzsche Elected Assistant Treasurer—Excellent Business Report for 1922—Otto Heineman Optimistic

The annual meeting of the stockholders of the General Phonograph Corp., manufacturer of Okeh and Odeon records, Heineman motors, tone arms and sound boxes, Truetone needles, radio parts and other products, was held on March 20 at the executive offices of the company, 25



Otto Heineman

West Forty-fifth street, New York. All of the directors who have held office for the past year were re-elected, with the addition of Allen W. Fritzsche, who has been identified with the organization for several years. The directors of this company now comprise the following: Otto Heineman, Wm. A. Neracher, Adolf Heineman, W. G. Pilgrim, A. L. Fritzsche, A. G. Bean, B. Benson, Jacob Schechter, W. C. Fuhri, Don M. Kelley, R. Gloetzner, E. W. Shaw, Allen W. Fritzsche.

The directors of the General Phonograph Corp. also held their annual meeting the week of March 20 and the following officers were re-elected: Otto Heineman, president and general manager; Wm. A. Neracher, vice-president; Adolf Heineman, vice-president; A. G. Bean, vice-president; B. Benson, vice-president; Wm. G. Pilgrim, treasurer and assistant general manager; Jacob Schechter, secretary. Allen W. Fritzsche was elected assistant treasurer of the company and will make his headquarters at the company's executive offices.

The business report submitted for the consideration of the stockholders was very satisfactory, and the sales totals for the last half of 1922 were particularly gratifying, as every division of the company's organization reported a substantial increase over the first half of the year and over the corresponding period of 1921. Okeh record sales for the latter half of the year showed an increase that was almost phenomenal; these figures emphasizing the fast-growing popularity of this well-known record line.

Otto Heineman, president and general manager of the company, who is recognized as one of the industry's foremost executives, was congratulated by his associates upon the company's 1922 report, and it is interesting to note that the figures for the first three months of 1923 indicate that this year will probably be one of the most successful periods in the history of the General Phonograph Corp. During 1922 Mr. Heineman made several trips abroad in behalf of the varied interests of the General Phonograph Corp., visiting the Okeh jobbers and talking machine manufacturers in the leading trade centers throughout the country. This gave Mr. Heineman an opportunity to study industrial conditions carefully and, in a recent chat with

The World, he stated that there was every reason to believe the coming year would witness an era of steady and continued prosperity in the talking machine industry. Mr. Heineman is not looking for any boom period, but feels certain that industrial conditions will be more satisfactory than they have been for several years past and that this undoubtedly will be reflected in a substantially increased demand for phonographs and records.

DO INVENTORY FIGURES LIE?

Merchants Must Determine What Forced Sale of Assets Would Bring to Find Real Value—Inventory Figures Often Cloud Real Facts

If it were necessary for you right now to turn your stock into cash, asks Tom Dreier in Forbes Magazine, how much could you realize on the money invested?

You may think that it would be possible for you to realize 75 or possibly 85 per cent, but isn't it also possible that if you got 40 or 50 per cent you would be doing well?

Many a merchant has gone on serenely year after year, confident that his inventory figures really meant what they told him, only to learn when it was necessary to make a quick sale of the entire stock that the inventory figures came very far from telling the truth.

The thing for you to do at least once a year, if not oftener, is to pretend to yourself and to your clerks that it is necessary for you to sell out and turn every article of merchandise into cash.

If you will play this game as it ought to be played you will learn many things about the stock that you don't know now, and what is probably more important, much of the stock that really is dead, but which you may think is alive, will be moved off the shelves either into the hands of customers or, if worthless, into a junk pile.

The only way to find out whether your inventory figures mean anything or not is to offer

the goods for sale and find out what they will bring. That is the real test.

Suppose now it were necessary for you to close out your business and your stock had to be sold at auction. How much would it bring under the auctioneer's hammer?

NEW VICTOR DEALER PUBLICITY

Electros for Reproduction on Postal Cards for Circularization of Record Prospects an Important Innovation in Dealer Publicity

Something entirely new and original in the way of a dealer publicity help has just been placed at the disposal of the trade by the Victor Talking Machine Co., Camden, N. J. This consists of a series of electros especially designed for reproduction on the ordinary postal card for the exploitation of special records. A two-color effect can be obtained with these electros by printing upon colored stock. The Victor Co. advises dealers that specially attractive effects are obtained by printing black on salmon stock, green on grey stock, red on light salmon, blue on grey, red on buff, sepia on light blue.

This is really an innovation in dealer helps and marks a step forward in manufacturer cooperation which fills a distinct want in making more effective the circularization of customers in behalf of Victor records.

UNUSUAL PUBLICITY COLLECTION

One of the most unusual collections of literature pertaining to the talking machine business is that of Mr. Littlefield, of the Victor talking machine department of Sedgewick & Casey, music dealers of Hartford, Conn., according to James J. Davin, of Ormes, Inc., Victor wholesaler, of New York. Mr. Littlefield's collection consists of a large quantity of consumers' literature prepared by the Victor Co., every Victor supplement issued since 1902 and a complete file of the Victor house organ, The Voice of the Victor, since 1908.

Udell Flexi-File Record Cabinet No. 151—finished in Brown Mahogany. Height 34 inches, width 20 inches, depth 19 inches. Flexible canvas record nockets. Capacity up to 150 records.



THERE'S a lot of profit for you in this because every buyer of a vertical cabinet phonograph is a prospect. Think of the convenience: Records are the right height, it is not necessary to stoop to get them, they are neatly filed at your fingertips. Eliminates the necessity for record albums at \$1.50 each. Besides extraordinary convenience is a beautiful piece of furniture, Udell quality throughout. You can sell dozens of these No. 151s. Better write today and find out all about it.

THE UDELL WORKS

28th Street and Barnes Ave.

Indianapolis

Write for your copy of our new catalog of record and player roll cabinets

20% EXTRA PROFIT 100% MORE SALES

The New Emerson Records

There's no argument about your 20% extra profit per sale—it just *is!*

For sales volume there is an *irrefutable* argument. It's because Emerson is the first out with real Hits, and *Emerson Service* sees that

your repeat orders are *filled*—not with “out of stock” excuses, but *with the records you want when you want them!*

Thus you are constantly enabled to turn every inquiry into an instant sale.

The New Emerson Phonographs with the famous Music Master Horn

The famous Music Master Horn is exclusively an Emerson feature. No other phonograph has it. It is unquestionably the greatest single improvement made in the art in recent years, and for that reason is the most distinctive selling feature in the trade today. Distribution is being strengthened in some sections of the country. Get particulars of our cooperative selling plan. Write or wire in today.

EMERSON PHONOGRAPH CO.

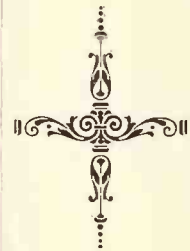
Manufacturers of Emerson Records
Eastern Distributors Emerson Phonographs
105-111 W. 20th St., New York, N. Y.

WASMUTH-GOODRICH CO.

Manufacturers of Emerson Phonographs
Peru, Indiana



“If it's a
Real Hit
it's on the
Emerson”



“If it's on
the
Emerson
it's a
Real Hit”



BUFFALO

Displays of "Talkers" at Better Homes Exhibition Attract Attention and Create Sales—The News

BUFFALO, N. Y., April 7.—Talking machine and record business in Buffalo and vicinity is running well ahead of last year, and there is a noticeable increase over the business of March, an exceptionally good month.

The Better Homes Exhibition, held in Buffalo during the week of March 19, greatly stimulated interest of the public in talking machines, and the number of sales made greatly exceeded expectations of the most optimistic dealers. Among the exhibitors was C. J. Hereth, who featured the New Edison in a very attractive booth, and, when visited by The World representative, was very enthusiastic about the show. "I believe the exhibition has been a wonderful success for this store as well as many other music stores," said Mr. Hereth. "Thousands of visitors familiarized themselves with the wonderful quality of the Edison, which could not have been accomplished under ordinary circumstances. We were able to exhibit the machine to great advantage, and besides taking a number of orders we secured many prospects."

Neal, Clark & Neal devoted a great deal of thought and expense to their booth, and were well repaid for their efforts. Victor talking machines were well displayed in an artistically arranged booth. Buttons bearing the name of Neal, Clark & Neal, and a number, were distributed among the thousands of visitors. Duplicate numbers were distributed with the understanding that upon meeting a person with a similar number, both were entitled to a 10-inch record. Frank E. Russel, sales manager of the store, says that many persons called for their record. The novel idea aroused interest.

The Brunswick and Sonora were featured in a large booth of the Hoffman Piano Co. and quite a number of visitors to the show manifested partiality to these machines.

Kaepfel Bros. were very gracious to visitors interested in their display of Victor and Sonora instruments.

George W. Pound, chief counsel of the Music Industries Chamber of Commerce, spoke before the Buffalo Chamber of Commerce at a luncheon meeting recently. "The great opportunity of the music industries is here," Mr. Pound said. "Everywhere people are asking: What is the best remedy for this epi-

demio of unrest? The answer is 'music.' When music comes into the hearts of men there is no room for discontent." Mr. Pound gave two illustrations of how music had accomplished this great service in large industrial plants.

An ordinance restricting the playing of music in public places without consent of two-thirds of the neighbors within a distance of 200 feet was recently defeated by a vote of four to one in city council. Mayor Frank Schwab, sponsor of the ordinance, was the only one voting in its favor. Charles E. Feldman, attorney for talking machine manufacturers, spoke against the ordinance, saying it would work a great hardship on hotels, dance halls and other places where music was a feature.

F. B. Lipe, of Jamestown, says he will not go on with the project of building a phonograph factory in Randolph, as recently announced. "The real estate deal fell through," he said, and he has not yet found a site to meet his purpose.

Seeber & Hoffheins, Columbia dealers, are moving this month from 20 Carlton street to 861 Main street. The interior of the new location has been remodeled and redecorated.

A building permit has been issued to the Bellanca Furniture Co. for the erection of a new brick and tile store, costing \$20,000, at the corner of Carolina and Niagara streets. The first floor will be used for the display and sale of talking machines and records.

Genevieve Cunningham has been put in charge of the record department of the G. M. Thomas store in Lockport, N. Y.

Miss Geraldine Austin has bought the phonograph and record store of A. L. Niles, in Salamanca, N. Y.

The Iroquois Sales Corp., distributor of the Strand talking machine and Okeh records in western New York, reports that it has closed a very good month and expects April to be one of the best months of the year. A new account just opened is C. W. Ludwig, Rochester, N. Y., who has been stocked with a complete and attractive line of Strand machines and Okeh records. The W. P. Young Store, another new talking machine establishment in Rochester, has been opened by the Iroquois Sales Corp., with a complete stock of Okeh records. G. R. Kuehner, representing the Iroquois Sales Corp., has returned from a successful business trip.

A new Polish Okeh record by Helena Polka was released April 10 and proved very popular in Buffalo. Many orders have been received.

M. O. Giles, of the General Phonograph Co., New York City, spent about six days in Buffalo with the Iroquois Sales Corp., helping them in distributing their Okeh records and proving an inspiration to the concern in general.

D. M. Edwards, head of the Edwards' department store, featuring a very attractive Brunswick department, entertained about twenty-five buyers of various departments at dinner recently.

O. L. Neal, of the Buffalo Talking Machine Co., Victor jobber, says business has been holding up very well. "We are looking forward to the new Victor models that are due in April," Mr. Neal said, "and feel that dealers are going to be exceedingly well pleased with them. We find that the business for the first three months of this year has been very much larger than for a similar period of the last several years.

Victor dealers of Buffalo held a luncheon meeting recently in the Iroquois Hotel. Nearly every Victor dealer in Buffalo was represented at the luncheon, which was in the form of a social gathering. Timely topics were discussed.

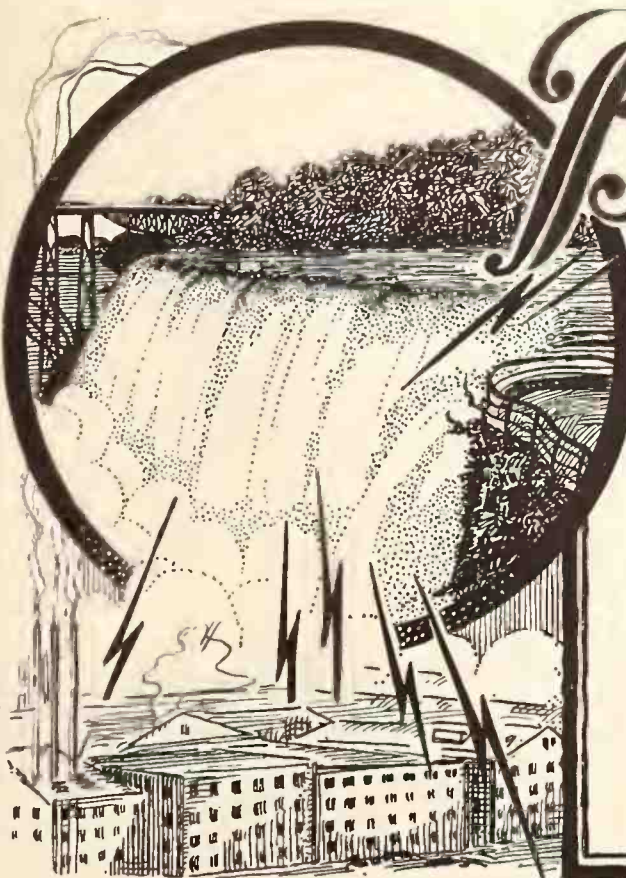
One of the most attractive window displays seen in Buffalo in some time is that of Neal, Clark & Neal, Victor dealers, on Main street. Hundreds of passersby were attracted to the window and stopped to study its mysteries. The display is built around inspiration gathered from "Burning Sands," the latest jazz song to be found in the tomb of "King Hit." It represents the burning sands of the Sahara. Clever lighting gives the window an artistic Egyptian effect, and continual flames are seen coming from some mysterious source, through the sands. In one corner is a pyramid. A caravan of camels is wending its way across the desert, headed for an oasis marked by a mirror lake and palm trees. In another corner is seen the open door to the tomb of King Tut, and the foundations of an Egyptian temple. In less than two days after the display was put in, Frank Russel, sales manager, said they had sold out their stock of "Burning Sands" records.

John Charles Thomas, Vocalion artist, recently appeared in Buffalo in concert. In his honor, Denton, Cottier & Daniels had a "Thomas" window display.

Duci de Kerekjarto, violinist and exclusive Columbia artist, stimulated sales of his records during his recent concert in Buffalo.

A broadcasting station expected to be powerful enough to broadcast to Europe will be established on the top of the new Hotel Statler in Buffalo, in the early Spring. The Federal Telephone & Telegraph Co., well known manufacturer of radio sets and apparatus, has announced the fact that it will be one of the most modern stations in the United States. Special cables will connect with all public rooms in the hotel so that speeches or music in any of the rooms may be broadcasted by wireless.

Two large Wurlitzer organs and a Kurtzmann electric phonograph have been installed.



Buffalo means power


As Buffalo is the power distribution center of this great territory
 So is the
BUFFALO TALKING MACHINE COMPANY
 776-778 WASHINGTON STREET
 Buffalo, New York

the power distribution center of Victor machines and records. The Buffalo Talking Machine Co. service forms a truly appreciated work. It furnishes a power of incentive to the Victor dealer that helps materially. Why not let us help you?


Just write or wire




REGAL 50c RECORDS




1500% Profit!
One REGAL dealer is selling an average of 600 records per week with a stock investment of \$400. This brings him 23 turnovers a year, and each turnover leaves him a gross profit of \$271.29, a return of 1500%.



But this can only be accomplished by REGAL 50c RECORDS. A stock of REGAL means a stock of "best sellers" only rather than a stock of 25% "best sellers" and 75% slow-moving merchandise.



To summarize: The REGAL policy of "best sellers" plus the REGAL quality and the 50c price, enables REGAL dealers to achieve sales success that to outside dealers seems quite unusual.



Yet the instance quoted above is merely one example of hundreds of similar successes that REGAL has helped develop. REGAL creates business for dealers quickly—without extensive preparation.

REGAL RECORD CO.

20 W. 20th ST

NEW YORK

ORMES MAILS TIMELY PUBLICITY

Victor Wholesaler Issues Literature Featuring Record Hits—Timely Publicity for Dealer Use

Ormes, Inc., Victor wholesaler of New York, recently mailed out to Victor retailers a timely sales letter enclosing a copy of "Burning Sands," one of the Victor specials that was placed on sale March 26. This selection is meeting with phenomenal success, and Victor dealers were pleased to receive a copy of the music. Accompanying this letter were title pages of two other popular hits included in the special releases of March 26, "You've Got to See Mamma Ev'ry Night" and "Dearest." All of these numbers are meeting with a ready sale and the publicity matter received from Ormes was used to excellent advantage.

During the month this enterprising jobber also forwarded to the dealers an eight-page booklet featuring the new fox-trot "Fate." This popular hit is made the subject of a book of "dreams," which conveys the spirit of the song's title. Other literature mailed out by Ormes recently consisted of a lithograph of Paul Whiteman in connection with his waltz hit "Wonderful One"; a leaflet giving the refrain of the Whiteman waltz record "Honolulu Eyes" and a reproduction of the window display presented by Ormes in connection with the Victor record "Parade of the Wooden Soldiers."

WALL-KANE NEEDLE SALES GROW

N. Cohen, President, Recovers From Grippe—S. Kaminshine Planning Trade Trip

Demand for the Wall-Kane needle is reported exceptionally good. Sales are well apportioned throughout the entire line, which includes the Wall-Kane ten record needle as well as the Concert needle and the Jazz needle, which are one-time steel needles. N. Cohen, president of the company, has thoroughly recovered from an attack of the grippe, which he suffered the latter part of last month, and is now back at his desk. S. Kaminshine, general manager, will shortly start on the road, introducing the complete line to the trade.

EXHIBIT PROVES A SUCCESS

James Donnelly Has Attractive Victor Exhibit at Exposition—Closes Victrola Sales and Secures Names of a Number of Prospects

SOUTH NORWALK, CONN., April 5.—James Donnelly, well-known and successful Victor dealer in this city, sponsored a very attractive exhibit at the South Norwalk Business Men's Exposition held recently at the Armory, where he maintained an effective and thoroughly artistic display. During the course of the exposition he gave away thousands of souvenirs comprising the popular Victor puzzle pictures. When the regular orchestra stopped playing a Victrola furnished by Mr. Donnelly took up the work and music was "on tap" at all times. Quite a number of Victrola sales were made at the exposition, and in addition an invaluable list of prospects was secured.

PRINCIPLES OF SOUND MANAGEMENT

"Fundamentally," says C. B. Chadwick, president of the Bankers' Supply Company, of Chicago, in Forbes Magazine, "sound management has to take three things into account:

"1. A good product—a distinctively good product—a product that answers with definite quality, price or service reasons the question, 'Why should anybody buy from me rather than from my competitors?'"

"2. Efficiency in production—a good product may be less advantageous to the customer than a somewhat poorer product, if laxness in production results in high prices, unequal quality or uncertain service.

"3. Efficiency in distribution—a good product ought to be well sold."

RUDOLPH HAUPTMAN JOINS ROBICHEK

Business Will Now Be Known as the Robichek-Hauptman Art Studios, Inc.—Secure Additional Quarters to Meet Growing Demand

Rudolph Robichek, who conducts a successful business in decorating and resurfacing talking machine cabinets for dealers in New York City, has just enlarged his quarters and incorporated his company, which will henceforth be known as the Robichek-Hauptman Art Studios, Inc. Joseph Hauptman, who has come into the company as a partner to Mr. Robichek, is a keen business man and will look after the administrative affairs of the company, while Mr. Robichek, who is well known for his artistic ability, will supervise the production end of the business. The company will retain its present offices at 120 Lexington avenue, and, in addition, will have a large additional showroom and workshop at No. 133, directly across the street from the present office, where the company will be equipped to take care of the large increase in business.

Mr. Edison Man:—

Don't Say

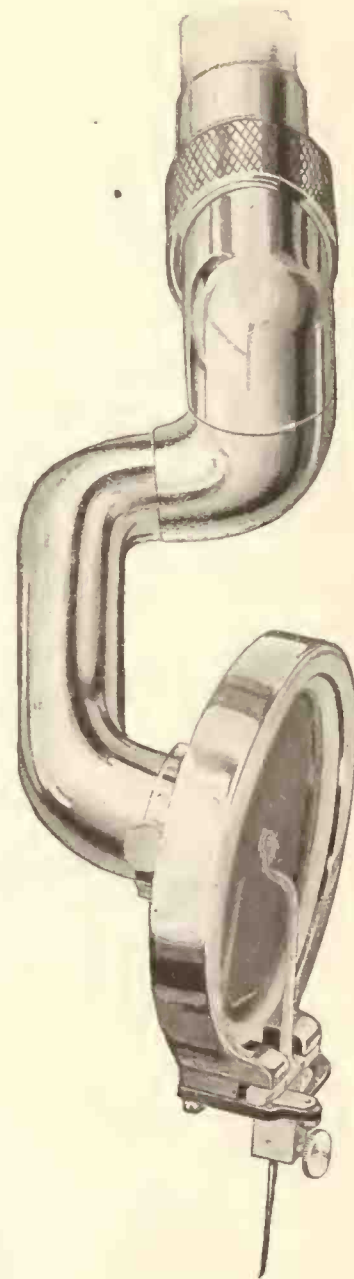
"KAN'T," say "KENT"

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.



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

Dealers, Send for
Prices and Terms



Reproducer
and Connection
for
NEW EDISON
Plays all Records

ACTUAL SIZE

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



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

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

FLETCHER-WICKES COMPANY
6 EAST LAKE ST. CHICAGO

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



LA MOME TANGO

The Tango Dance Hit
of PARIS!

By Emile Doloire
Chef d'Orchestra
"Follies Bergère" Paris



(The Tango Kid)

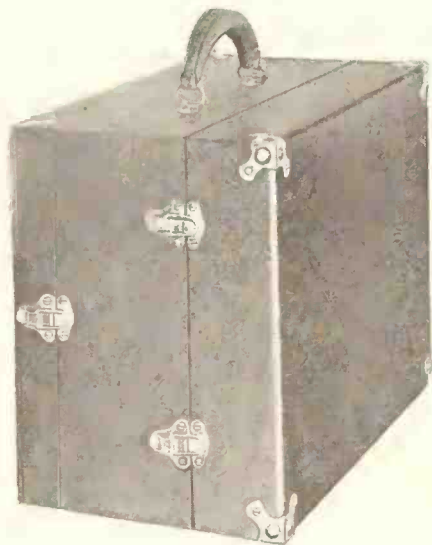
"You can't go wrong
With any FEIST song"



COLUMBIA PORTABLE WELL RECEIVED

Latest Addition to Columbia Line Meets With Popular Approval of Trade and Public—Has Many Distinctive Mechanical Features

The accompanying illustration will give some idea of the attractive appearance of the new Columbia portable recently placed on the market by the Columbia Graphophone Co. As announced in the March issue of *The World*, this portable has many distinctive features, including a specially developed, long-playing one-spring motor, a new No. 12 Columbia reproducer,



The New Columbia Portable—Closed and Open

standard Columbia tone-leaf volume control, a drawer with capacity for eight ten-inch records, three self-closing needle cups on the motor board and a scientifically shaped amplifying chamber. This new portable is presented in a neat, black fabrikoid carrying case with nickel-plated corner protectors and a high-grade black leather hand-fitted grip. This new model will be known as Model Y-5 and it measures sixteen inches in length, twelve inches in width and nine inches in height.

The inside of the new Columbia portable is finished in highly polished red mahogany, with all metal parts nickel-plated. Three nicked closing catches with take-up adjustment seal the Columbia portable against dust when in the carrying position. One of the important features of this new instrument is the tone chamber concealed in the cover, and in playing position, with tone leaves open. This cover is so set as to throw the tone volume straight out in front. The volume, when desired, is very strong, thus making the portable suitable for outdoor playing and also adaptable for most satisfactory use in school work.

FIGURING TURNOVER AND COST

Simple Illustration Showing How the Retail Dealer Can Gain a Correct Estimate of His Rate of Stock Turnover as Well as Profits

A dealer doing a gross business of \$28,000 in a certain department on an initial investment of \$4,000 does not turn his stock seven times, says *Printer's Ink*. Those who say otherwise reach the conclusion by dividing the stock at cost into the total sales at retail which is entirely wrong.

It would be just as reasonable to say that if a man bought a thing for \$1.00 and sold it for \$1.50 he would be turning the item one and one-half times.

It is impossible accurately to compute the number of turns by dividing a dealer's inventory figures into the gross sales, because these represent two entirely different things. The inventory means the cost of the goods. The gross sales figures represent what a

dealer actually gets for his goods.

In getting at the correct number of turns made by a store or department it is necessary first to subtract the gross profit from the gross sales made during the period for which the turnover is to be computed. Into the resulting figure should be divided the average amount of stock that has been carried in the store or department during that period.

Let us see how the example submitted by Mr. Perkins figures out according to this rule:

The gross sales in this case amounted to \$28,000. Suppose the dealer's average gross profit in that department was 30 per cent. Thirty per cent of \$28,000 is \$8,400. This leaves \$19,600 as the approximate cost of the stock sold during the year for \$28,000.

The average investment during the year being \$4,000 and the cost of the stock sold being \$19,600, the number of times the stock turned is found by dividing \$4,000 into \$19,600—a little less than five times.

The whole matter of figuring profits and turnover is really a simple thing. It has been made difficult by the formidable way in which it has

been presented. The average man is afraid of figures anyway.

Numerous manufacturers and others interested in setting the retailer right in such essential features as this have found that the average retailer does not figure his profits correctly for the reason that he does not know accurately how much it costs him to sell his goods. This is as simple as the rule for computing turnover. All he has to do in this case is to divide his gross expenses by his gross sales. His sales during the year in a certain department, let us say, are \$30,000 and his expenses for the same time are \$5,870. The sales figure divided into \$5,870 gives about 19½ per cent. His percentage of expenses during the year is 19½ per cent on sales.

It is encouraging to note the constructive methods used by various dealers' service departments in building up the retailer along these lines. It is something that is almost universally needed.

RADIO STATION WLW POPULAR

Broadcasting Station Conducted by Crosley Mfg. Co., in Cincinnati, Popular Because of Excellent Concerts by Prominent Artists

CINCINNATI, O., April 5.—The Crosley Mfg. Co., of this city, well-known manufacturer of radio receiving sets, also conducts the broadcasting station known as WLW and this station is proving one of the most successful in this



Broadcasting Music at Crosley Mfg. Co. Studio section of the country. Many prominent artists have already given radio concerts from WLW, and the Crosley Mfg. Co. has been congratulated upon the perfect equipment of its broadcasting studio. The accompanying photograph taken recently at the WLW studio shows Fred Smith, director of the station, and the following prominent musicians: Jean ten Have, violinist; Lucy de Young, contralto; Mrs. Thomie Prewitt Williams, accompanist, and Karl Kirk-smith, first cellist of the Cincinnati Symphony Orchestra. These artists are from the artist faculty of the Cincinnati Conservatory of Music.

Goodnight

The Waltz Sensation of 1923

Nearly as good as
"Three O'Clock in the Morning"

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

SOME SALES STIMULATORS

Much of the finest and most lasting music in existence is recorded in foreign languages and it appeals to music lovers who have a knowledge of the language in which the selection is sung as well as those who know no language but English. One dealer discovered that when he featured one foreign record his sales of this recording jumped immediately and by changing his advertising copy so that a new record was announced as the leader each day his gross sales of the foreign recordings at the end of the month were greater than when he tried to feature the entire list at one time. The window display was tied up with the advertising merely by placing the recording featured in a prominent position in the window each day. A neatly printed card announced the nature of the record in the window. The same plan was carried into the store and the record demonstration booths. Sometimes it pays to concentrate.

A talking machine dealer in New York City recently staged a campaign directed to mothers of young children. A vigorous advertising drive was inaugurated emphasizing the value of the talking machine and certain records as a source of amusement for the children, as well as a great help in keeping them quiet and contented, lullabys to put them to sleep, etc. Direct-by-mail literature was resorted to and the results of the campaign were excellent. This is worth trying. It is a well-known fact that where her children are concerned a mother will listen with more sympathy to a sales argument than for any other reason.

In order to get some of the rural business surrounding the community where his store is located a dealer first thoroughly canvassed the territory, securing the names and addresses of the farm dwellers, and he then sent them an announcement of the fact that his store would send a salesman to the home of the prospect with a machine or records for demonstration purposes or the company's motor would be sent for the customer, who would be brought to the store to look over the stock and returned to his or her home. Much of the machine and record business which ordinarily would have gone to the mail order concerns was secured in this manner. Exceptional service often turns the trick when everything else fails.

Spring is here and Summer is coming on apace. The dealer should now turn his attention to securing business during these months by planning aggressive campaigns. The portable talking machines offer an unexcelled opportunity for bringing up the sales total. A big department store which handles talking machines makes it a practice each year of opening a small branch at the nearest large Summer resort. One salesman handles all the details of the branch. The place is so small that there is not room for a display of all the models handled, nor would it be advisable to stage such an elaborate display. The expense, in ratio to sales, would be prohibitive. Therefore the stock consists mainly of portable machines and a fairly complete stock of records. The holiday spirit prevailing at Summer resorts and amusement centers makes selling easy.

A certain aggressive dealer has made many portable sales during the past few years simply by inviting friends and acquaintances to his cottage at a Summer resort and playing the instrument for their entertainment. He makes no direct attempt to sell them, but lets his guests take the initiative and if they show interest he gets busy. His sales of portables and records have been big.

TO OPEN BRANCH IN BUNCETON

BUNCETON, Mo., April 5.—R. B. Wilhite, representing the Schell Music Co., of Jefferson City, Mo., has been in this city trying to find a location for a new branch of his company which it has planned on opening in this city as soon as a building can be arranged for and equipment shipped here.

It is the plan of the Schell Co. to operate a first-class art shop in connection with the music store here. Pianos, phonographs and all small music instruments, besides piano rolls, sheet music, records, etc., will be carried. Mr. Wilhite will be half owner as well as manager of the new store.

LANDAU CO. OPENS STORE

HAZLETON, PA., April 3.—The Landau Music & Jewelry Co. had its formal opening at 25 West Broad street, this city, recently. The members of the Wilkes-Barre and Pittston Landau stores were in attendance, as well as a considerable throng of visitors.

HINDLEY WITH ST. LOUIS AEOLIAN

Becomes Sales and Advertising Manager of St. Louis Branch

CHICAGO, ILL., April 6.—On April 1 the Chicago trade lost one of its best co-workers when Thomas W. Hindley, the manager of the Vocalion Salon of Mandel Bros., left to go with the St. Louis branch of the Aeolian Co. as sales and advertising manager.

Mr. Hindley was well known for his earnest co-operation and hard work in trade activities as well as for his fine record as manager of the talking machine department of Mandel Bros.

Although he resigned as treasurer and chairman of the entertainment committee of the Chicago Piano Club, Mr. Hindley announced that he will continue his work as a member of the convention reception committee.

Vitanola talking machines are being featured by A. Silberberg in his new establishment, North Main and Commerce streets, Memphis, Tenn.

Oro-Tone No. 4 Edison

Concert Automatic Equipment

This amazing new Oro-Tone equipment will help you to sell Edison Phonographs because it will play any record on the Edison. Dealers everywhere tell us that they are finding it easier to sell Edison machines when they show customers the ease with which all disc records can be played.



Pat. Appd. For
Showing position for playing Victor and other lateral cut records



Pat. Appd. For
Shows position for playing Edison and other vertical cut records

Exclusive Features

The Oro-Tone No. 4 Edison Concert Automatic Equipment automatically adjusts itself to the proper weight and the needle is automatically centered with the spindle when turned to play either lateral or vertical cut records. This equipment plays Edison records with the ordinary fibre needle, producing splendid tone volume without the usual surface noises.

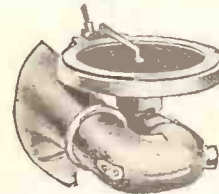
List Prices

To Match Edison Finish

- NICKEL \$7.00
- GOLD \$9.00
- OXIDIZED \$9.00

Usual 40% Discount to Dealers

ILLUSTRATING
REPRODUCER
THROWN BACK



at rest in Edison position. Also shows ease with which needles may be changed.

The Oro-Tone No. 4 Edison Concert Automatic Equipment is neatly packed in regular fancy boxes and furnished to you with our two-year guarantee.

1000-1010
George Street

The Oro-Tone Co.
QUALITY FIRST

CHICAGO
ILLINOIS

VINCENT LOPEZ RENEWS WITH OKEH

Prominent Dance Orchestra Will Continue to Make Okeh Records Exclusively—Extensive Newspaper Campaign to Feature Records—Lopez a Leader in Orchestra Field

The General Phonograph Corp., New York, manufacturer of Okeh records, announced this week that Vincent Lopez and His Orchestra had



Vincent Lopez

renewed its contract with the company, and it will continue to make Okeh records exclusively. This announcement will be welcomed by Okeh dealers throughout the country, as the records made by Vincent Lopez and His Orchestra have met with phenomenal success.

During the past year Vincent Lopez has won thousands of new friends through his appearance as a headliner at the Palace Theatre and

other Keith houses because of the exceptionally fine entertainment provided by his orchestra at the Hotel Pennsylvania, New York. When the Lopez act was introduced at the Palace Theatre it was something in the nature of an experiment, but the orchestra was accorded an ovation by capacity audiences day after day, and the act was retained for a period of ten weeks. This was an exceptional honor, in view of the fact that the Palace Theatre in New York is considered the finest vaudeville house in America and is the aim and ambition of every vaudeville act playing the big-time circuit.

The Okeh records made by Vincent Lopez and His Orchestra have comprised practically all the most popular hits of the day and, under the capable direction of Fred Hager, general manager of the Okeh recording laboratory, these records have provided dance enthusiasts with original and distinctive dance music. Recognized throughout the music field as an accomplished musician, Mr. Lopez has entered into his Okeh recording with keen enthusiasm, and every selection that he makes for the Okeh library receives his personal approval before it is placed in the Okeh catalog. Many of his records have proved among the best sellers in the dance record field and the original arrangements that characterize the Lopez Okeh records have contributed materially to their success.

Otto Heineman, president of the General

Phonograph Corp., was one of the first executives of his organization to appreciate the tremendous value of the Lopez dance records and, under his direction, a country-wide newspaper campaign was instituted last year featuring these records. This campaign has proved a signal success, and the 1923 plans prepared by the General Phonograph Corp. include extensive publicity in behalf of Vincent Lopez and His Orchestra that cannot fail to stimulate the demand for his records from one end of the country to the other.

HOLCOMBE OFFERED STUDENTS' PRIZE

MONTEVALLO, ALA., April 6.—A \$100 Victrola was given by the C. C. Holcombe Music Co., of Birmingham, as prize for the successful piano student at the Alabama Technical Institute and College for Women in this city, who represented that college at the annual music contest of the Alabama Federation of Music Clubs which was held in this city during the latter part of March.

The Victor and Brunswick lines are being featured in the music department of Goldsmith's department store, one of the largest concerns in Memphis, Tenn. The aggressive merchandising policies of this concern have resulted in a steadily growing business.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS	TURNTABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	

Direct Quantity Importations On { JEWEL and STEEL (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

“OUR MOTTO”

The highest standards of materials and workmanship are scrupulously maintained in the production of our De Luxe Needles. If you wish, therefore, to secure the best,

ALWAYS INSIST ON GETTING

DE LUXE NEEDLES

Sample Needles Gladly Furnished

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.



Full Tone

DON'T FORGET THESE FACTS
Perfect Reproduction of Tone No Scratchy Surface Noise
PLAYS 100-200 RECORDS



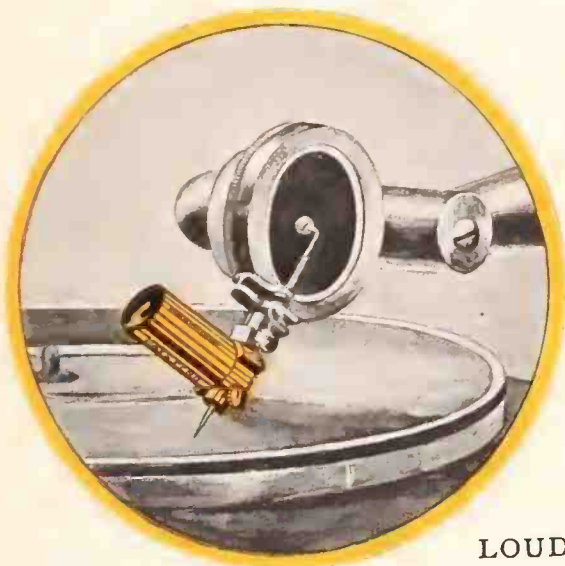
Medium Tone

Three for 30 cents (40 cents in Canada)
LIBERAL TRADE DISCOUNTS

Bakertone

How Many Customers Would Buy More Records?

How many of your customers have lost enthusiasm for "Phonograph Concerts", because their enjoyment of the best music is marred by "surface noise"? How many of these same folks would buy more and more records if they could be sure of hearing all the melody—all the delicate tone coloring of the artist's voice or instrument unimpaired by the insistent, distracting scratch of the needle?



LOUD

KILLS SURFACE NOISE

For years scientists and inventors have striven to overcome this enemy of perfect phonograph reproduction without materially reducing the volume. At last this has been accomplished. **Bakertone** is the result. Bakertone brings out all the pure, clear tones of the original recording, entirely free from strident, rasping surface noise.

CONTROLS VOLUME

How many times the Phonograph would be used if it were not for fear of disturbing other folks in the house! How often the music is too loud for the small living room or apartment—yet loses its beauty of coloring when muffled with the usual doors or dampers. Here again, Bakertone plays an important part.

It not only kills the surface noise, it also regulates the volume of sound and at the will of the operator. With Bakertone on the reproducer you can obtain a complete range of volume from the full open tones the young folks demand for dancing, to the quiet, soothing notes of a twilight lullaby. And yet it preserves every graduation of tone and color!

Wherever Bakertone is demonstrated it sells itself for it fills a long felt want. It pleases the most cultured musician and satisfies the most exacting critic.

Send for Illustrated Booklet and Dealers' Proposition

It is impossible to tell you all about Bakertone in this advertisement. We have prepared an attractive little booklet that describes this little gold-plated instrument in detail. It also tells you how it will help sell more records.

Write for your copy today and get our attractive dealer proposition.

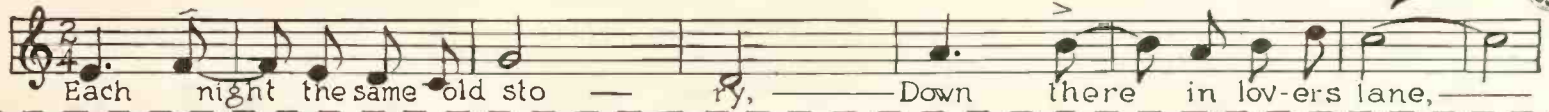


SOFT

BAKERTONE CORPORATION
PEABODY BLDG. 408-12 PEARL STREET
BUFFALO, N. Y.

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

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



CANTON, O.

*Pronounced Industrial Activity
 Creates Trade Optimism—Changes
 of the Month—Sales Make Gains*

CANTON, OHIO, April 5.—General indications for a banner Spring in the talking machine industry in the Canton district are excellent. The World representative found leading dealers more than optimistic, due largely to the pronounced industrial activity in the steel manufacturing plants, which in March broke all production records in recent years. The unprecedented building operations are also indicative of a big buying year. The call for machines is still for those of the console type, although the demand shows that the trade is leaning again towards the upright models. March upset the dope in the respect that record business was better in most stores and in some record sales went ahead of the previous two months of the year. Collections are good and dealers are complaining little about deliveries, predicting that mid-April will see quite a revival in the industry.

March was the best month of the year in matter of sales for the Rhines Edison shop, according to Manager Rutledge. He remarked that there is a tendency now to switch back to the Edison upright models, and the moderate priced models are doing the bulk of the business. Edison record sales have also improved. Big business in Edison phonographs and records is also reported by the Massillon store of the Rhines Edison shop.

The S. S. Kresge Co., operator of a chain of popular-price stores over the country, has acquired a 50-year lease on a three-story building on Market avenue, North, and will take possession July 1. A feature of the new store will be a large sheet music and record department.

The George C. Wille Co., Victor dealer, was compelled this week to seek temporary quarters due to the remodeling of the Edwards Hotel Building in which the store has been located for many years. Mr. Wille expects to retain the location after alterations to the building have been finished.

Despite the fact that an entire carload of specially purchased talking machines was sold by the William R. Zollinger Co. the past month, the company's regular talking machine business showed a 40 per cent increase over the same month a year ago, according to Manager Pyle of the department.

A. B. Smith, of Akron, president of the Ohio Piano Dealers' Association, would like to see an active music dealers' organization in Canton. Some years ago we had a thriving dealers' association, but interest lagged until the organization passed out of existence. Time to get busy.

Gensemer Bros. Co., operating department

stores in Kent, Wadsworth and Creston, Ohio, have purchased the store in Canton known as Bennell's and will add new departments, including a complete talking machine and record section.

At the store of the D. W. Lerch Co. it was reported this week that sale of Brunswick records this month has been very encouraging, but that there has been much difficulty in getting the more popular numbers after the initial shipment has been disposed of.

The music house of A. Bammerlin, Massillon, Ohio, was represented at a recent meeting of the Brunswick talking machine dealers by Oscar Bammerlin and his sons, Robert and Paul.

A. J. Grosjean, manager of the Geo. C. Wille Co., Massillon, declares that 90 per cent of the Victor machines sold from this store in the past three months have been of the console type.

J. C. Duncan, who conducts one of the most modern Victor stores in the Massillon district,

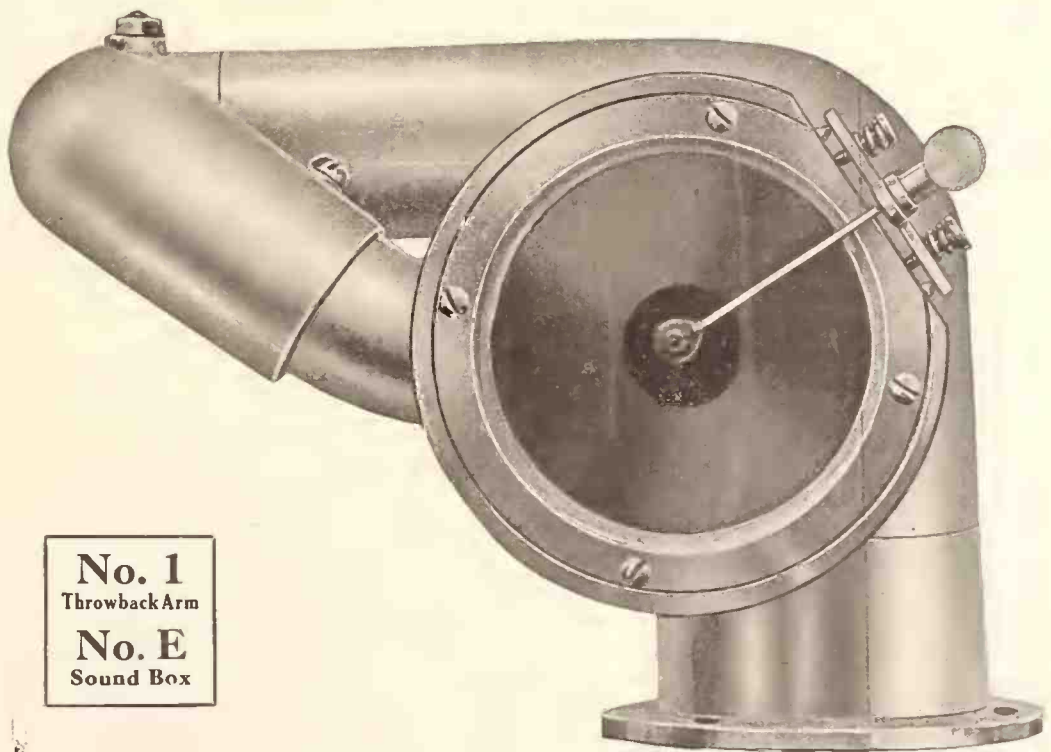
informed The World this week that Victor machines and records were moving much better the past six weeks and that from all indications the Spring and Summer seasons will be very active.

W. R. LEWIS REJOINS VICTOR CO.

Former Sales Manager of Elyea Talking Machine Co. to Cover Michigan Territory

W. R. Lewis, who resigned as sales manager of the Elyea Talking Machine Co., Victor jobber in Atlanta, Ga., as announced last month in The World, has rejoined the Victor Talking Machine Co., Camden, N. J., as its traveling representative for the Michigan territory. Mr. Lewis was connected with the Victor traveling staff before joining forces with the Elyea Co. B. F. Bibighaus, who was then connected with the latter concern in an official capacity, is now covering the metropolitan territory for the Victor Co.

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



No. 1
 Throwback Arm
No. E
 Sound Box

No. 1 IMPROVED THROWBACK ARM

Length 8¼" and 8½" Centre to Centre. Full, Deep Tone

Sample to Manufacturers \$3.00 Post Paid

Tone Arms for Portable, Medium and High Grade Machines

WM PHILLIPS PHONO PARTS CORP.

145 West 45th Street

CABLE ADDRESS
 PHONOPARTS

New York City

THE TWIN CITIES

Sales Forge Ahead—Distributors Open Many New Agencies—Some Lines Oversold—Radio Aids Record Sales—News of the Month

MINNEAPOLIS and ST. PAUL, MINN., April 6.—With talking machine dealers making every legitimate bid for business, sales are showing a distinct improvement over the quiet Winter months. Easter trade has been good, leaving in its wake a long line of satisfied talking machine dealers and pleased patrons.

Takes Over Victor Agency

The Duluth Glass Block has taken over the Victor agency formerly held by the Boston Music Store, with J. L. Hoey managing the department. Charles K. Bennett, secretary and general manager of the George C. Beckwith Co., spent three days in Duluth the middle of the month arranging the transfer. Mr. Bennett declares himself particularly well pleased with the new agency. Maier and Pattison, pianists and Victor artists, played at the University of Minnesota Armory and gave impetus to the sale of their records.

Edison Business Forges Ahead

Business is 75 per cent ahead of the first quarter of last year, according to Laurence Lucker, Edison jobber. Record sales are double those of last year and Edison units are selling fast. As soon as the roads open up all the Northwest dealers will get into action for the contemplated new trade. Dealers from the territory have visited the Edison agency in great numbers during the past few weeks.

Oversold on Columbias

W. L. Sprague, Columbia distributor, has received shipments of both the console and portable types of machines and he is already oversold on both models. Console Model 239 is going big, present owners insuring the best sort of advertising. The portable type of Columbia, filling as it does all the requirements of this style of instrument, compactness, appearance, dust-proofness and the proper volume of sound and record carrying capacity for the out-of-doors, is already bringing in many sales. T. Hoffman, newly established Northside dealer, is doing a wonderful business.

Cheney Period Models Popular

Ed Hoch, Northwest Cheney jobber, has a fair sprinkling of good business spots, although buying is a little reserved in the agricultural sections. "The radio has been relegated to its proper sphere," says Mr. Hoch. "The home still demands a talking machine, its absence being missed particularly by the housewife; not only as a source of entertainment, but also as a beautiful article of furniture." Mr. Hoch attributes the present popularity of the console in the phonograph trade to the fact that all companies manufacturing consoles are making their models of the period type to match the present-day trend in house furnishings. The Cheney Co., he points out, unlike other firms, has always specialized in period models in the uprights. As soon as the other firms follow suit he thinks the upright will return to more favor.

Manager Scharer, of G. Sommers & Co., of St. Paul, Pathé distributors, is most optimistic and sees increasing sales ahead.

Many New Okeh Agencies

Miss Egarrs, manager of the newly established Consolidated Music Co.'s branch in Minneapolis, states that trade in Okeh records is hitting its stride. Many new agencies are be-

ing placed. E. A. Fearn, president of the Consolidated Co., will be in town in the near future.

Many Dealers Add Brunswick

"Doc" O'Neill, Northwest Brunswick distributor, reports a steady improvement in business and a rapidly growing clientele of new dealers throughout the Northwest. Harry Davis, Sam Hilde and Fred Nelson are scoring successes every week and the Brunswick name and fame are being enhanced in this territory by this well-known trio of Brunswick travelers.

The second Brunswick shop under the management of Roy Swanstrom will open shortly in St. Paul.

Schoen-Swenson Co., of Ortonville, Minn., reports the sale of a Brunswick to the local high school in competition with all the leading makes of phonographs.

The Falk Music Co., Northside Brunswick dealer, reports an excellent sale on Isa Kremer records since that artist's visit here. Miss Kremer's spectacular career in war-time Russia was much featured by the local papers. Both Maria Ivogun and Isa Kremer scored successes during their appearance here.

The Majestic Music Co., Brunswick dealer in downtown Minneapolis, is having a sign painted on the side of its Seventh street store that promises to be both artistic and novel.

What Edison Dealers Are Doing

H. L. Dahners, the live-wire Edison dealer from Mandan, N. D., was a visitor to Minneapolis recently. He says business in his community is very good and he expects to open up a new, larger store on April 20.

Si Poppler, well-known Edison phonograph dealer and cartoonist from Grand Forks, N. D., had quite a visit at the office of Laurence H.

Lucker, Edison distributor, last month. He reports that business is good and expects it to be much better just as soon as the roads open and his men are able to get out into the country and canvass.

The Minnesota Phonograph Co., Minneapolis, had a splendid exhibition at the Builders' Exposition. Several sales were made and a number of excellent prospects were secured.

Radio Aids Record Sales

Radio is a valuable adjunct to the phonograph trade, conclude Twin City merchants. Roy Swanstrom, manager of the Brunswick Shop, of St. Paul, is broadcasting Brunswick records throughout the Northwest nightly and is meeting with an excellent response in actual orders from radio enthusiasts. Milton K. Lowie, Minneapolis Edison retailer, invariably receives between twenty-five and thirty inquiries about records after every dance program broadcasted by WLAG, the Northwest's premier radio station. J. Ferguson, city salesman for the Columbia Graphophone Co., is confident that record business will be good this Summer, due partly to the influence of radio and the fact that the phonograph, being free from static, will be resorted to when atmospheric conditions render radio helpless.

I. Rosenstein is now back with the Whitney-MacGregor Co., operating both the Victrola and radio departments.

WM. DOYLE WITH TROUP MUSIC HOUSE

HARRISBURG, PA., April 5.—Wm. Doyle, one of the most popular members of the Victor trade in this part of the State and formerly associated with Landau's Music Store, Wilkes-Barre, Pa., has been appointed manager of the Victor department of the Troup Music House in this city. Mr. Doyle is closing an excellent business in the Troup Victor department and his thorough knowledge of Victor retail merchandising will undoubtedly enable him to attain signal success in his new post.



EDISON

NEW MODELS

NEW PRICES

The new low priced Edison Console and Upright models offer unusual opportunities to live dealers.

An Edison dealership is a prestige builder—it makes your store the musical center of the community. Write for dealer's proposition.

WE SERVE THE NORTHWEST

Lucker Service Means 100% Service

Laurence H. Lucker

Edison Phonograph Jobber Since 1902

17 South Sixth Street

Minneapolis, Minn.



For Minneapolis
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
426-28-30 Third St., South

E. L. Kern, Branch Mgr.

The Player-Tone

IT'S SIMPLY GREAT

No Better Tone Instrument In the World

TWO

High Grade Lines of Phonographs With a Price That Will Sell

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

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

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

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

Player-Tone Talking Machine Co.

Office and Salesrooms

967 Liberty Avenue Pittsburgh, Pa.

**MOVING
May 1st**
to our new building

632 Grant St.
Near
Seventh Avenue
PITTSBURGH, PA.



New List \$75.00
Model 14
Brown Mahogany
or Golden Oak
Music Master Horn,
record shelves



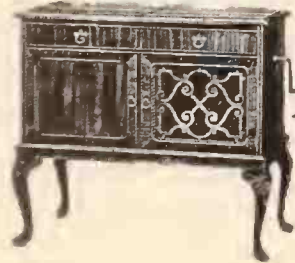
New List \$100.00
Model 17
Brown Mahogany or
American Walnut
Round Ivory Horn,
record shelves, gold
equipment.



New List \$125.00
Model 20
Brown Mahogany Only
Music Master Horn
No. 44 Motor, record
album filing device.
All exposed parts gold
plated.



\$125.00
Model 200
Adam Brown
Mahogany
Queen Anne Console



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



\$150.00
Model 901
All Gold Equipment



\$75.00
Model 701
Mahogany Only



\$100.00
Model 311
Oak or Mahogany



\$110.00
Model 314
Oak, Mahogany or Walnut



\$125.00
Model 316
Oak or Mahogany



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

The Waltz Sensation for 1923

Goodnight!

Watch this Baby GROW!



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

M I L W A U K E E

General Business Normal—Easter Prospects Hit by Bad Weather
—G. J. Schneider in New Post—Other Important Happenings

MILWAUKEE, Wis., April 9.—The first days of real Spring, although nearly a month late in arriving, are helping the talking machine trade lift itself out of a rut into which it was virtually pushed during the month of March by the worst siege of midwinter weather that this territory has ever experienced. In the first few days of April a very gratifying business has been done by retail merchants, as distinguished from a rather hesitating character of demand in the month previous. Prospects for the remainder of the month are considered very good, and dealers are banking on an active Summer trade as well.

In common with other retail merchants, talking machine dealers were disappointed with Easter business, for in the two weeks just preceding the holiday, in which all merchants expect to pile up a seasonal volume second only to Christmas business, the weather made it almost impossible to transact even a normal trade.

It has often evoked smiles among talking machine men when they were asked if weather had anything to do with their business, but they are now pretty well convinced that enough weather will affect anything. Even the manufacturing end of the trade admits it, after going along three or four weeks with every other day bringing a blizzard which interrupted wire and mail communication and made it almost impossible to work motor trucks through drifts, while railroad traffic was badly hampered.

Increasing Demand for Victrolas

"It was a terrible siege, but happily we are again in the open," said Harry A. Goldsmith, secretary and sales manager of the Badger Talking Machine Co., Victor wholesaler. "April business has opened nicely, and I must say after the sharp handicaps of March we are certainly glad of an opportunity to make up for lost time. There is a good demand for Victrolas, especially in the console styles, and our Victor record business is the heaviest we have ever known. Deliveries from the factory have improved after the many delays in freight and express movements as the result of the storms. Orders from our retail trade in Wisconsin and Upper Michigan since April 1 lead us to believe that the dealers did a much better business than they hoped for prior to Easter, and their stocks need fairly heavy replenishment." Retailers of

the Victor line in Milwaukee express themselves as particularly pleased with the business of their record departments.

Selling Many Sonora Portables

A. F. Kiefer, assistant to Fred E. Yahr, president of the Yahr & Lange Drug Co., in charge of the music merchandise department of this large jobbing house, has an optimistic report to make concerning Sonora wholesale trade as well as Okeh record business with the retailers in Wisconsin and Northern Michigan. Each month so far this year has shown healthy increases over the corresponding months of 1922, which happened to establish high records, thus making the present situation one of much promise, while prospects for the Summer are much better than they were a year ago.

Sonora dealers in Milwaukee, like many of those representing other lines, have been selling an exceptionally large number of portable instruments, both to flat dwellers and people who own Summer cottages on the hundreds of inland lakes dotting the State. In many cases the lake colonists have been buying instruments now to have the enjoyment of them before proceeding to the Summer homes early in June, after the schools close.

Important New Brunswick Dealer

The Brunswick phonograph and Brunswick records still stand out as one of the brightest of the high-lights in any picture portraying the condition of business in this territory. Thomas I. Kidd, manager of the local branch of the Brunswick, justly boasts of one of the highest grade dealer organizations enjoyed by any similarly high-grade line of merchandise, and this has been selling goods so well that new high-water marks are being established every month. Brunswick record business is especially brisk, and in a great many of the popular numbers back orders are the largest ever known. A new Brunswick account recently established is that of the Kesselman-O'Driscoll Co., 517-519 Grand avenue, one of the largest and most complete music houses in the State.

New Type Columbia Record Pleases

The new type Columbia record is having a big sale in Milwaukee and throughout the eastern Wisconsin territory, while stocks of the old type have become practically exhausted, giving a clear field for the laminated disc. Sales of the Grafonola are mounting right along, and

the Columbia line as a whole is coming into its own in a vigorous manner. The Edmund Gram Music House, now one of the leading Columbia dealers in this city, has experienced a remarkable run of trade in the short time it has had this representation. Gram's also is doing a fine business in the Cheney.

Edison Business Active

Edison instrument and record business in Wisconsin is active both in a wholesale and retail way. One of the latest connections established by the Milwaukee Edison branch is that with the Avenue Music Store in the so-called "junction" district of Racine, Wis. M. J. Hetzelberger, proprietor of the store, is making the slogan "An Edison in Every Home" a fact.

New Post for George J. Schneider

George J. Schneider, for several years associated with the Badger Talking Machine Co., Victor jobber, is now general manager of the music departments of the three large stores operated by Edward Schuster & Co. in this city. The Schuster stores have been handling the Victor line exclusively in the talking machine section for some time, but until recently also handled pianos. However, all attention will now be concentrated on Victrolas. Theodore G. Lehrner, formerly manager of the departments, is now connected with the selling staff of the Edmund Gram Music House.

A New Corporation

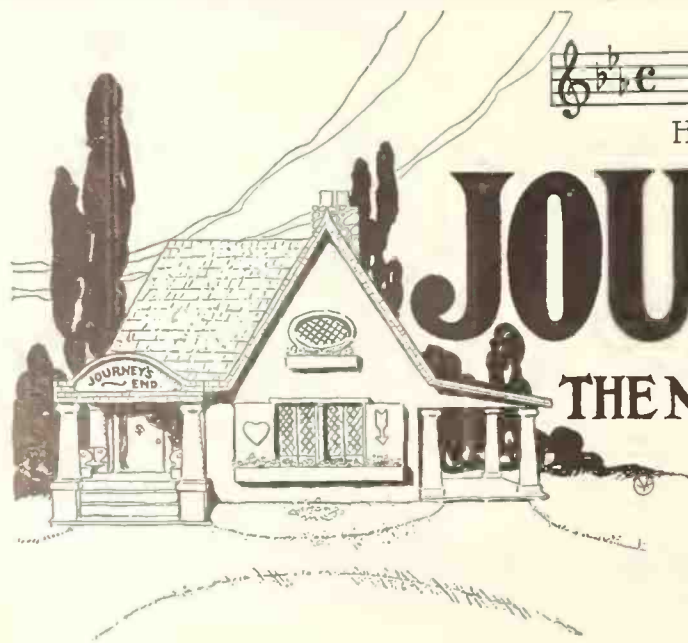
The Thiery Piano and Phonograph Co. is a new Milwaukee corporation, with \$50,000 capital, organized by J. B. Thiery, who some time ago resumed business as a wholesale and retail music merchant, in the Matthews Building, 307 Grand avenue. Mr. Thiery was for many years engaged in the wholesale business as the J. B. Thiery Co., merchandising pianos and reed organs largely by mail.

Appearance of Kreisler Helps Record Sales

Kreisler records had a tremendous sale immediately before and after the appearance of the famous violinist in Milwaukee on March 18. The Pabst Theatre was packed to the very limits prescribed by the fire laws by the crowds that demanded to hear him in person. The audience crowded behind as well as in front of him; it was necessary to seat many on the stage.

Music Houses Plan Exhibits

Although the dates of the fifth annual Milwaukee Food, Household and Electrical Exposition in the Auditorium, October 15 to 21, 1923, are yet nearly eight months away, fourteen music houses already have reserved space, according to official announcement. The makes represented include the Victor, Brunswick, Edison, Sonora, Vocalion, Columbia, Okeh records and others. The Milwaukee Victor Dealers' Association again will present a group exhibit.



Home Sweet Home, We'll call it Jour-ney's End.

JOURNEYS' END

THE BIG SONG HIT from "UP SHE GOES" THE BIG SHOW HIT

THE NEW "ALICE BLUE GOWN" by the same Writers-

Music by Harry Tierney
Lyrics by Joseph McCarthy

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



STEGER

the finest reproducing Phonograph in the World

THE illusion of reality is at its best when music is reproduced by the Steger Phonograph. The wonderful Steger tone-chamber of even-grained spruce, and the unique, patented, adjustable tone-arm make perfect rendition of every disc record certain.

The Steger is famed for the sparkling vivacity and life-like fidelity with which it reproduces the music of voice or instrument. Without any troublesome parts to change, the Steger plays all makes of disc records correctly.

Full measure of success in retailing phonographs is enjoyed by the dealer who emphasizes the happiness and pleasure which good music brings to the home. To the merchant who gains customers in this way, the artistic Steger is an invaluable selling asset.

INSURE YOUR SUCCESS!

The more you study this incomparable phonograph, the more readily will you recognize its sales advantages. The Steger is backed by a profitable merchandising plan that adds immeasurably to the value of Steger representation.

Desirable territory available. Write today for details of the Steger proposition and a copy of the Steger Style Brochure.

Phonograph Division

STEGER & SONS

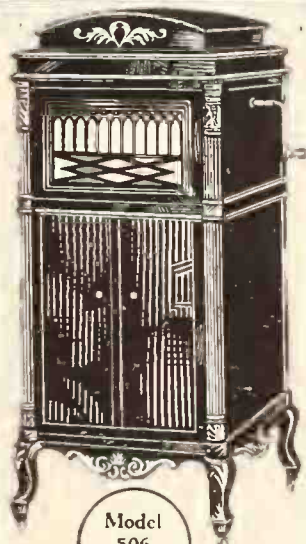
Piano Manufacturing Company

Established by John V. Steger, 1879

Steger Building, - - CHICAGO, ILL.

Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

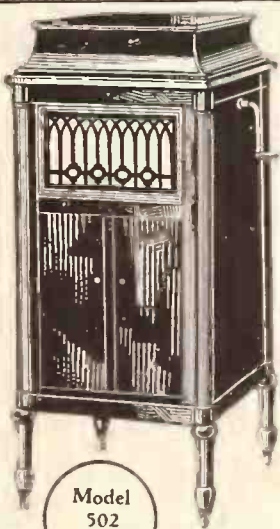
"If it's a Steger—it's the most valuable Piano in the world."



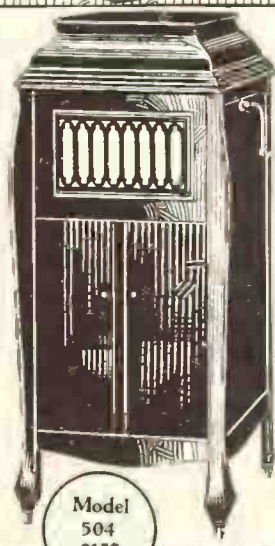
Model 506 \$209



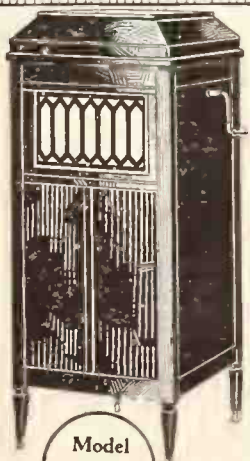
Model 505 \$188



Model 502 \$128



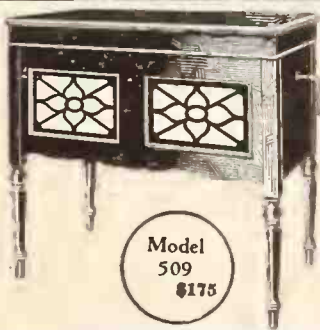
Model 504 \$160



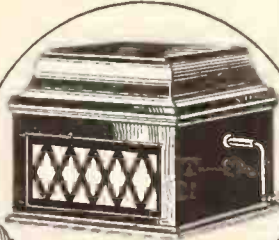
Model 503 \$135



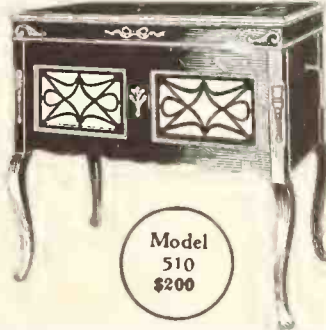
Model 501 \$100



Model 509 \$175



Model 500 \$50



Model 510 \$200

YOUR MIND IS AT REST WHEN YOU SELL THE BEST

The New EDISON Phonograph when sold—stays sold
BUILDS UP YOUR BUSINESS

Write for Agency



1114
Olive
Street

Southwestern
EDISON DISTRIBUTORS
ST. LOUIS, MO.

SAINT LOUIS

*Trade Future Looks Healthy—Important Happenings With
Leading Distributors—Recent Managerial Changes—The News*

St. Louis, Mo., April 8.—March ended well and April has opened most auspiciously. March was indeed quite a satisfactory month to practically all of the talking machine dealers. Machine sales eased up a little toward the end of the month, due to the concentration of feminine attention upon Easter things, but there was a marked increase in record sales which went far toward making up for the slowing up of machine sales. The month as a whole was far ahead of March a year ago. Some dealers said it was twice as good. The talking machine business seems to be recovering from the temporary slackness into which it was thrown, to some extent, by the radio enthusiasm.

Widener's Adds Victor

Widener's Grafonola Shop, exclusively Columbia since it opened in St. Louis, has now taken on the Victor line in addition to the Columbia. Manager H. J. Arbuckle says there were so many inquiries for the Victor that the addition of the line became imperative. March was a good month at the Shop, with the strongest demand for medium-priced consoles. The store has been redecorated, the woodwork enameled in white, the floors done over and new rugs placed in the booths, making it one of the most attractive retail places on Olive street. E. D. Follin, supervisor of the Widener Shops, was here a few days in connection with the inauguration of the Victor service.

Frank Augustine Made Manager

Frank Augustine has been made manager of the talking machine and piano departments of the P. A. Starek Piano Co., succeeding Robert Conc, who will go into the radio business.

Big Edison Trade at Silverstone Co.

The March business at the store of the Silverstone Music Co. increased 50 per cent over the corresponding month last year. Manager Paul Gold, of the retail department, attributes it to the new models and the generous terms which the firm allows to patrons. The big seller for the month was the \$175 Edison console. Medium-priced phonographs had the call over the more expensive ones. L. M. Schlude was high man for the month, with forty-one sales to his credit. A campaign on sacred records moved more in the month than had been sold in the previous six months. A special bulletin of old and new numbers was sent to all Edison owners. Results were definite. Manager Gold says 60 per cent of the callers came with the lists in their hands. One mail-order was received for the complete list of thirty numbers. A prize was offered the salesgirls for the largest sales of sacred records made more than a year ago and this greatly stimulated the movement of old

records. Manager Gold thinks that between 500 and 600 were moved out which would otherwise have stuck on the shelves. The Silverstone store was redecorated just before Easter and presents a greatly rejuvenated appearance.

Myron Goldberg, vice-president of the Silverstone Music Co., has returned from a visit to a number of points in the East.

G. Manne, traveling in Georgia for the Silverstone Music Co., is sending in an average of three new accounts each week.

Artophone Co. Rents Additional Space

The Artophone Co., 1103 Olive street, jobber for Okeh records, has found it necessary, because of rapidly increasing business, to rent a building at 1213 Pine street for its wholesale record business exclusively. In the past three months the firm's record movement has more than doubled. The firm supplied Missouri, Kansas, southern Illinois, Oklahoma, Arkansas, western Tennessee and Kentucky from the St. Louis store and the Kansas City branch. Three travelers are kept on the road. Following the removal of the records to the Pine street build-

ing the fourth floor of the Olive street building has been remodeled for the machines and the office. The machines handled are the Artophone and the Strand. Edwin Schiele and his son, Herbert, who conduct the business, are planning for a great increase next Fall.

George Standke in New Post

George Standke, formerly of Kansas City, and for the past month manager of the talking machine and piano departments of the Famous & Barr Co., resigned April 1 to take a position as manager of the talking machine, record and radio departments of the Kieselhorst Piano Co., succeeding Theodore Maetten, who resigned to take a position with the Aeolian Co. Mr. Standke's successor has not been announced, but is understood to be a Chicago man, who will take charge some time during the next week.

Otto Heineman, president of the General Phonograph Corp., was a recent visitor to St. Louis.

Koerber-Brenner Dealers Meet

Thirty-eight people attended the monthly meeting of Koerber-Brenner Victor dealers. After a very enjoyable dinner and informal discussion of business conditions A. W. Hosier, manager of the Scruggs-Vandervoort-Barney Dry Goods Co.'s phonograph department, was presented as the dealer of the evening. He announced his shop open and himself ready for business. George Neville, manager of the Hell-

You Can Depend on Us

for the kind of service that a live dealer demands from a distributor. Our stock, complete and right up-to-date, enables us to supply you with any quantity of Okeh records—and we ship out your order the same day it is received.

We have the reputation of being honest to deal with and ready to co-operate with our dealers in every way. We want to add dealers to our list who are looking for quick sales and good profits—the kind of dealers who will act with us for our mutual benefit.

Just as examples of records that have a rapid turnover and bring a substantial profit, we suggest the following popular hits of the day:

8047—Down Hearted Blues
You Missed a Good Woman When } Eva Taylor
You Picked All Over Me

8049—The Trixie BluesLizzie Miles
12th Street RagEva Taylor

THE Artophone CORPORATION

1103 Olive Street

St. Louis, Mo.

New Kansas City Branch Office
Kansas City Life Bldg. Kansas City, Mo.

Okeh Records

The Records
of
Quality



Good baritones are as rare as Egyptian Pharaohs. But even the glories of old King Tut had nothing on the voice of Oscar Seagle, that is discovered in Record A-3824.

"I'se Gwine Back to Dixie" and "A Banjo Song" will make you forget there are any other baritones in the world. Your search for perfection ends right here.

COLUMBIA GRAPHOPHONE CO.
New York



rung & Grimm Victrola department, appeared as the first customer. A selling exhibition of exceptional merit followed in which Mr. Hosier sold Mr. Neville a Victrola No. 100 with a large down payment and interest, although he had come in to buy an 80 at \$5.00 down and \$5.00 a month, as advertised. The comparative quality of the instruments and the explaining of the interest to the customer were especially well presented. Everyone present considered this quite the most interesting meeting of the series.

In the record-guessing contest Fred Lehman had a score of 70 per cent correct on the March records and C. B. Gilbert, of Koerber-Brenner Co., of 60 per cent.

At the next month's meeting on April 25 a record-selling exhibition will be presented by three young ladies from Scruggs-Vandervoort-Barney.

T. Maetten With Aeolian Co.

Theodore Maetten, for over twenty years with the Kieselhorst Piano Co. and for the past five years manager of the Victrola department, has resigned. He will be associated in the future with the Aeolian Co., of St. Louis. Mr. Maetten will be greatly missed by Victrola people of St. Louis, for his hearty laugh was seldom absent from a Victor meeting and his smile smoothed many rough spots. The good will of the trade goes with him wherever he is.

C. L. Child Now Proprietor

The Talking Machine Shop, of Maplewood, an exclusive Victor store, which was opened in the Fall of 1922 by V. Grossman, was sold by him to C. L. Child. Mr. Child has had long experience in the business, having been with the Baldwin Piano Co. for nine years. He is being welcomed to the Victor field by other dealers.

Sells Six Machines to Schools

Miss Grace Maxey, of the J. N. Johnson Co., Mt. Vernon, Ill., has just sold six Victrolas to the Mt. Vernon School, each accompanied by a set of Victor Health Exercises. Miss Maxey's Saturday morning children's classes are growing.

News Gleanings

At Alton, Ill., in the Kieselhorst Victor Shop, the percentage of Red Seal business has been increased 275 per cent in the last three weeks by a system of bonuses, prizes, etc.

Miss Ollie Dilday, late of the phonograph department of the Jamerson Piano House, of East St. Louis, is now in charge of the Victor department of the Herz store, of Terre Haute, Ind.

Mr. and Mrs. L. F. Parrish, Victor dealers of Metropolis, Ill., were Koerber-Brenner callers recently. Mr. Parrish has just returned

from a two and a half months' stay at Hot Springs, Ark.

Miss Marion Cartwright took up her new duties at the Smith-Reis Piano Co. on April 1. She had been for four years with the Kieselhorst Piano Co.

Manager Horning, of the Stix, Baer & Fuller talking machine and piano departments, has returned from a trip to the East, which was partly business and partly vacation.

Miss Iva Clayman, of the record department of the Smith-Reis Piano Co., has resigned her position to be married.

VICTOR LINE FOR DeMOLL & CO.

Washington Music House Carries Full Line of Victrolas and Victor Records

WASHINGTON, D. C., April 3.—A complete line of Victor talking machines and records has been stocked by O. J. DeMoll & Co., at Twelfth and G streets, Northwest, Washington, D. C., and from now on this firm will carry Victrolas and Vocalions in all models, and Victor and Vocalion records, in addition to a complete stock of Steinway and Weber Duo-Art pianolas. A public announcement of the opening of the Victrola department was made on March 31, but the formal opening will be postponed for several weeks pending the completion of a series of demonstration booths and a remodeling of the record department. At the opening on March 31 the Victor Co. sent down a very beautiful basket of flowers, besides being represented by J. H. Macdonald and W. T. Davis, of the wholesale and district sales departments, respectively.

MAX LANDAY GOLFED IN BERMUDA

Max Landay, president of Landay Bros., Inc., operating a chain of talking machine establishments in metropolitan New York and surrounding communities, and Julian Shields, general sales manager of the Berliner Gramophone Co., of Canada, Ltd., returned last week from a short vacation to Bermuda, where Mr. Landay golfed and enjoyed the invigorating breezes from the Atlantic.

Further plans for the second National Merchandise Fair were agreed upon when the export committee of the fair held a meeting at the headquarters of the National Retail Dry Goods Association, 200 Fifth avenue, New York, recently.

ANNOUNCES NEW PORTABLE "TALKER"

Health Builders, Inc., Enter Talking Machine Field With New Portable Known as "Camp-Fone"—Large Initial Orders Received

Health Builders, Inc., New York City, well-known throughout the talking machine industry as the producer of Health Builder sets of Walter Camp's "Daily Dozen" set to music, and the Health Builder "Weight Reducing" course, has now entered a new field in this same trade. Announcement has been made from the headquarters of the company of the advent of a portable talking machine to be known as the "Camp-Fone." Listed at the popular price of \$25 and with the many merits claimed for it, it is expected that the demands for this new portable will be very large. Weighing only fifteen pounds and of compact construction, the "Camp-Fone" is conveniently portable. It is equipped with a ten-inch turntable and high-class hardware and also has a covered needle cup. A particular feature of the "Camp-Fone" is a new patented tone arm which is not detached, but may be played as soon as the lid is raised. Another feature is the distinctive album with which the "Camp-Fone" is equipped. This album, containing pockets for six double disc records, is of different construction than the familiar type of record album. It is so made that it may be set up on end as an easel, providing easy access to the records. Initial orders for over 1,000 machines have been secured from samples shown and it is expected that when this new portable is placed on the market in quantities it will meet with immediate favor in the trade.

HOOVER PLANS RADIO REGULATIONS

WASHINGTON, D. C., April 8.—Secretary of Commerce Hoover made public this week recommendations of the recent radio conference, and announced regulations which the department will adopt to eliminate jamming the air with messages.

The report of the conference recommends making available all wave lengths from 222 to 545 metres for public broadcasting, the various possible wave lengths to be assigned to different stations in order to reduce direct interference and to build up zonal regions of distribution.

There is a time for work and a time for play. He is short-sighted who plays during his working hours, unless he makes play of his work.



For St. Louis
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
915-19 N. Sixth St.
R. W. Jackson, Branch Mgr.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the twenty-fifth 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.]

SIGNS OF THE NEW ERA

Those who read *The Talking Machine World*, from first page to last each month, doubtless can't have escaped perusing the letter from this paper's London correspondent, and are therefore aware that a few months ago the Gramophone Co. of London, in which the Victor Talking Machine Co. is financially interested, brought out something in the way of recording

quite new, quite unprecedented and quite unique. It was no more nor less than a whole piano concerto, from first note of opening movement to last chord of finale, without a note left out, and with solo and orchestral parts done by eminent artists. In this case it was the famous English pianist, Frederic Lamond, who has recently been playing in this country, with the Albert Hall Orchestra, of London, conducted by Eugene Goossens, one of the most eminent of the younger British conductors. The job takes five double-faced 12-inch records.

I ask the reader to think this over for a moment. Meanwhile, let me point out that the Victor Co. has brought out, in records originally made by the Gramophone Co., a com-

plete recording of Liszt's Fourteenth Hungarian Rhapsody, for piano and orchestra, on three double-faced 12-inch records. Okeh announces Schubert's Unfinished Symphony complete, without a note eliminated. Here are some more things, and very notable things to think about.

Granted that the recording of the Emperor concerto is the stiffest piece of work which has been done yet in this way, we have to admit that all the numbers mentioned, together with others that could easily be thought of, constitute a very interesting and significant set of facts, with much more to it than appears at first sight.

Truncated Recordings

Classic music recording is no new thing of itself, of course. But classic music recording has been a thing of shreds and patches. We have had to put up with mutilated movements and truncated passages, because it has been felt that there was too much risk involved in attempting to produce musical works of which the contents exceeded the carrying capacity of one double-faced 12-inch record at the most.

What then has happened? It is plain to see that, both here and abroad, record manufacturers have discovered that the popular musical taste is improving to such an extent that it is now safe to ask people to buy extended works calling for two, three or four records. This not merely means that the money cost becomes greater, but also that the purchaser must take the trouble to stand by, ready to change records instantly, if the whole work is to be heard at one time. Now this argues that people are interested in certain good music, interested enough to go to a lot of expense and trouble to hear it. And when great business houses begin to believe this and to invest money in their belief it is evident that a new phase of the public attitude towards good music is at hand.

Conditions, Not Theories

We are dealing with conditions, not with theories. The talking machine trade has been unfortunate in having one of its elements always so very far ahead of all the others. There never has been a time when the manufacturing end of the industry has not been five years ahead of the retail end in imagination and in vision. We have now a case in point. It is deplorable to say it, no doubt, but any one who knows the rank and file of dealers knows well that to only a minority will the story I am telling make any present appeal, or have any present interest. Yet the facts disclosed are like just so many straws showing that the wind is blowing in a certain direction. The wise man will follow that wind, no matter where it may seem to be leading him, for he will know that the wind may have blown one way yesterday and yet blow in quite another way to-day.

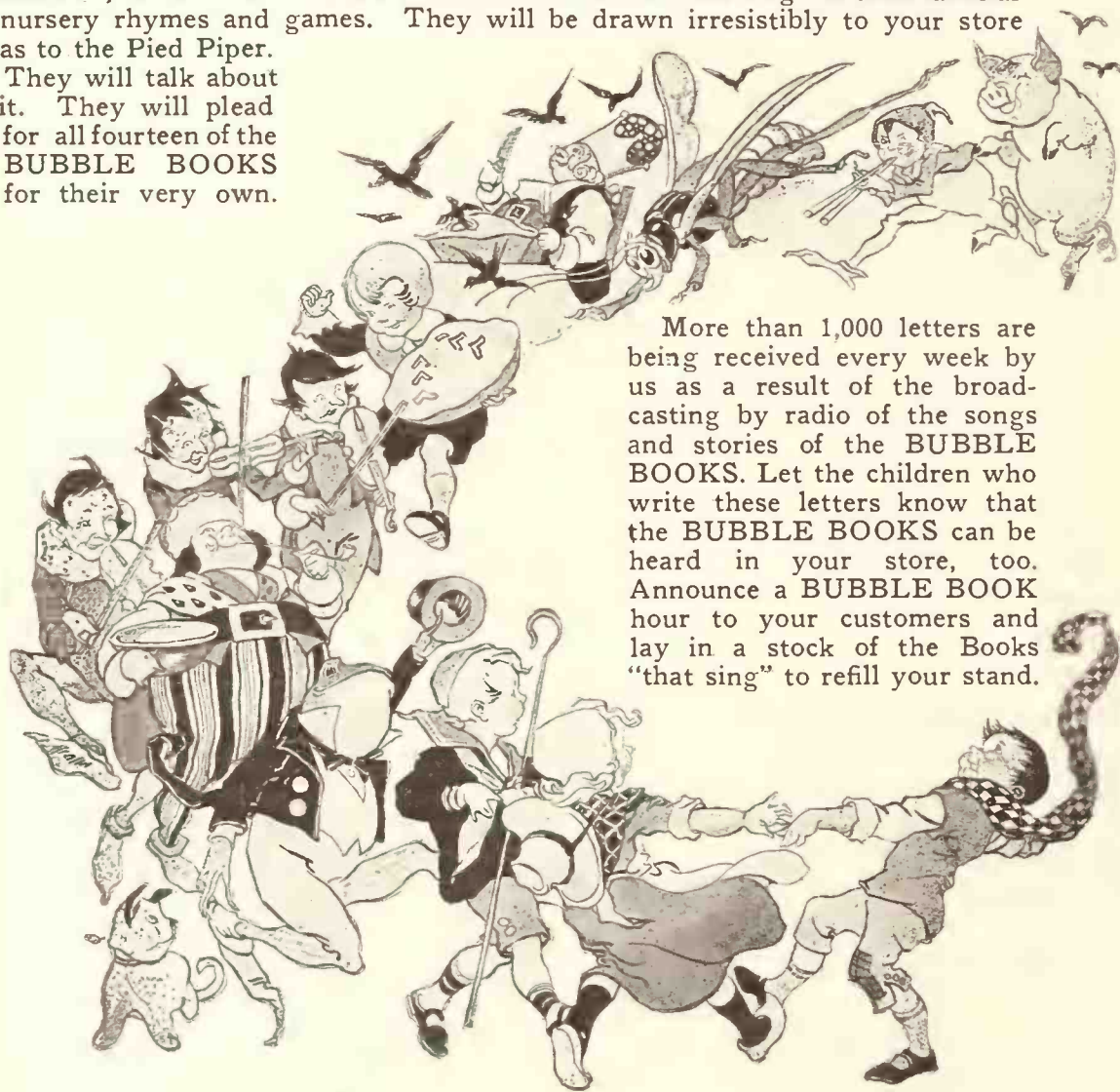
Concrete Possibilities

The moment is at hand to take advantage of the incontestable fact that the musical taste of the people is on the up-grade. The wise merchant is he who sees this and proceeds to make use of it. As before, of course, demonstration surpasses all methods of telling the talking machine's story, and the new series of records which are now coming out, as described in the beginning of these observations, offers an entirely new weapon of demonstration. It is becoming possible, that is to say, to give to the musically minded in one's community whole programs precisely similar to the instrumental programs given by an orchestra. Let us take some concrete examples. The Gramophone people in London have recently brought out Beethoven's C Minor Symphony complete on (we believe) five double-faced records. Without a doubt this will sooner or later find its way

Start A Bubble Book Hour In Your Store

Start a BUBBLE BOOK hour in your store one afternoon a week, say from four to five.

Your reputation will be established in every home where there are children, for children love the BUBBLE BOOKS "that sing" all their familiar nursery rhymes and games. They will be drawn irresistibly to your store as to the Pied Piper. They will talk about it. They will plead for all fourteen of the BUBBLE BOOKS for their very own.



More than 1,000 letters are being received every week by us as a result of the broadcasting by radio of the songs and stories of the BUBBLE BOOKS. Let the children who write these letters know that the BUBBLE BOOKS can be heard in your store, too. Announce a BUBBLE BOOK hour to your customers and lay in a stock of the Books "that sing" to refill your stand.

BUBBLE BOOKS "that Sing"

By RALPH MAYHEW and BURGESS JOHNSON

Illustrated by
Rhoda Chase

When you sell one you sell a habit and when you sell a habit you're building business.

HARPER & BROS., Bubble Book Division

Established 1817

Franklin Square

New York, N. Y.



H
DER
APP
23

TUT-ANKH-AMEN

is dead.

No amount of digging will bring him to life again: for he was only mortal.

STRONG

-but the Talking Machine Records of the

STRONG RECORD CO.

are immortal - and deserve to be so. They are the finest product of the recorder's art - and combine

HIGHEST QUALITY with most **ATTRACTIVE PRICES**

and if our friend TUT could only have had a **STRONG** record put away along with his jewels and chariots - we would find it today in his tomb

JUST AS GOOD AS EVER.

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4365/66

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

into the domestic Victor lists. Even now the Seventh Symphony of the same master is available in the regular Victor catalog, complete, note for note, save for a couple of unnecessary repeats. Take a work like this, add to it the Hungarian Fantasy already described, put in the Meistersinger Overture or the Tannhäuser (three records), add for good measure Liszt's symphonic poem "Les Preludes," just completed this month in four 12-inch records; spice with a couple of operatic scenes such as Caruso's big Pagliacci scene and Massenet's Elegie for an encore (with Mischa Elman's violin obbligato to boot) and what better program could be given at any concert hall with the seats at two dollars per head?

The fact is that we are very quietly coming into a new phase of the talking machine business. Here are materials being provided for concert demonstrations of the talking machine upon a scale never before heard of. It is extremely probable that the present experiments in this direction represent but a start, and that in due course the whole literature of symphonic music will be carefully combed over, with resulting selections representing the best works of every classic and modern master, all rendered in full without cuts.

Instrumental Recording Comes Into Its Own

The more one thinks about a thing like this, the more wonderful it becomes. There is no end to the possibilities disclosed. The instrumental side of recording has long been neglected, or, at least, it has been treated in a sort of stepmotherly manner, because, of course, the dealers have not taken an interest in it. But now this must change. The new ideas which the manufacturers are having the courage to set forth must be supported, for we cannot allow this fine work to be abandoned through lack of support. Every wide-awake dealer ought to acquaint himself with the wonderful new treasures so rapidly becoming available and see what he can do to put them adequately before the musical element in his community. He will find an immediate and gratifying increase in his sales. Meanwhile, let me acknowledge my personal indebtedness to those manufacturers who are doing this fine work and my determination to support them to the best of my small ability, for they see ahead and they see that the talking machine business needs to be strengthened on this important side. That is why they are putting into the hands of their dealers these powerful and fascinating new weapons.

CLEVER DISPLAY SHOWS PROGRESS

NORTHAMPTON, MASS., April 7.—"Twenty-five Years of Phonograph Development" is the appropriate title of a window display in the store of the Meisse Music Co., on Pleasant street. The original phonograph, with cylindrical wax record and large horn, is shown in contrast with the modern cabinet machine in which record and every bit of the mechanical workings are hidden away from view. The type of machine which was used when the first disc records were introduced is also exhibited and also the later type of interior tone machines. The display is attracting quite a lot of attention.

EXPERT REPAIRING

of all parts and makes of phonographs
LOWEST PRICES — 24 HOUR SERVICE

Send us the article to be replaced or repaired by Parcel Post or Express

PENN PHONOGRAPH CO. of N. Y.
 513 8th Avenue New York

ADDRESSES MEETINGS ON RECORDS

Kiwanis President to Record Short Address on Brunswick Records for Distribution to Other Branches of the Organization

DUBUQUE, IA., April 6.—Speaking at a meeting and not being there is to prove a feature of invitations to Kiwanis clubs to attend a district convention in Dubuque. How's it going to be done? The president of the Club is to talk into a horn, a Brunswick, in fact. Phonograph records are to be made by the Brunswick Co. Then the records will be mailed to clubs, with a short note advising the secretary to get a machine and play the record at a regular meeting. The result will be a three-minute talk on the part of the president, extolling the virtues of the city, and its advantages for fun and pleasure, finally extending a cordial invitation to all to be on board. The stunt is a new one and features Brunswick products.

A grouch never lasts long in any business.

BRITISH AGENT FOR THE VICSONIA

James Smith, of Liverpool, Appointed Representative in Great Britain for Reproducer

The Vicsonia Mfg. Co., New York, manufacturer of the Vicsonia reproducer for the playing of Edison records on Victor and Columbia machines, reports the appointment of a new representative for Great Britain in the person of James Smith, 49 Clapham road, Liverpool, England, who is already developing a substantial business throughout the British Isles.

NEW MANAGER IN RACINE

The Porter Furniture Co., Racine, Wis., has recently announced the appointment of George E. Richter, of Chicago, as manager of its talking machine and piano department. Mr. Richter is widely known as a promoter of musical enterprises and his wife is now completing studies for her first appearance with the Chicago Grand Opera Company next season.

ALL ABOARD!!

'Success Limited' is about to leave for a 1923 Record with the following Swanson Jobbers on board. If you are in one of the few territories where we have no jobber, better make your reservation and climb aboard. Write us to-day.



Jobbers of Swanson Portables

- Los Angeles, California.....Munson-Rayner Corp., 643 South Olive Street
- San Francisco, California.....Munson-Rayner Corp., 550 Howard Street
- Portland, Oregon.....G. F. Johnson Piano Co., 147 Sixth Street
- Seattle, Washington.....Seattle Hardware Company
- Spokane, Washington.....Tull & Gibbs, Inc.
- Salt Lake City, Utah.....Z. C. M. I.
- Denver, Colorado.....Western Music Supply Co., 131 East Fourth Street
- Minneapolis, Minnesota.....Edw. G. Hoch Co., 104 Third Street, North
- Chicago, Illinois.....Consolidated Talking Machine Co., 227 West Washington Street
- Detroit, Michigan.....Consolidated Talking Machine Co., 2957 Gratiot Avenue
- Evansville, Indiana.....Evansville Phonograph Co., 1531 Gum Street
- Cincinnati, Ohio.....Franklin Sales Co., 4209 Carthage Pike
- Toronto, Canada.....Bush & Dowdell, No. 1 Adelaide East
- Buffalo, New York.....Iroquois Sales Co., 210 Franklin Street
- Boston, Massachusetts.....Cheney Sales Corp., 376 Boylston Street
- New York City, New York.....Cheney Sales Corp., 1107 Broadway
- Philadelphia, Pennsylvania.....Cheney Sales Corp., 1105 Chestnut Street
- Baltimore, Maryland.....David B. Taylor Co., 17 South Charles Street
- Richmond, Virginia.....Richmond Hardware Co., 101 South 14th Street
- Birmingham, Alabama.....Drennen Hardware Co., 2013 First Avenue
- Jackson, Mississippi.....Rice Furniture Company
- New Orleans, Louisiana.....Junius B. Hart Piano Company
- El Paso, Texas.....National Sales Company

DEALERS

THE SWANSON excels in all essentials of a perfect portable. It's a REAL portable, size 11 1/8 x 13 1/8 x 7 1/2 inches, weight 15 1/4 lbs. with record album. Give the SWANSON the acid test of actual comparison. You will then know why this attractive, natural-toned portable has proved itself a big profit-maker for progressive dealers. Order from your jobber to-day and cash in on SWANSON popularity. Do it now!

SWANSON PORTABLE PHONOGRAPH DISTRIBUTORS

738 So. Los Angeles St.
 Los Angeles, California

IN PITTSBURGH MEETING OF PITTSBURGH ZONE EDISON DEALERS

Excellent Prospects for Trade—Optimism Prevalent—Death of Henry Lewis—Activities of Distributors—News of the Month

PITTSBURGH, PA., April 7.—Talking machine and record business the past month in the Pittsburgh district was reported as excellent. Practically all of the jobbers and dealers are unanimous in their expressions of satisfaction and are fully in accord as to the outlook for the future. The industrial situation in Pittsburgh and vicinity is improving right along and this is one of the factors that contribute to the general prosperity of this section.

In reviewing the Victor trend in the market Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., said: "Our business has been highly satisfactory in the various Victor machines and records, and it is my candid opinion that there will be a shortage of certain Victor styles if the demand keeps up long as it has been doing. At the present time we are shipping out practically all of our Victor merchandise about as fast as it is received. As I view the future it appears to me as though it will be an exceptionally good year for the Victor dealers."

Spring Trade Opening Up Well

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., stated that the Spring trade was opening up remarkably well and that he found the March business had shown a marked increase over the same month a year ago. As to the next few months Mr. Nichols ventured the opinion that they would be very good ones for the Columbia Grafonola and the Columbia records.

John Henk, of the Columbia Music Co., said: "Our Easter trade in Edison and Columbia lines was very gratifying. The demand for high-grade talking machines was one of the pleasing features of the past few weeks and I believe that our Spring business will make a much better showing than it did a year ago. I find that buyers are inclined to either pay cash or to make large and substantial initial payments and seek but short-term contracts."

T. E. Shortell, manager of the Victor department of the S. Hamilton Co., also stated that Easter sales of Victrolas and Victor records were better than had been anticipated.

The Rowland & Clark Theatres (motion pic-

ture houses) gave four Columbia Grafonolas away as prizes during March to persons who attended their several theatres here. One Grafonola was awarded at the Belmar Theatre, another at the Strand Theatre, the third at the Arsenal Theatre and the fourth at the Plaza Theatre.

A. R. Meyer, manager of the Joseph Horne Co.'s talking machine department, stated that March sales showed a marked improvement over the same month a year ago, and Chauncey R. Parsons, manager of the talking machine department of the Rosenbaum Co., also made optimistic reports regarding present and prospective business.

Death of Henry Lewis

Henry Lewis, the well-known Sonora representative who covered the Pittsburgh city territory, died in Cambridge Springs, after a brief illness, whither he went to rest, aged thirty years. The body was sent to his home at New Haven, Conn., for interment. Mr. Lewis was very popular with the trade and his untimely passing is keenly regretted.

New Sonora Dealers

H. Milton Miller, Pittsburgh manager of the Sonora and Vocalion record distributing offices, reports very brisk business. He said: "The demand for the new style of Sonora consoles is heavy and we are having considerable difficulty in making deliveries on time." Among the new Sonora dealers are the Pittsburgh Mercantile Co., Woodlawn, Pa., which also handles the Vocalion records, and W. R. Anderson, Freedom.

Frank J. Miller, of Youngwood, has purchased the Sonora and Vocalion departments of C. E. Smith, pharmacist, at Youngwood, and will conduct the same in person.

M. Michelson sold his Vocalion and Sonora shop at Mt. Pleasant, Pa., to H. Rosenshein, the latter taking possession at once. Mr. Michelson will open a Sonora and Vocalion shop in Uniontown, Pa.

More Vocalion Record Dealers

Among the new Vocalion record dealers in Pittsburgh are the Simms Drug Co., Murray avenue; A. Liesinger, Brushton avenue, and A. E. Showalter, two stores, Homewood and Lang

Important Problems Relative to Handling and Sale of Edison Line Considered at Spring Meeting of Pittsburgh Association

PITTSBURGH, PA., April 2.—Heavy flurries of snow with blustering March winds apparently did not affect to any serious extent the attendance at the Spring meeting of the Edison Dealers' Association of the Pittsburgh Zone held at the Fort Pitt Hotel early in March. Exceeding in numbers any similar gathering held in the past, dealers from every one of the four States, sections of which are served by the Buehn Phonograph Co., answered to roll call.

The morning session was entirely given over to the Association. After a few appropriate words of welcome from Albert A. Buehn, treasurer and manager of the Buehn Phonograph Co., all jobbers' representatives retired from the meeting, so that the dealers could, without being influenced by others than their own number, freely express themselves on matters pertinent to the handling of the Edison line. Various questions and problems were considered and so interesting did the discussions prove to be that it was one o'clock before the meeting ended.

After a very tasty luncheon furnished by the Buehn Phonograph Co., the afternoon session being given over to the jobber, Mr. Buehn introduced as the first speaker A. B. Cornell, sales director of the Jewel Phonoparts Co., of Chicago, who gave a most interesting talk on the use of Jewel tone arms and reproducers. Especially enlightening were his demonstrations of the employment of the Jewel products on various "talkers," since they suggested ways to increase sales of Edison records and equip "trade-ins" so as to increase their resale possibility.

(Continued on page 77)

avenues. Other new Vocalion dealers are: Noland Furniture Co., Braddock, Pa.; Long Pharmacy, Avalon, Pa., and Reed Pharmacy, Crafton Heights, Pa.

Playertone Business Good

I. Goldsmith, president of the Playertone Talking Machine Co., said: "Our business is moving along at a very satisfactory rate and we are banking on an excellent Spring movement of the Playertone. As I view it this will be a big year for the talking machine trade as a whole." On May 1 the offices and showrooms of the Playertone Co. will be moved to Grant street, above Sixth avenue, in more commodious quarters.

Frank Dorian Is Enthusiastic

Manager Frank Dorian, of the Pittsburgh offices of the General Radio Corp., distributor of the Okeh records, Strand phonographs and Gold Seal record repeaters, stated that the outlook for future business was excellent and that he was highly gratified with the volume of business handled in March. Among the firms who handle the Strand phonograph and Okeh records are Kaufmann & Baer Co., the Rosenbaum Co., Spear & Co., Goldman & Roth and the Arcaro Phonograph Co. W. L. Eckhardt, of Philadelphia, and George W. Lyle, of New York, both well known to the talking machine and radio trade, were callers on Mr. Dorian a few days ago. The radio equipment trade, Mr. Dorian reports, is very satisfactory, with the demand from the rural districts at present being more pronounced than from the city sections.

Eight Victor Artists to Appear

The Eight Victor Artists are scheduled to appear in Pittsburgh on the evening of May 10 in Carnegie Music Hall. The personnel of this famous group is the same as formerly, except that Rudy Wiedoeft, the celebrated saxophonist, will appear, instead of Fred Van Eps, banjoist.

C. L. Hamilton, of the S. Hamilton Co., is back from a brief sojourn in Florida.

Patton & Fisher have opened a new Edison phonograph shop at Verona, Pa.



To handle THE NEW EDISON is to link your store with the most widely known manufacturer of Phonographs. The name Edison brings to the dealer a prestige that is invaluable from an advertising standpoint, and immediately assures his establishment of a position among those of high standard.

BUEHN PHONOGRAPH CO.
421 - 7th Avenue
PITTSBURGH, PA.

NEW EDISON RECORDS EVERY WEEK

A. H. Curry, vice-president of Thomas A. Edison, Inc., in charge of phonograph merchandising, had promised to be present, but, unfortunately, at the last minute he found it necessary to leave for Texas. In his place he sent to Pittsburgh his assistant at Orange, F. C. Beattie, who proved to be a capable and acceptable substitute.

Mr. Beattie confined his talk to a few remarks in which he assured dealers that the laboratories were alive to the different problems facing them at this time. He stated that Mr. Edison had intended giving his personal attention to some of these questions which had been brought up at the jobbers' convention held in New York in February, but unfortunately had been taken sick shortly after that convention and has since been in Florida.

The questions brought up by the dealers at the morning session were carefully and thoroughly discussed from every angle, after which they were either drafted in concrete form, to be presented to the laboratory representative at the afternoon session, or turned over to committees to be placed in the form of resolutions and likewise presented at the afternoon session. When Mr. Beattie announced that he was ready to answer any questions he did not have to wait long for the first to be asked and he was thereafter kept busy for an hour or more giving answers and explanations that would help solve some of the dealers' problems.

In the evening all met in the English room as the guests of the Buehn Phonograph Co. and enjoyed an excellent dinner. Dancing followed the dinner, Nirella's Orchestra supplying the music.

Officers elected to serve for the ensuing year were: N. W. Russler, president; S. A. Phillips, vice-president, and J. C. Dilts, Sr., secretary and treasurer.

Those who attended included: F. C. Beattie, Orange, N. J.; R. B. Alling, Detroit, Mich.; L. Bloom, Cleveland, O.; Mr. and Mrs. Clyde Ament, Apollo, Pa.; I. G. Amsler, J. L. Hilliard, E. J. Hayes, C. R. Hayes, Coraopolis, Pa.; Mr.

and Mrs. G. K. Barkell, Scottdale, Pa.; Miss Agnes McGary, Mr. and Mrs. C. C. Aughenbaugh, Monaca, Pa.; Elmer Law, Cambridge, O.; Mr. and Mrs. W. H. Bonnage, Mrs. S. G. Patterson, Beaver Falls, Pa.; Mr. and Mrs. Howard Strawn, Miss Beulah Leggett, Waynesburg, Pa.; Mr. and Mrs. C. Malley, Parkersburg, W. Va.; J. O. Clawson, Belle Vernon, Pa.; N. W. Templeton, Clymer, Pa.; A. G. Crabbe, Hyndman, Pa.; Miss A. Little, East Liverpool, O.; J. W. Cunningham, Reynoldsville, Pa.; Oscar P. Decoster, August Decoster, Jeannette, Pa.; Mr. and Mrs. C. H. Dufford, Mr. and Mrs. P. R. Dufford, New Castle, Pa.; Miss L. Fawcett, Paul Duer, Salein, O.; A. H. Hunt, Latrobe, Pa.; H. H. Findt, Albert Gescheider, Steubenville, O.; Mr. and Mrs. S. B. Foust, Juniata, Pa.; L. H. Fullerton, Miss Elizabeth Burton, Miss Izola Stemme, Miss Viola Dickinson, Burgettstown, Pa.; Mr. and Mrs. R. Gerecter, Mt. Pleasant, Pa.; A. J. Harter, Altoona, Pa.; Mr. and Mrs. W. Fred Henry, Mrs. Lenore H. Kummel, Blairsville, Pa.; Mr. and Mrs. A. Ohringer, Mr. and Mrs. A. Goldsmith, Mrs. M. Fetterhoff, Miss E. Williams, Braddock, Pa.; Mr. and Mrs. C. H. Hutson, New Bethlehem, Pa.; G. W. P. Jones, Washington, Pa.; Mr. and Mrs. R. B. Keefer, Miss Barbara Verner, Irwin, Pa.; Mr. and Mrs. H. O. Keefer, McKeesport, Pa.; Miss M. McCullagh, Kittanning, Pa.; Mr. and Mrs. C. R. Kerr, Sistersville, W. Va.; J. R. Klingensmith, Greensburg, Pa.; Mr. and Mrs. F. A. Knouff, Crafton, Pa.; Lake F. Steffee, Oil City, Pa.; Mr. and Mrs. E. E. Koontz, Moundsville, W. Va.; R. A. Lambert, Roaring Spring, Pa.; Clark Wright, Miss Gertrude Ryan, East Pittsburgh, Pa.; J. G. Bierer, California, Pa.; L. Luxenberg, Barnesboro, Pa.; W. H. Boone, Marietta, O.; L. C. Milheim, Butler, Pa.; H. C. Milleman, L. M. Enfield, Ellwood City, Pa.; Mr. and Mrs. C. F. Milleman, Zelenople, Pa.; G. A. Mytinger, J. B. Vaughn, Ambridge, Pa.; Mr. and Mrs. W. J. McKnight, Brookville, Pa.; Victor Nelly, Jr., Mrs. A. B. Nelly, Miss A. B. Nelly, Carnegie, Pa.; Mrs. C. A. Nessler, Miss Irene Nessler, Monongahela, Pa.; M. S. Nimmo, N. Mihalick,

Nanty-Glo, Pa.; Mr. and Mrs. J. C. Dilts, Sr., J. C. Dilts, Jr., Wheeling, W. Va.; W. A. Dillmore, Clarksburg, W. Va.; G. M. Wilkinson, O. D. Shook, East Palestine, O.; Mr. and Mrs. S. A. Phillips, Morgantown, W. Va.; Mr. and Mrs. C. Puffinburg, Mr. and Mrs. P. Puffinburg, Wilkinsburg, Pa.; J. W. Walters, East Brady, Pa.; H. L. Rosenberg, Sidney Rosenberg, Miss Bessie Rosenberg, South Fork, Pa.; C. S. Holland, Fairmont, W. Va.; W. F. Rossman, Miss Rossman, Franklin, Pa.; N. W. Russler, Mr. and Mrs. Slatery, Cumberland, Md.; S. R. Washko, L. McDonald, Windber, Pa.; W. E. Lutz, Emmenton, Pa.; Mr. and Mrs. W. E. Nydegger, Johnstown, Pa.; Mr. and Mrs. R. D. Stephens, Barnesville, O.; E. S. Tyler, Point Marion, Pa.; L. B. Vaughn, Columbiana, O.; Albert Webber, Lisbon, O.; Mr. and Mrs. H. W. Sutch, Tarentum, Pa.; Miss E. A. Dunn, Connellsville, Pa.; H. C. Crawford, Uniontown, Pa.; E. F. Hodgkin, Chesterhill, O.; R. J. Commons, E. M. Commons, J. R. Bartlebaugh, Leo Cooper, Patton, Pa. The following from Pittsburgh, Pa.: Henry Braun, Mr. and Mrs. J. F. Henk, C. B. Hewitt, C. F. Martin, Homer Schoenberger, J. C. Haggerty, Mr. and Mrs. A. A. Buehn, Mr. and Mrs. E. J. Patterson, Mr. and Mrs. J. W. McKelvic, Mr. and Mrs. H. M. Swartz, Mr. and Mrs. T. A. Dillon, Mr. and Mrs. C. W. English, Mr. and Mrs. R. P. Chilcott, Mr. and Mrs. A. J. Boehm, Mrs. M. Carr, Miss E. B. Chillay, Miss A. Raida, Miss L. Scholl, Miss M. Toole, Miss M. Lergenmiller, Miss F. Kress, A. W. Chilcott, J. K. Nichol, D. S. Hartley.

CARDINAL SALES CO. MOVES OFFICES

The Cardinal Sales Co., which has been located for the past year at Columbus, O., has moved its offices to Zanesville, O. An announcement to this effect was sent out to the trade on April 1 signed by Herbert Wise, assistant treasurer of the Cardinal Phonograph Co., who is also in charge of the activities of the Cardinal Sales Co. The new quarters offer greatly increased service facilities.

Brooks

The Wonder Instrument

DON'T JUMP UP and RUN

A BROOKS REPEATING PHONOGRAPH

Plays and repeats automatically any make of record any desired number of times, then stops automatically with the tone arm suspended in the air

Write today for literature covering upright and console models and dealers' discount

THE BROOKS COMPANY

Saginaw

Michigan



SAN FRANCISCO

Victor Talking Machine Co. to Locate Record Pressing Plant on Coast—Small Apartments Hurt Sales—News of the Month

SAN FRANCISCO, CAL., April 5.—It is indeed good news to the talking machine trade on the Pacific Coast that at last the Victor Talking Machine Co. has decided to locate a record pressing plant out this way. In a measure, the Pacific Coast dealers are handicapped at present by the long distance from the factories which produce the most popular merchandisc, especially in the matter of records of popular song hits and dance music. The life of a new hit is usually so short that sometimes the peak is reached before the new records reach the Coast. Eldridge R. Johnston, president of the Victor Co., who has just been in San Francisco, has this to say in relation to the new enterprise: "We are planning to put up a record factory out here which will employ several hundred, perhaps a thousand, people. Definite plans as to location and investment have not been completed, but I should say it would be in operation within a year from now. The talking machine, like the movies, is a national institution of entertainment and must be supplied with productions at both ends of the country at the same time." The general supposition is that the new plant will be located in the immediate vicinity of San Francisco Bay.

Apartment Life Curtails Sales

During Lent the talking machine business has not been rushing, but the general average of sales is about normal for this time of the year. Shortage of stock has curtailed activity in certain quarters. One reason given for comparatively slow development of talking machine business in the large cities is the tendency of the people to live a huddled life in diminutive apartments. High rents and the craving for all modern improvements in living quarters com-

pel people to get along in smaller apartments where even the room for a talking machine cannot always be spared. Further, the tabloid apartments are usually centrally located near the theatre districts so that the need for home entertainment is minimized. On the other hand, the building boom is still on and new suburban homes are going up by the thousands. Life in the suburbs is favorable, both to the talking machine business and the radio business.

Radio Exposition Opens

The first National Radio and Electrical Exposition will be held at the Civic Auditorium, San Francisco, April 3 to 8. More than two-thirds of the exhibit space has already been specially reserved by radio and electrical manufacturers of the United States. One feature of the big show will be the radio set contest open to children residing within a hundred miles of San Francisco. Six cash prizes are offered for the best sets made by the contestants.

At a luncheon given at the Palace Hotel on March 20, under the direction of the San Francisco Electrical Development League, David Sarnoff, vice-president and general manager of the Radio Corp. of America, was the principal speaker. He gave a short outline of the history of the new industry and spoke most hopefully of the future.

Edison Distribution Expanding

Edison Phonographs, Ltd., Edison wholesaler, with headquarters in this city and branches in Los Angeles and Portland, Ore., has been successful in placing this line of phonographs and records in many fine establishments throughout the Coast territory, and that the Edison is in popular demand is indicated by the fact that the list of new accounts is steadily growing. Edi-

son Phonographs, Ltd., is one of the most aggressive phonograph jobbing concerns in this section of the country and the high type of service which this house places at the disposal of its dealers has been of great benefit to the Edison business in general. The vigorous campaign consistently carried on by this firm has been, in a measure, responsible for the fact that distribution has developed in such a satisfactory manner and the excellent trade enjoyed during the past three months, and the rapid growth in the demand experienced by dealers, indicates a prosperous year.

Music Men Discuss Legislation

Shirley Walker, of Sherman, Clay & Co., and George Hughes, of the Wiley B. Allen Co., have been called upon this month as representatives of the Music Trades Association of Northern California, to appear before committees of the State Legislature and explain the position of the music trades in relation to certain proposed new laws relating to the customer's equity in musical merchandise bought upon the instalment plan. It is expected that the proposed legislation will be defeated, or at least radically modified in accordance with the principles of justice.

Magnavox Demand Keeps Up

The Magnavox factory in Oakland is very busy. The Eastern and Middle West demand is growing in a gratifying manner and, in general, there would seem to be no decline in the market for loud-speakers except in cases where they are used for advertising or other novelty purposes. The use for utilitarian purposes is certainly growing.

Brunswick Line for Kohler & Chase

Kohler & Chase have taken the agency for the Brunswick line of phonographs and records and by reason of this important move the company will spend at least \$25,000 in remodeling the talking machine departments of the two stores in San Francisco and the store in Oakland. The number of booths in the San Francisco store will be increased from three to twelve and all these will be advantageously located on the first floor. A week of celebration



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

Goodnight *The Waltz Sensation of 1923*
 Nearly as good as "Three O'Clock in the Morning"
 "You can't go wrong - With any FEIST song."

will be held from April 2 to 9 at the San Francisco houses and there will be a special meeting for the employes and guests on the evening of April 4, at which F. A. Smith and F. B. Corcoran, of the San Francisco branch of the Brunswick-Balke-Collender Co., will speak. Miss Miriam Gordon, formerly of the Emporium talking machine department, has been engaged as manager of the record department of the main store in San Francisco. J. E. Bray remains as manager of the talking machine department. The alterations in the Oakland store are about completed, several new Unico booths having been put in and other changes made to increase the facilities of the business.

Plans General Phonograph Co. Branch

W. C. Fuhri, of the General Phonograph Corp., New York, has just been in San Francisco on business in regard to the establishment of a branch on the Coast. The manager of the branch will be Mr. Henry, formerly assistant manager of the Columbia Graphophone Co. in San Francisco. Mr. Fuhri has gone to Los Angeles to confer with Mr. Henry. Okeh records will be distributed hereafter through the Coast branch of the General Phonograph Corp. Definite arrangements as to the location of the branch have not yet been announced.

Many Edison Artists on Tour

The demand for Edison records has increased of late by reason of the many Edison artists on tour over the Coast country. The Edison Shop, on Geary street, gives record demonstrations daily which always attract the favorable attention of the passing public.

Featuring Columbia Records

The Columbia dealers of California have been featuring the record "Suzanna" very extensively the last month. Some of the dealers devoted their entire window space to the display. P. S. Kantner, manager of the San Francisco office of the Columbia Co., finds the best results following the latest Columbia window advertising campaign. People "stop, look and buy."

PEARSALL STAFF AT VICTOR PLANT

The members of the sales staff of the Silas E. Pearsall Co., New York, Victor wholesaler, visited the Victor factories at Camden recently and, after spending several hours going through the immense plant, devoted considerable time to a study of the new Victrola models. Members of the Pearsall forces who made this interesting trip were: N. G. Fitzpatrick, S. B. Schoonmaker, Eugene Latham, Harry Nye, C. A. True, Lloyd Howells and F. G. Mellon.

MERMOD & CO., IMPORTERS, MOVE

Mermod & Co., well-known manufacturers and importers of talking machines, parts and music boxes, have moved from 874 Broadway to 16 East Twenty-third street, New York City. The company recently received some single and double-spring importations of Swiss motors.

Crookedness is always found out sooner or later and always pays a penalty and suffers, whether in business or private operations.

HYATT HEADS NEW ASSOCIATION

Portland Talking Machine Man Elected President of Greater Portland Association—Another Talking Machine Man as Secretary

PORTLAND, ORE., April 3.—At the annual meeting of the Greater Portland Association, which was held in the Portland Chamber of Commerce March 14, E. B. Hyatt, of the Hyatt Talking Machine Co., was elected president of the Association. The prospects of the specialty stores of the city look very bright and plans were formulated by the Association for an extensive advertising campaign during the coming season. It is the purpose of the Association to let the public know more about the high-grade stores dealing in specialties, which have been overlooked in the past. Another music man was honored in the person of Thomas H. Edwards, of the Edwards Furniture Store, distributor of Brunswick phonographs, who was elected secretary of the Association. Mr. Edwards is popularly known as the "Father of the Greater Portland Association."

ANNOUNCES NEW UPRIGHT MODEL

The Wasmuth-Goodrich Co. and the Emerson Phonograph Co., who manufacture and market Emerson phonographs, announce a new upright model made to retail at a popular price. It is known as Emerson No. 10 and is of solid mahogany with the well-known Emerson "Music Master" horn.

"PEFFERGRAM" BRINGS BUSINESS

Sales Letter in Form of Telegram Stimulates Interest in Sonora Line Handled by the Peffer Music Co., Live Stockton, Cal., Dealer

STOCKTON, CAL., April 5.—The Peffer Music Co., of this city, has an ingrained habit of springing something new on its prospects and the trade every now and then. This up-and-doing dealer has made a successful record in Sonora sales throughout the territory, and no little credit can be given to its live sales promotion tactics and ideas.

Recently it devised an unusual mailing piece which took the form of a telegram blank. Across the top, in large, bold letters, appeared the word "Peffergram," while the message, a corking selling letter, was printed below in capital letters. The whole was enclosed in a yellow window envelope, having "Peffergram" printed across its face. This novel idea brought large results.

NEW QUARTERS FOR MODERNOLA

The Modernola Sales Co., Eastern distributor of the Modernola phonograph and the Modernollette portable, has taken possession of attractive new quarters in the Herald Building, 1340 Broadway. George Seiffert, the enterprising president of this company, is a Modernola enthusiast and has built up good business for this well-established and widely known line of talking machines throughout the East.



NEW GOLD MINES

along

The Entire Pacific Coast

Are being discovered and developed by enterprising business men from the East just the same as in the days of "49."

An Edison Dealership on the Pacific Coast is a Gold Mine

Write any of our three houses for particulars regarding locations and opportunities in this land of *promise and prosperity.*

EDISON PHONOGRAPHS, Ltd.

Los Angeles

San Francisco

Portland

Brunswick
 PHONOGRAPHS AND RECORDS

For San Francisco
 and adjacent territory
 Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
 767-69-71 Mission St. F. A. Smith, Branch Mgr.

SPOKANE TRADE MORE ACTIVE

Optimism Pervades Trade as Dull Conditions of Winter Give Way to Stimulated Spring Business—Dealers Planning Sales Campaigns

SPOKANE, WASH., April 5.—The lethargic condition in the talking machine trade here prevailing during the Winter months is of the past and the outlook now is brighter than for some time. The better demand is the basis for an optimistic spirit which has permeated the trade and which is resulting in plans for vigorous campaigns and sales drives during the remainder of Spring and Summer.

A special study course in music was given at the local Sherman, Clay & Co. store here in anticipation of the music memory contest to be held in the grade schools under the supervision of Miss Grace E. P. Holman, director of music.

Although the Tull & Gibbs store, jobber of Victor, Edison and Columbia instruments, suffered considerable damage in a recent fire, fortunately the talking machine department was

but slightly damaged and, consequently, business is being carried on as usual. A number of instruments were blistered by the heat, the extent of the damage, but despite this handicap business during the past month has been brisk.

The Edison department of the Crescent store is kept busy making demonstrations, and in the majority of instances sales, of Edison phonographs, according to M. R. Makenson, manager.

Faith in the Columbia line and the prospects for a good Summer demand is exhibited by L. O. March, manager of the Grafonola Shop, who has just placed an order for shipment of 300 instruments and 4,800 records.

The Spokane Music Shop, Victor dealer, has enjoyed an exceptional record business during the past five weeks. This concern is making plans for an extensive drive in behalf of Victor talking machines and records.

Some men go to church on Sunday to impress their neighbors with their piety and then, during the next six days, they do their darndest to beat their fellow men.

AKRON, O.

Capacity Operation of Rubber Industry Reflected in Business—Trade Activities of the Month

AKRON, O., April 6.—With the rubber industry continuing at peak, and optimistic reports coming in from all quarters as to prospects for Spring and Summer, the music industry in Greater Akron continues to thrive. While March was probably one of the worst months in recent years from the standpoint of weather, it proved a boon to the talking machine business, for without exception dealers, when visited this week by a representative of The World, said March business was satisfactory and in some instances it was 100 per cent better than the same month a year ago. The trade is meeting its obligations more promptly, collections are greatly improved and there is a much different tone prevalent in the districts wherein live the working element. Record sales, which for the past two months have been reported quiet, show a decided improvement this month. It seems that while the console type talking machine was the big factor in the trade the two months past, there is a tendency now for the upright models.

Music memory contests conducted in the public schools of Akron, recently, were given much encouragement by Miss Baer, manager of the talking machine department of the M. O. Neil Co. Miss Baer arranged lectures twice each week during the progress of the contests, in the talking machine section at the store, which were attended by an average of 300 school children. She also donated machines and records to further the work in the schools.

Earle G. Poling, of the Windsor-Poling Music Co., Victor distributor, reports Victor machine sales in March were greater than in either January or February and that records showed a gain of 100 per cent, compared to March a year ago.

It became known here this week that the M. O. Neal Co. has added the Sonora line. It has also taken the agency for the Pooley talking machine and has added to its record stock the Okeh line. The store also features the Victor and Cheney machines, giving it the largest selection of machines and of records in the entire city.

Ernest Savage, manager of the talking machine department of the George S. Dales Co., has relinquished his position to become identified with a Cleveland music house. Before coming to Akron he was connected with the Eclipse Music Co. in Cleveland. Raymond W. Porter, for many years with the G. S. Dales Co., is temporarily in charge of the talking machine department, in which the Brunswick line is featured.

George S. Dales, head of the well-known music house of the George S. Dales Co., who with his family has been spending the Winter months in Florida, is due to return to Akron early in April.

E. G. Rockwell, Akron music dealer, has discontinued business and has disposed of his stock to other dealers and jobbers. In recent months, he went in strong for radio.

Edison and Columbia records have been experiencing big sales all Winter, according to B. A. Emerson, head of the Emerson Music Co. "We have no complaint to offer so far as records are concerned and have enjoyed a very satisfactory machine business this Winter," Mr. Emerson said.

The new talking machine quarters of the A. B. Smith Co. are considerably larger than the old location. This company handles the Sonora and other lines.

Harry Paige, who for more than a year conducted a sheet music shop in the Orpheum Arcade, has closed out his business.



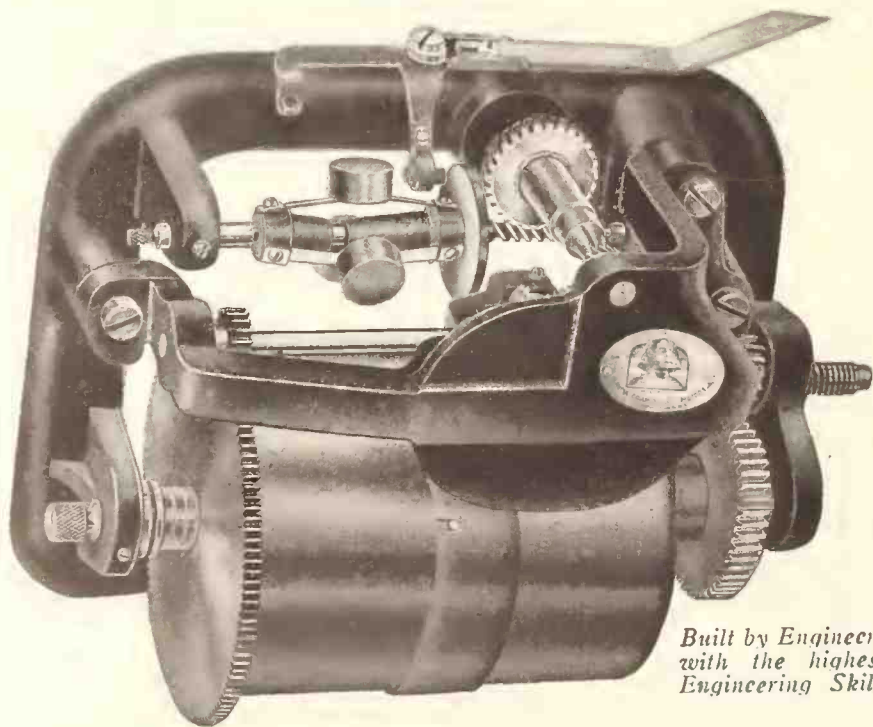
Why You Should Buy Sphinx Gramophone Motors

They are built to run smoothly and noiselessly.

Their durable construction enables them to stand the strain of hard usage.

They operate with uniformity and are constant in speed.

Write for Prices



*Built by Engineers
with the highest
Engineering Skill.*

Sphinx Gramophone Motors Inc.

21 East 40th Street

New York City

Do the Columbia New Process Records you sell make good? We've taught people to expect perfect recordings, without surface noise. They'll get it, if they use the right needles, and they'll come back for more perfect records. Use the Columbia Counter Needle Display Case—\$2.50 at Columbia Branches.

COLUMBIA GRAPHOPHONE CO.
New York



DENVER

All Lines in Fair Demand—Fine Easter Windows—Knight-Campbell Anniversary—The Month's News

DENVER, COL., April 5.—March has proved a fairly good month for the sale of all makes of talking machines by Denver music stores. Record sales last month were equal to the volume disposed of in December. On every hand dealers report a remarkable business in records and player rolls. Local jobbers for the Victrola, Edison, Columbia and Brunswick all report good business.

New Edison Accounts

Business with the retail and wholesale departments of the Denver Dry Goods Co. is holding up very well. Several new accounts have been opened up in the territory, including the Pine Bluffs Drug Co., Pine Bluffs, Wyo.; G. O. Rains, Burlington, Col.; O. H. Grauel Bros., Brush, Col. The traveling representative for this jobbing house reported business good throughout Wyoming, but not so good in New Mexico.

N. D. Tharp, head of the retail and wholesale Edison department of the Denver Dry Goods Co., jobber for this territory, was ill the early part of the month, but an early convalescence is looked for.

Excellent Brunswick Business

L. M. Gjerde, manager of the local branch of the Brunswick-Balke-Collender Co., reports fairly good business throughout the territory, with a new agency opened up by the installation of the Brunswick by the McAdoo Drug Co., Carlsbad, N. M.

Tie-up With Edison Artist

The Edison department of the Denver Dry Goods Co. linked up window display and newspaper advertising with the appearance in the city of Ciccolini, of the Chicago Grand Opera Co. and Edison artist. Ciccolini sang at every showing of the picture "Fury," which was given at the Colorado Theatre the week of March 31-April 7. He scored a big success.

Attractive Department

One of the most attractive talking machine departments in Denver is the space allotted to the sale of Victrolas, Brunswicks and Cheneyes on the first floor of the American Furniture Co., housed in a ten-story structure, and drawing trade from seven States. The department extending across the end of the first floor is set

off with an attractive reception room in the center with booths on either side of it. The woodwork is white with French glass doors. To reach the department two or three steps are taken off the main floor proper and many models of all types are attractively placed on the floor in front of the department, so that the display is at once large and attractive. The store has the exclusive agency for the Cheney. N. B. Lewellen, who came from Indiana to become manager of this department, says much success has resulted with the early English console model and the Westminster upright. The "York" and "Tudor" in the Brunswick have

self and the salesman time by phoning in numbers only. Very frequently the number is given when such a suggestion is made to the customer. An idea here worth while for dealers.

Cleverly Arranged Easter Windows

The Baldwin Piano Co., featuring the Columbia and Sonora, had a pre-Easter window display which attracted much attention. A large white egg built of plaster paris rested in a nest of green tissue. The egg was shattered and resting therein was a portable Sonora. J. H. Blinn, manager of the department, says that an effort will be made to further stimulate the sale of records by urging machine owners to charge



Sketch of Phonograph Department of American Furniture Co.

been in popular demand. Miss Audrey Williams, his assistant, has charge of the record department and reports a lively business in records for March.

Daniels & Fisher Do Normal Business

A. W. Mason, of Daniels & Fisher, reports business in the sale of Sonoras and Victrolas about normal; in other words, about equal with the record of a year ago this month. However, he finds a very large increase over last March in the sale of records. This has been the case every month this year in the record business. There is an increasing demand for waltz numbers, says Mr. Mason. Jazz records sell well, but there is a noticeable return to the semi-classical. Another thing that is being taken up more with the record-buying public is the use of numbers in ordering records. Formerly a salesman used to take a long piece of paper with him when answering the telephone. Expecting to write down a long list of song and dance numbers phoned in by the customers. Today, more than ever, the customer is saving her-

records and pay for them monthly. Much business in records is cash and while cash is always desirable yet it indicates a drop-in trade and it is believed much greater returns might be had by urging machine owners to open a charge account for the purchase of records. Vocalion and Columbia New Process records are being sold at this store.

The Charles E. Wells Music Co. also had an attractive Easter window in which models of the Brunswick were displayed, together with records containing music befitting the Easter time. White ribbons and purple drapes made an effective color scheme appropriate to Easter. J. M. Thompson, of the phonograph department, reported a successful month's business.

Knight-Campbell Anniversary

The forty-ninth anniversary sale of the Knight-Campbell Music Co. continues and is proving a big success. Sales in the record department have gone big this March. Free concerts are being given each afternoon in the mu-

(Continued on page 82)

For Denver
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
1552-54 Blake St. L. M. Gjerde, Branch Mgr.

HAPPENINGS IN THE DENVER TRADE

(Continued from page 81)

sic hall of Knight-Campbell's by Madam Emilie Kramer in comparison recitals with the Duo-Art.

The folks back home got to hear a familiar voice when Miss Rose Bushnell sang recently at a Denver broadcasting station in connection with a Knight-Campbell music night. Miss Bushnell is in the sheet music department of Knight-Campbell's. She wired her brother in the old home town, Clayton, N. M., that she was to sing and that if he could get a radio set he could no doubt hear her. As a result a radio outfit was placed in the drug store in Clayton which was formerly conducted by Miss Bushnell. On the night of the broadcasting about half of the town of Clayton gathered at the drug store and heard Miss Bushnell's singing over the radio.

No man can afford to slight his work. If he does he is the loser.

T. M. M. HOLDS LIVE MEETING

Interesting Addresses by Gilbert H. Montague and Frederick M. Davidson—Reports of Committees—Excellent Displays

One of the liveliest and most interesting meetings held in recent months by the Talking Machine Men, Inc., New York, was the March luncheon meeting at the Cafe Boulevard. In addition to reports of various committees there were several speakers, a wealth of entertainment and some fine displays. A guest of the Association and the principal speaker was Gilbert H. Montague, prominent New York attorney, who is identified with the talking machine business. Mr. Montague has been actively fighting the State Trade Commission Bill, which was recently killed in the New York State Assembly, and his talk was confined to the pernicious nature of this bill. As a result of his address the Association adopted a resolution to actively oppose this legislation by writing to State Senators and Assemblymen.

Reports from the various committees, including the Music Week Committee, annual ball, committee in charge of distribution of records to various charitable institutions and hospitals, and the committee in charge of investigating means of taking advantage of holidays to boost business, were heard.

The manner in which the Association is backing New York's Fourth Annual Music Week is shown by the large number of prizes donated by members for distribution to winners of the various events.

The following additional gifts were announced at this meeting: Buegeleisen & Jacobson, violin outfit; Frank H. Isaacs, record cabinet; C. Bruno & Son, Inc., Victrola and a selection of records; Silas E. Pearsall Co., \$150 in machines and records; S. B. Davega, Davega portable; General Phonograph Co., selection of records; Sonora Phonograph Co., two Sonora portables; Chas. H. Ditson & Co., Victrola XXV school machine; Modernola Co., Modernola machine; Long Island Phonograph Co., Sonora portable; Knickerbocker Talking Machine Co., Victor portable; Aeolian Co., Aeolian Vocalion; Columbia Graphophone Co., Columbia machine; Otto Heineman, portable instrument; Mr. Rabus, record albums; Brilliantone Needle Co., brushes and needles; Ormes, Inc., \$150 worth of records and Victrolas; Otto Goldsmith, portable; M. Rhinehard, Stenola.

Another speaker was A. A. Poggenburg, of the Callophone Co., New York, who demonstrated the Callophone, a device which can be used as an interdepartment telephone in the store, to play music to attract passers-by, and permits the merchant to converse with the people who gather in front of his store. Mr. Poggenburg declared that this device was being installed in a number of stores, including the establishments operated by Landay Bros.

During the luncheon, Frederick M. Davidson, assistant director of music in the New York public schools, who was the guest of the association, in a brief address emphasized the value of the music memory contests in the schools in stimulating interest in music. Miss Isabell Lowden, chairman of the New York Music Week Committee, Inc., outlined the purposes of the event and its benefits. In connection with the Music Week Abraham Davega, well known in metropolitan trade circles, was appointed representative of the association.

An amendment to the by-laws of the organization was proposed by the executive committee, providing for a fee of \$10 to accompany the applications of new members and annual dues of \$15, payable in advance in April of each year.

The business session was interspersed with entertainment provided by Richmond-Robbins, Inc., music publishers. Representatives of this concern sang some of the latest song hits, including "Baby Blue Eyes," "South Sea Isles," "Tell Me With Smiles," "Burning Sands" and "March of the Manikins." A display of small musical instruments was made by the Cabinet & Accessories Co.

At the April meeting nominations will be made for the new officers to be elected at the regular meeting in May.

ADD TO EMERSON SALES STAFF

Owing to the substantial increase in sales of Emerson records in the metropolitan district, the Emerson Phonograph Co., Inc., has made several additions to its sales staff. Those who now represent the company include B. D. Quinn, S. W. Le Winter, C. Gold and Daniel Golenpaul. The sales department has mapped out a very extensive campaign for the Spring months and plans for unusual dealer co-operation are under way.

The Lyric Music Co., featuring the Kimball line, recently closed its branch store in Kenosha, Wis., which was operated about six months, and opened a branch in Mantowoc, under the management of E. J. Heide.

Cabinets—also Complete Machines

The Harponola organization offers you a remarkably flexible—complete—and attractive service.

If you are an assembler of phonographs, we can serve you with cabinets of splendid construction, beautiful lines and rich finish—and we will add distinctive touches that will be exclusive with you.

On mechanical parts, also, and on Complete Machines, we offer Assemblers, Jobbers and Dealers a most dependable and reliable source of supply.

We have a very definite notion of our responsibility to the trade. We must make the merchandising of cabinets and phonographs profitable to you. Your success is our first consideration—since we are not interested in one-time business. We work tremendously hard to make you so prosperous that we may together enjoy a money-making business—continuously.

Ask for the
Harponola Proposition
and state your particular requirements.

The HARPONOLA
Company

CELINA OHIO



HARPONOLA



MARKELS ORCHESTRA

re-engaged under exclusive OKeh contract

It is with extreme pleasure and justified pride that we announce to OKeh dealers that Markels Orchestra was recently re-engaged under a new contract as an exclusive OKeh organization.

Previous to April, 1921, the delightfully different dance arrangements so characteristic of Markels Orchestra were heard, excepting on rare occasions, only at the very exclusive dances of the discriminating "400" of Society. Markels' interpretations of modern dance music, lending to every selection a unique touch of inspired originality, had made him and his orchestra Society's first choice for dance music.

Ever concentrating their efforts to maintain OKeh Records as undeniably "The Records of Quality," the General Phonograph Corporation repeatedly negotiated with "Society's Favorite" and finally, in April, 1922, secured their services for OKeh Records exclusively.

One year has passed since Markels Orchestra produced their first exclusive OKeh Record. Today, the popularity of their dance records has reached that point where, "played by Markels" is usually sufficient to create immediate sales.

And thus, by retaining the exclusive services of Markels Orchestra for OKeh Records, we are at the same time retaining for OKeh dealers an assurance of continually increasing business that is certain to result from the ever-growing, insistent demand for the popular, fast selling Markels records.

OKeh Records
The Records of Quality



**General
Phonograph Corporation**

OTTO HEINEMAN, President
25 West 45th St. New York

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., April 6.—Spring hasn't been a bit anxious to make its 1923 debut, and that of itself means much to trade in general. This department has to do solely with New England and speaks officially only for these parts, but it may be that other sections of the country can tell the same tale of a backward season, a cold raw Easter and attendant days, winds that are bitingly chilly, and heavy rains and occasional flurries of snow. The Boston or New England correspondent does not claim to be running a weather bureau, but all will admit that weather plays an important part in all departments of human endeavor, and to say merely that the weather has been bad and unseasonable is to say as briefly that business has been retarded. The first few days of April have been pleasant enough insofar as clear skies and shining sun are concerned, but the air is still cold and for two days walking along the two music thoroughfares, Tremont and Boylston streets, has by no means been a pleasure because of the gale sweeping across the Boston Common. It is to be hoped, however, that weather conditions will speedily improve so the buying public can be abroad in comfort; then there will be a spurt in business that will be worth while.

Plans for Association Party

The forthcoming party of the New England Music Trade Association is causing keen interest among the members throughout New England, and there are a number who already have signified their intention of bringing several members of their families and their friends in the music business. President William Nutting, Vice-president Harry Spencer and Secretary William F. Merrill sat around the board at luncheon last week to discuss plans and they had as guest Carroll Swan—everybody knows Carroll—who is to be the toastmaster of the occasion, for the party starts off with a dinner. There is every likelihood that Governor Cox will be able to be present at least for a part of the evening. By degrees the veil of secrecy is being lifted and it can now be stated that the party will largely partake of a Chinese fête in so far as marvelous decorations can make it, and to do this work properly some experts have been secured, thanks to the unflagging interest of Dr. Tehyi Hsieh, the Chinese publicist, whom the association entertained at luncheon a few weeks ago, and on whom so much attention is

being focused everywhere in the East. The preliminary announcements will be on Chinese paper with Chinese characters conveying some sentiment culled from Oriental literature. A splendid band of musicians has been secured for the occasion, and enough high-class talent to keep the enthusiasm at high pitch from start to finish. Every effort will be made to have this dinner the most elaborate and unusual affair ever held by the Association.

Urges Early Placing of Orders

Kenneth Reed, wholesale Victor manager of M. Steinert & Sons, is back from the Victor factory—he has been there twice within ten days—and is most enthusiastic over the new models, several of which are to be put out in April, this month, and others in the Summer. Mr. Reed had seen these models before, and says that, attractive as they look on paper, one can not get a conception of their real beauty until the consoles themselves are seen. He also makes the statement that dealers are sure to view these new models as about the last word in Victor instruments, and the dealer who doesn't increase his business 25 per cent over the best previous year through handling these new types—well, he says, there's something the matter with him. Mr. Reed, further, sees a big business ahead for the rest of the year, and with these new models to improve the general business situation he is sounding the warning to dealers to stock up now. It may seem rather early, he adds, to urge this upon dealers, but he reminds them that last year they refused to make early purchases, with the result that as the Fall and Winter seasons wore on these very dealers, inclined to be delinquent, found themselves considerably short of goods, when if they had taken Mr. Reed's advice they would have been able to meet the need of all their customers. "There's going to be the same trouble this year," reiterates Mr. Reed, "if dealers do not take advantage of this warning."

Arranging Victor Artists' Tours

Outside of his actual and immediate business interests within the atmosphere of the Steinert quarters at 35 Arch street, Mr. Reed just now is busy arranging the New England tour of the Eight Famous Victor Artists, as well as the tour of the Original Dixie Land Jazz Band, which, of course, records for the Victor. The Eight Victor artists will be in New England

"Service" We Try To Give It

Exclusively



Wholesale

The Eastern Talking Machine Co.

85 ESSEX STREET
BOSTON MASS.

the last week in April, but will not be heard in Boston; but the Dixie Land jazzers have a long list of engagements, including Boston, where they are to be heard at the Copley-Plaza on Saturday afternoon, April 14, and that same evening at Mechanics Hall. Other dates are at Bangor and Portland, Me.; Lowell, Fall River, New Bedford, Providence, Worcester, Spring-
(Continued on page 84)



Five New Divided-Top Victrolas

Just added to the Victor line make it absolutely superlative. There's a Victrola for every need and every purse.

The Victor retail franchise, backed by Ditson two-city service, is invaluable to the dealer.

Ditson Service Is Co-operative Service.

**Ditson
Victor
Service**

CHARLES H. DITSON & CO.
NEW YORK

OLIVER DITSON CO.
BOSTON



Apple Sauce

Some Advice in Fox Trot Time



You can't go wrong
With any FEIST song

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

field, Waterbury, Danbury and Bridgeport, Conn. And in planning for this tour, as already intimated, Mr. Reed plays a big part. It is therefore a foregone conclusion that both tours will be a success.

Many New Strand Accounts

Arthur C. Erisman, New England distributor for the Strand, announces a large number of new accounts throughout the territory, which means that the Strand is forging ahead by leaps and bounds. Here are some of the new concerns that are now handling the Strand: The Hirschen Furniture Co., of Springfield; Frank Burns Piano Co., of Lawrence; John Z. Kelley, of Lynn; Timothy Smith Co., Roxbury; M. Schiff & Son, of Adams; J. H. Cody, of North Adams; Steeres Music Store, of Worcester; John C. Burns, of Webster; Ideal Music Shop, Chelsea; Old Colony Piano Co., at Brockton; Kane Furniture Co., at Woonsocket; W. T. Bulger, of Lowell; Atherton Furniture Co.,

Pittsfield; New Bedford Dry Goods Co., New Bedford; Steiger Cox Co., Fall River, and Schwartz Bros., Norwich, Conn.

Thirty-six New Vocalion Agencies

It is similarly interesting that Mr. Erisman, who holds the New England distribution privilege for the Vocalion line of records, signed up thirty-six new contracts for the handling of this line during March; and one dealer—this by way of proving the popularity of this line—writes that he has lately been able to turn over his stock four times. One local retail house which is now carrying the Vocalion, having signed up with Mr. Erisman, is Henderson's at 156 Boylston street.

A. C. Erisman Returns From South

Toward the middle of March Arthur C. Erisman took a trip South, making it one of business and rest, for having worked very hard all Winter he felt justified in taking a few weeks off. He visited with his brother, Fred Erisman, who

formerly was located in Boston, and is now in Dallas, Texas. Other places at which Mr. Erisman made stops were New Orleans and Atlanta. He says he found the people of the South interested in one thing—making money, and, accordingly, they are good merchants and always on the lookout to see where they can add to their lines. They are progressive and broad-minded, and he returned North pleasantly surprised with the way they do things commercially below the Mason and Dixon line.

Normal Shipments Aid Sonora Sales

Manager Joe Burke, of the Sonora Co. of New England, told The World representative a few days ago that the March business promised to be 50 per cent in advance of March of last year, and this was largely due to the fact that goods are coming through now with greater regularity, and the New England department, accordingly, has the goods to sell which it has not had before. Of course, the improved railroad situation, and one must not overlook the somewhat milder weather, has been a factor in the general advance. Manager Burke lately spent about ten days in Connecticut looking over the situation there, focusing his attention on the high spots, namely, Hartford, New Britain, Meriden, New Haven and Bridgeport. Mr. Burke was accompanied on this trip by Dick Keyes, the Connecticut manager, who works out of Boston. Mr. Burke had the pleasure a day or two ago of entertaining Frank J. Coupe, vice-president and general salesmanager of the Sonora Co., who came over for a conference with Mr. Burke and his local staff.

Enthusies Over New Victor Models

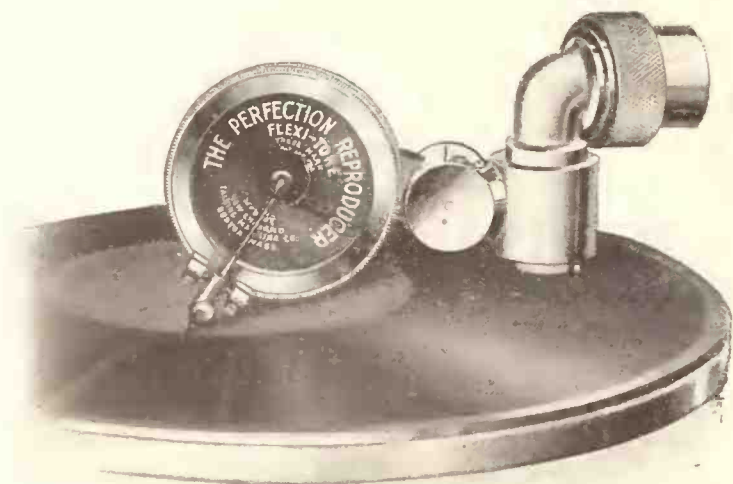
Fresh from the Victor factory, The World representative found Manager Herbert Shoemaker, of the Eastern Talking Machine Co., in a state of buoyant expectancy for the Spring and Summer business in the Victor line, and the inspiration for this happy frame of mind was to be found in the new Victor models, which, as he called attention to, bear no period names, but are simply known to the trade by their number, instancing that numbers 215 and 220 types will be here some time this month. What are known as the art models will come along in June. Mr. Shoemaker says that a number of dealers have been making inquiries about these models, but all he and his staff can do for the present is to show the very handsome illustrations of these console styles, which he is sure the trade and the ultimate purchasers are going to like. Mr. Shoemaker holds that in these new models there is a great future for the Victor, for it is his opinion that they are by all odds the most beautiful pieces of workmanship that have been shown in a long time.

Promotions in Columbia Ranks

John J. Burns, formerly supervisor of orders and inventories at the local wholesale offices of the Columbia Graphophone Co., has been promoted to the credit department. Robert E. Kerr, formerly merchandise supervisor of the Buffalo branch of the company, has been ap-

Make More Profits This Year

"Perfection" Edison Attachments and Reproducers provide extra sales profits in themselves and increase record sales.



This is the "Perfection" Edison Attachment (Nos. 4 and 7)

Send today for complete information, prices and dealers' proposition.

NEW ENGLAND TALKING MACHINE CO.
16-18 BEACH STREET BOSTON, MASS.

A new gold finish by the Chesley process is now being put on all Perfection attachments. It's a good heavy durable gold finish—a "five-ply" finish. You can recommend and sell Perfection attachments, with a guarantee of 100% service.

Every Edison owner is a prospect.

It makes possible the playing of all makes of lateral cut records on Edison machines.

Construction and finish—the best.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 84)

pointed to a similar position in the Boston branch, succeeding Wm. R. Fleming, who has been promoted to the sales organization in charge of foreign record sales. Mr. Kerr is well known to the Connecticut dealers, as he was formerly identified with the New Haven branch.

Marshall Funkhauser has been promoted to the position of head of the accounting department of the Boston branch. For five years he was associated with the Baltimore branch, and he is splendidly qualified for his new post.

Lord & Co. recently opened a new Essex street store in Lawrence with a complete line of Columbia phonographs and records. Mrs. Mabel B. Howd, a graduate of the Columbia training classes, is in charge of the Columbia department.

Mrs. Blanche A. D. Tabor, a graduate of the Columbia training course, has been placed in charge of the Columbia department of the J. W. Philbrinck Co., Everett, Mass., succeeding Miss Doris Pollard, who has resigned on account of ill health.

The many friends of L. H. Webber, formerly manager of Fred W. Peabody, Haverhill, Mass., and Schwartz Bros., Norwich, Conn., will be pleased to learn that with Walter Henenberger he has purchased the Hartford Music Co., Hartford, Conn., and will carry a complete Columbia line.

Joseph Feinblum, aggressive Columbia dealer at Hartford, Conn., will open his new Columbia store in Hartford about May 1, and it is stated that he will have one of the most attractive Columbia stores in that city.

"A Practical Sales Manual"

The Eastern Talking Machine Co. has just put out a valuable booklet to its dealers, entitled "A Practical Sales Manual," and in a foreword under the caption of "Down to Brass Tacks" one reads: "The manual has been prepared with the sole idea of presenting as briefly and as concisely as possible the chief points in selling Victor products. We are sending this to you in the hope that it may be of practical use. Please read it carefully. We know that it contains many valuable suggestions for you and for your sales people. If it has helped we feel that its mission has been carried out."

Eastern Co. to Distribute Audak

This company has become New England distributor of the Audak, which, as a circular



An improved line of Victor Machines,
A better business year ahead,
A wide-awake STEINERT organization,
convince us this year is going to be a
big one for New England Victor Dealers.
Let STEINERT SERVICE help you
make the most of these conditions.

May we also call your attention to
our separately organized Radio De-
partment, handling DeForest Receiv-
ing Sets and Parts exclusively.

We welcome your inspection of the
most improved Radio merchandise on
the market today.

M. STEINERT & SONS
Victor Wholesalers
35-37 Arch Street Boston, Mass.

ANYWHERE IN NEW ENGLAND

being distributed says, "successfully solves the problem of doing a greater record business at less cost." For the benefit of those who may not know what the Audak is, let it be stated that it is a specially-designed reproducing mechanism, attachable to any style of cabinet, table or counter for purposes of record demonstration in the store, and the reproduction of the record is concentrated. This device is a great essential to an establishment for use when all the booths are occupied.

New Edison Accounts

Through the Pardee, Ellenberger Co., at 26 Oliver street, New England jobber of the Edison line, several new accounts have been opened up and all of them are sure to add to the aggregate of sales of the Edison goods in their

respective territories. These new accounts include the H. L. Howard Piano Co., of Boston; Terminal Phonograph Co. Shop, Canal street, Boston, and Kaplan Bros., at Fall River and New Bedford. It is also announced from the Boston headquarters of the Pardee, Ellenberger Co. that C. H. De Forest has been transferred from the New Haven, Conn., territory to assume charge of the record service department, with headquarters here in Boston. Manager Frederick H. Silliman, of the Pardee, Ellenberger Co., says that the business throughout the New England territory has been coming along very well, and there is every indication that the Edison line will make a host of new friends within the next few months.

General Phono. Corp. Adds Portable

Manager N. B. Smith, of the General Phonograph Corp., was on a tour of some of the New England points when The World representative called at the local headquarters the other day. Worcester, Springfield, Providence and Woonsocket being some of the places he visited. In addition to the Okeh line the company has taken on the portable machine, called the Modernolette, toward which dealers are very favorably disposed. Assistant Manager Connelley said that the special Irish catalog of Okeh records had a big sale during the days preceding March 17—St. Patrick's Day.

Some Trade Brieflets

Alexander Steinert, head of M. Steinert & Sons, returned a few days ago from Palm Beach, Fla., where he has been spending several weeks indulging himself in his favorite sport—golf. Mr. Steinert, as usual, plunged into work immediately upon his arrival home.

Fred C. Smith, of the Phonograph Shop, 17 Congress street, Portland, Me., had a serious attack of pneumonia early in March which quite incapacitated him, but at last accounts he was making a good recovery.

Mrs. W. A. Graves, record sales and stock-keeping expert of the Boston branch of the Columbia Co., who was ill with an attack of tonsillitis during March, is now fully recovered and is back on the job.

Lewis Danz a Visitor

A recent welcome caller on the music trade of Boston was Lewis Danz, head of the Danz Piano Co., of Anaheim, Calif., who has been
(Continued on page 86)

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

NOW IS THE ACCEPTABLE TIME

It takes three angles to make a triangle. And it takes selling force exerted at three points, we claim, to make a really successful phonograph dealer.

In the case of your Brunswick franchise, all the needed elements are present in a marked degree.

1. Your own standing and your own selling ability in your community.
2. Brunswick newspaper and magazine advertising, constant and dominating, creating Brunswick customers everywhere.
3. The intensive local work of a thoroughly organized Brunswick Dealer's Service Department, co-operating with you at all times.

The steady and rapid growth of Brunswick sales and the notable increase in Brunswick dealer representation are well-known facts which need no coloring and which cannot be gainsaid.

KRAFT, BATES & SPENCER, Inc.
1265 Boylston St. Boston, Mass.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)



*All phonograph excellence is
judged from the standard of*

The NEW EDISON

"The Phonograph with a Soul"

First with Record Hits

THE PARDEE-ELLENBERGER Co., Inc.

EDISON JOBBERS FOR NEW ENGLAND

26 Oliver Street

Boston, Mass.

spending three months on a tour of the South and East. Mr. Danz left the Pacific Coast via the southern route, taking in New Orleans and points in Florida. He was impressed with the difference in the way of doing business here in New England and on the Coast, making a point of the fact that we are a very patient people when it comes to dealing with the buying public.

Congratulations!

It is to be hoped that Wholesale Manager Reed, of the Victor department, is not soon to lose his valued secretary, Miss Grace M. Crosby, but congratulations are in order, however, as she has just announced her engagement to Walter F. Kelleher, of Randolph. Miss Crosby, who lives in Woburn, says that the wedding will not be for some time yet.

Visits Strand Factory

Arthur C. Erisman, the Tremont street Strand and Vocalion distributor, left on the first of

the month for a trip to the Strand factory at Salem, Ind. He will be away only a week, and the trip is primarily to inspect four new models of the Strand phonograph which are soon to be put on the market.

Brunswick Concentration in Boston

Harry Spencer, head of Kraft, Bates & Spencer, has just signed a contract whereby a change in location is immediately to be made for the Brunswick product. Heretofore the wholesale department has been located at 1265 Boylston street, which was quite a way out, with a showroom at 160 Boylston street, this right in Piano Row. Both of these are now to be consolidated under the one roof at 80 Kingston street, around the corner from Summer street, which is a very central location and it should mean a lot to the Brunswick business. The Brunswick will occupy here the entire second floor and there will be a large display room and

ample opportunities for dealers to test out machines and records. It is not unlikely that ere this is read a change also will have been made in the name of the distributing concern, which will more effectually identify Harry Spencer with the Brunswick business.

Mr. Spencer says the new system of record releases is working splendidly; that the public has eagerly taken hold of the one-a-week releases and that the business in the New England territory has increased 50 per cent. The Hoffman and Onegin records have been heavy sellers ever since these two were brought forward as Brunswick artists.

OPENS NEW ENGLAND HEADQUARTERS

Marf Machine & Die Casting Co., Brooklyn, N. Y., Opens Springfield, Mass., Office

The Marf Machine & Die Casting Co., Brooklyn, N. Y., manufacturer of die-castings in aluminum, zinc, tin and lead alloys, has recently opened a New England office at 51 Harrison avenue, Springfield, Mass., with John C. Bennett as manager. Mr. Bennett is well known throughout the New England territory as a mechanical engineer and purchasing agent, having been secretary and for the past year president of the Purchasing Agents' Association of western Massachusetts. He has been a mechanical executive with the Stevens-Duryea Automobile Co., the Fisk Rubber Co. and recently resigned as manager of purchases and production of the Hampden Grinding Wheel Co., of Springfield, Mass.

BELIEVES IN ADVERTISING

PITTSFIELD, MASS., April 5.—J. P. Middleton, well-known Victor dealer in this city, who moved recently into a new store at 270 North street, has been using considerable publicity advertising his new location and the fact that he can give excellent Victor record service. At the recent concert given in Pittsfield by Mischa Elman, famous violinist and exclusive Victor artist, Mr. Middleton carried advertising space on the concert program, advising the music-loving public that he had in stock sixty-three different Mischa Elman records.

BANDIT PROVES A MUSIC LOVER

After Taking Cash From a New York Phonograph Store Thief Makes a Careful Selection of Records Before Disappearing

A music lover and a wit carried out a hold-up with novel features at the phonograph and novelty store of Morris Rosenblum, at 1608 First avenue, New York, recently. Rosenblum and his wife were alone in the store when the two men entered. The visit started with a conversation about the price of phonograph records. Suddenly the two customers drew revolvers and ordered Rosenblum and his wife into the rear room, where one bandit remained watching over them while the other robbed the cash register of \$128.

Threatening to kill the Rosenblums if they moved, the bandits began to look over phonograph records in a leisurely manner. The one who seemed interested in music glanced at the titles and put aside the records which seemed to make a special appeal to his artistic side. Bandit No. 2 looked on indulgently, but without seeming to share his companion's weakness.

Bandit No. 2, however, laughed dryly when he noticed one of the titles. He picked out the record and laid it conspicuously on the counter. This was the popular song, "Are You Sorry I'm Leaving You Now?" Then they hurried out, jumping into a waiting taxicab and starting south. Rosenblum ran out into the street, blowing a police whistle and, although detectives responded quickly, the robbers had succeeded in making good their escape.

We Serve New England!



THE General Phonograph Corporation of New England is now in complete operation under the able management of Mr. Norman B. Smith.

A full stock of Okeh records on hand at all times makes it possible for us to give every New England dealer prompt and efficient service.

We carry a special stock of Irish records.

Are you reaping the harvest which the rapid turnover of Okeh records yields? If not, write us for our ideal Okeh dealer proposition.

General Phonograph Corporation of New England

142 Berkeley Street

Boston, Mass.

Okeh Records

For years Harry C. Browne has been studying negro songs in the haunts where old-timers keep alive those "Fo' de wah" melodies of the levee. His genuine love for these songs is manifest in his recording of "I'll Make Dat Black Gal Mine" and "Kiss Me, Honey, Do"—Record A-3833. Each of these songs is a prize number, even without Browne's now famous banjo.

COLUMBIA GRAPHOPHONE CO.
New York



FRANK CRUMIT ENTERTAINS CLUB

Columbia Artist Appears Before Kansas City Club—Given an Enthusiastic Reception

KANSAS CITY, Mo., April 5.—Through the courtesy of E. A. McMurtry, branch manager of the Columbia Graphophone Co., of this city,



Frank Crumit

the Co-operative Club of Kansas City had the pleasure recently of hearing Frank Crumit, exclusive Columbia artist. Mr. Crumit, who was one of the stars in "Tangerine," which appeared recently at the Shubert Theatre, entertained the members of the club at their weekly dinner and was given an enthusiastic ovation.

Frank Crumit is one of the most popular ar-

tists recording for the Columbia library and his success as a star in the "Greenwich Village Follies," followed by his hit in "Tangerine," has placed him in the front ranks of the theatrical world. He has advanced from a performer on a small-time circuit to a headliner in a remarkably short time and, in addition to being an actor of exceptional merit, possesses a most pleasing personality both on and off the stage, an important asset of an artist.

THALLMAYER TO SAIL FOR EUROPE

Manager of General Phonograph Corp. to Visit Leading European Countries—Will Make New Recordings and Bring Back Additional Lindstrom Matrices

A. F. Thallmayer, manager of the foreign record division of the General Phonograph Corp., New York, is planning to leave about May 1 on an important European trip. According to his present plans Mr. Thallmayer will spend at least a month in Germany and will also visit the Scandinavian countries, Austria, Hungary, Italy and Czecho-Slovakia. During the course of his European trip Mr. Thallmayer will endeavor to make many new recordings, in addition to going over carefully the tremendous repertoires of the Carl Lindstrom Co. at Berlin. Without question, there are many gems in these repertoires which Mr. Thallmayer will bring back with him and which will undoubtedly find favor with the American public.

The tremendous success achieved by the foreign record division of the General Phonograph Corp. is a distinct tribute to Mr. Thallmayer's thorough knowledge of this important work, as is the fact that he has received the wholehearted co-operation of Otto Heineman, president of the company. Mr. Heineman is keenly enthusiastic regarding Mr. Thallmayer's European trip, as he believes that the company's record library will benefit materially from his visit abroad.

EDISON DEALER'S ANNIVERSARY

Shultz Bros. Edison Shop in Omaha Celebrates First Anniversary in New Store—Closing Excellent Business—Enjoyed a Record Year

OMAHA, NEB., April 5.—Shultz Bros. Edison Shop, of this city, celebrated the first anniversary of its new store a few weeks ago, and the company's headquarters at Sixteenth and Howard streets were visited by many local music lovers. Just a year ago Shultz Bros. Edison Shop moved from its old location at Fifteenth street to the handsome store it now occupies and, in a chat with The World, K. R. Moses, manager of the establishment, commented as follows regarding the company's activities the past year:

"The move to our new location, coupled with the introduction of the new Edison models, has enabled us to enjoy the biggest retail year in the history of Shultz Bros. The new record release plan inaugurated by the Edison laboratories on January 1 is working out most successfully and increased record business is very much in evidence. The new Edison models of the less expensive type have met with instantaneous favor, and we have been doing an excellent business with the Baby console, London console and London upright."

COMPLETE MUSIC STORE OPENS

SOUTH BEND, IND., April 6.—The Complete Music Store, this city, has been opened. E. H. Konald is manager of the new store, having been operating the firm's store at Mishawaka for the past three years. The new store is carrying a complete line of musical instruments, including pianos, phonographs, band and string instruments, rolls, sheet music and records. Steinway and Lyon & Healy pianos and Victor talking machines are handled.

A fair deal is never a losing proposition.

A FEW JOBBING TERRITORIES STILL OPEN

WALL-KANE NEEDLES

Each needle guaranteed to play ten records.

CONCERT NEEDLES

Steel needles in tones of extra loud, loud, medium and soft.

JAZZ NEEDLES

The special extra loud needle. The only one of its kind in the world.

Profit-Producing Jobbing Proposition

WALL-KANE NEEDLE MFG. CO., 3922 14th Avenue, BROOKLYN, N. Y.

WALTER GEISSLER ASSUMES NEW POST

New Manager of Famous-Barr Talking Machine and Piano Departments Heartily Welcomed by Trade—Well Qualified for New and Important Post—Brother of Louis F. and E. A. Geissler and Uncle of Arthur D. Geissler

St. Louis, Mo., April 5.—The members of the local retail music trade have given a hearty welcome to Walter P. Geissler, who was recently appointed manager of the talking machine and piano departments of the Famous-Barr Co. in this city. The management of this depart-



Walter P. Geissler

ment is recognized as one of the most important retail positions in the country, and Mr. Geissler's appointment is a distinct tribute to his merchandising ability.

Walter P. Geissler is a brother of Louis F. Geissler, formerly managing director of Sherman, Clay & Co., and more recently general manager of the Victor Talking Machine Co. He is also a brother of Edward A. Geissler, vice-president and general manager of the Geo. J. Birkel Co., Los Angeles, Calif., and is an uncle of Arthur D. Geissler, president of the New York Talking Machine Co. and the Chicago Talking Machine Co.

Walter P. Geissler's talking machine experience was acquired during four years' experience with the Victor Talking Machine Co. as one of its traveling representatives and eight years' association with the Chicago Talking Machine Co. He specialized to a considerable degree on

the intensive development of retail accounts, winning the esteem and friendship of the dealers throughout the Chicago territory. In his new position Mr. Geissler will have the wholehearted co-operation of Arthur D. Geissler and the prominent and ultra-efficient organizations of which he is now the head.

T. B. NILES WINS PROMOTION

New Assistant Advertising Manager of Columbia Co. Well Known in Trade—J. E. Clokey Has Been Appointed Sales Office Manager

Lester L. Leverich, advertising manager of the Columbia Graphophone Co., announced this week the appointment of T. B. Niles as assistant advertising manager of the company. Mr. Niles succeeds Seymour Soule, who resigned from the company's service to become identified with a well-known printing concern. Mr. Niles is exceptionally well qualified for his new post, as he has been a member of the Columbia organization for several years, serving as assistant manager of the Indianapolis branch, assistant manager of the Pittsburgh branch and more recently a member of the sales division at the executive offices, editing the Columbia Record and performing dealer service work. As assistant to Mr. Leverich he will have ample opportunity to utilize his previous merchandising and sales experience.

J. E. Clokey, who has been a member of the Columbia sales department for several years, has been appointed sales office manager, and his duties have been increased along important lines.

NEW COLUMBIA "COHEN" RECORD

Joe Hayman Makes New "Cohen" Selections—Wireless Is the Subject of Latest Record

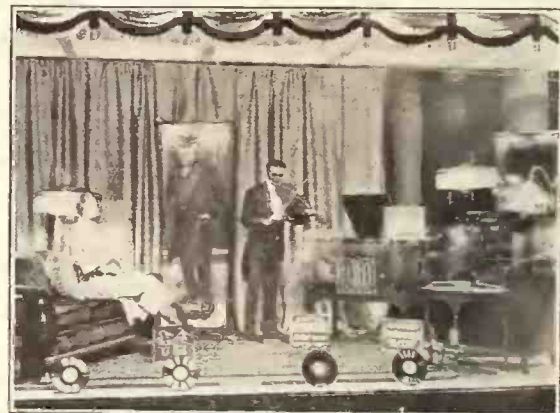
One of the interesting records released by the Columbia Graphophone Co. in its May list is a new Cohen record made by Joe Hayman. Columbia dealers everywhere will remember the popular hit scored by the first Cohen record and the new selections made by Joe Hayman will undoubtedly be given a hearty reception from the trade and the public. The new Columbia record is entitled "Cohen Buys His Wireless" and "Cohen Listens In," and the popular interest in wireless at the present time will undoubtedly act as a marked stimulant to the sale of this new record.

Never forget that a customer can always buy from a competitor if you fail to please.

KELLY CO.'S ATTRACTIVE WINDOW

Duluth Edison Dealer Carrying on Splendid Campaign in His Territory—Windows Attract Wide Attention and Result in Business

DULUTH, MINN., April 5.—The F. S. Kelly Furniture Co., of this city, Edison dealer, has been making a specialty of attractive window displays, and the display that this dealer featured during March is shown in the accompanying illustration. Although the F. S. Kelly Furniture Co. was appointed an Edison dealer only a few months ago it has been closing an excellent business and has been featuring the Edison line

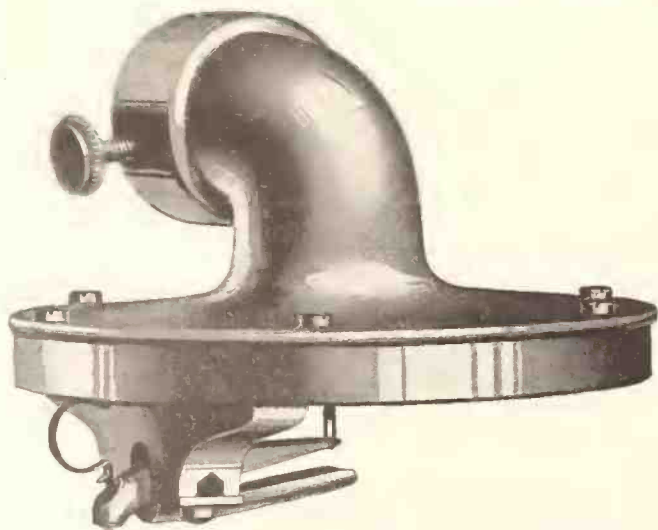


E. S. Kelly Co.'s Artistic Edison Window to advantage. This enterprising dealer uses effective publicity which, coupled with efficient sales methods, has enabled the company to build up a substantial Edison clientele and a rapidly growing business.

CHARMAPHONE PORTABLES MAKE BOW

Portable Instruments in Two Styles Introduced to the Trade by Charmaphone Co.

The Charmaphone Co., whose executive offices are at 39 West Thirty-second street, New York City, and factory at Pulaski, N. Y., has introduced to the trade Charmaphone portables in two styles. Both machines are of the same dimensions. No. 6 is finished in walnut and oak, carrying a special needle cup and a patented holder for ten records. The No. 8 model, which is retailed at a slightly higher price, is finished in mahogany only and includes an album for carrying ten records. The machines are equipped with quality motor, playing three records with one winding. The Charmaphone tone arm and sound box are used in the portable and are a part of the equipment of all Charmaphone products. When closed either portable resembles a carrying case. A vigorous campaign on these new instruments will soon be started.

EDISON DEALERS

CLARAVOX
CLEAR VOICE

Instantly Attached

Diamond Pointed

Do you want to double your record business?

You have two ways of doing this: by selling more Edison machines, and by selling Claravox reproducers.

Fifty per cent of the present owners of other makes of talking machines are prospects for Edison Records played by the Claravox.

How does this compare with the number of prospects for new talking machines?

We guarantee that the Claravox is exactly the same weight on the record as the Edison reproducer, and that it has identically the same shape and size of diamond point.

Order a Claravox today and prove our claim of correct reproduction of the most exceptional Edison tone qualities.

Wire, phone or write

THE CLARAVOX CO.

Youngstown

OHIO

The Law of Average

The Law of Average is a safe rule to follow in business. The Law of Action and Re-action with the passing of time becomes the more important Law of Average.

Victor Supremacy became a fact with the passing of time and under a test of the Law of Average.

Victor Dealers should not overlook the Law of Average in selecting a Victor Wholesaler whom they will use as their main source of supply.

Carelessly made promises and spectacular performances have been proven unreliable, time and again, by the Law of Average. After all, Mr. Victor Dealer, is it not *permanent* dependability which counts in the long run?

The year 1923 will be very profitable to Victor Dealers who have the service of a dependable Victor Wholesaler.

The Victor line without a Dependable Victor Wholesaler as the main Source of Supply is like a good ship without a compass.

The Law of Average proves the Victor and Blackman to be "the dependable combination."



Blackman
TALKING MACHINE CO.

28-30 W. 23RD ST. NEW YORK N.Y.

VICTOR WHOLESALE DISTRIBUTORS

VICTOR SCHOOL IN MINNEAPOLIS

One of the Most Successful Courses Ever Held by F. A. Delano Staged Under Auspices of George C. Beckwith Co. and W. J. Dyer & Bro., Twin City Victor Jobbers

MINNEAPOLIS, MINN., April 6.—An event of importance here recently was the Victor School of Salesmanship, conducted at the Curtis Hotel, this city, under the direction of the Twin City jobbers, George C. Beckwith Co. and W. J. Dyer & Bro. The course, from March 26 to 29 inclusive, and attended by ninety-seven sales representatives, was one of the largest and most successful conferences that F. A. Delano has conducted this year.

One feature of the meeting was the division of the class into two schools, the buyers and the sellers, Mr. Strom, of St. Cloud, representing the former and J. L. Pofahl, of St. Paul, the latter. Mr. Pofahl's aggressive arguments and sound reasoning were so convincing that, although the affair was only in jest, it was so realistic that spectators had a hard time in dispelling the belief that Mr. Strom was not actually sold a \$350 instrument. Of course, Mr. Strom assumed the attitude of the purchaser who only comes to look.

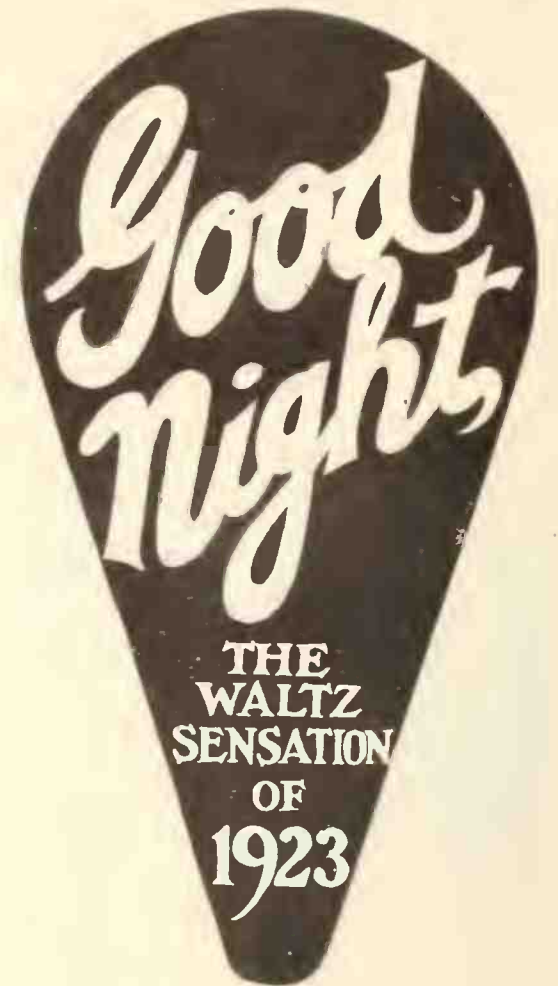
Mrs. Buchanan, of the Victor educational department, demonstrated the use of the talking machine in the public schools, especially in connection with folk dancing. John Paine, of the legal department, who was in town visiting the dealers, addressed the gathering and his talk was both instructive and illuminating.

Music featuring Victor hits and other selections soon to be released was played at a dance, participated in by students of the school, by the Metropolitan Orchestra, Helen B. Watson, director. The dance took place on the 27th. Messrs. Goetz, Olson, White and Stendall, representing Leo Feist, Inc., kept the crowd in an uproar with their interpretations of popular songs. The Remick Co. had the team of Mrs. McKibbon and Murphy on hand to entertain, which they did in a pleasing manner. Carsten Woll, Victor vocalist, accompanied by his wife, a very charming and finished pianist, rendered a number of Norwegian folk songs.

A banquet, at which enthusiasm reached the nth degree, concluded the conference. H. A. Jeronimus, of Duluth, was so impressed with the whole affair that he suggested that a similar get-together be held every six months. C. K. Bennett gave him his assurance that something of this kind would be done and he con-

templates a meeting in September, if possible, which will be more in the nature of a pep-fest.

Those enrolled were: Ben W. Martin, Dayton Co., Minneapolis; Gertrude Robinson, A. H. Porter, Metropolitan Music Co., Minneapolis; C. Salvesson, Simmons & Salvesson, Oakes, N. D.; J. E. Burke, J. E. Burke Music House, Winona, Minn.; Geo. E. Benson, Benson Music House, Minneapolis; Mrs. Maude Langridge, J. G. Lewis Music House, Manchester, Ia.; Fred Unger, W. F. Unger, Melrose, Minn.; J. L. Hoey, Glass Block Store, Duluth, Minn.; Mrs. Annie M. Ewing, Princeton, Minn.; J. E. Albino, Miss Dorothy Burling, Howard-Farwell & Co., Minneapolis; H. B. Williamson, H. B. Williamson Co., Watertown, S. D.; Leonard J. Lindgren, A. J. Lindgren, Duluth, Minn.; Donald D. Taylor, Cable Piano Co., Minneapolis; Albert Brown, Peyer Music Co., St. Paul; Donna Swanson, formerly L. S. Donaldson Co., Minneapolis; Alice C. Smith, R. M. Horr, Lemmon, S. D.; Frank L. Gunyo, New England F. & C. Co., Minneapolis; A. B. Watson, Metropolitan Music Co., Minneapolis; J. S. Leavitt, Howard-Farwell & Co., St. Paul; Oscar Overby, Rice Lake, Wis.; C. P. Eanning, W. J. Dyer & Bro., St. Paul; Robert D. Hume, Whitney-MacGregor Co., Minneapolis; Adelaide H. Wiemann, Esther D. Nelson, Howard-Farwell & Co., St. Paul; Nellie Fowler, Howard-Farwell & Co., Minneapolis; Stephen Simonet, Simonet Furn. & C. Co., Little Falls, Minn.; J. J. Kunch, Cable Piano Co., St. Paul; H. M. Hershey, Litchfield, Minn.; Harry R. Leithold, Fred Leithold Piano Co., La Crosse, Wis.; Geo. H. Burch, E. F. Huhner Co., Stillwater, Minn.; C. M. Boist, Cable Piano Co., Minneapolis; Georgia Clousee, Cable Piano Co., St. Paul; Florence Duba, R. L. Morland, Worthington, Minn.; Bessie Roach, Golden Rule, St. Paul; Mary Anderson, H. F. Michael Co., Brainerd, Minn.; Mrs. John M. Alden, Alden Music Store, Hibbing, Minn.; Hannah M. Sorenson, Skinner-Chamberlain Co., Albert Lea, Minn.; Viola Sather, Dayton Co., Minneapolis; A. K. Cox, W. J. Dyer & Bro., St. Paul; D. C. Roden, Powers Merc. Co., Minneapolis; Myrtle E. Jackman, H. M. Hershey, Willmar, Minn.; Ann L. McGovern, Bach Music Co., Rochester, Minn.; Ernest Borglin, Howard-Farwell & Co., St. Paul; Lillian Hagen, M. B. Hagen, Hopkins, Minn.; Paul F. Lewis, E. T. Barron & Co., Superior, Wis.; Esther McGinty, M. B. Hagen, Hopkins, Minn.; Mrs. Josephine Thompson, Foster & Waldo Co., Minneapolis; Beulah Walbridge, Walbridge Bros. & King, Hastings, Minn.; Bessie Kittinger, M. H. Wallace, Miles City, Mont.; Mrs. H. J. Jeronimus, H. J. Jerom-



mus, H. J. Jeronimus, Duluth, Minn.; H. H. Chesterman, Crookston, Minn.; Si Poppler, Poppler Piano Co., Grand Forks, N. D.; H. P. Marx, Shakopee, Minn.; Murray M. Kirschbaum, L. S. Donaldson Co., Minneapolis; A. J. Lindgren, Duluth; J. L. Pofahl, Peyer Music Co., St. Paul; W. E. Revier, Northfield, Minn.; Geo. Zanmiller, Northfield, Minn.; Mr. and Mrs. C. B. Warne, C. B. Warne, Redfield, S. D.; H. J. Bemis, Pierce Book Store, Faribault, Minn.; Roy B. Graves, R. H. Bach Piano Co., Faribault, Minn.; Miss Louise Rodange, H. M. Hershey, Litchfield, Minn.; Joseph E. Nylin, Olga Nelson, Nelson-Nylin Music Co., St. Paul; Lois I. Allen, Christenson-Dempster Co., Sioux Falls, S. D.; Fred Strom, S. E. Murphy Music Co., St. Cloud, Minn.; Ida Mae Maxwell, City Drug Store, Eveleth, Minn.; F. M. Pierce, Pierce Book Store, Faribault, Minn.; Wm. S. Weber, Weber Jewelry & Music Co., St. Cloud, Minn.; Marion Baker, Anna Dols, Cable Piano Co., Minneapolis, Minn.; Eugene Burrows, Fred Leithold Piano Co., La Crosse, Wis.; Catherine Ferrin, J. J. Ferrin & Son, Red Wing, Minn.; Helen R. Ganger, Bach Piano Co., Faribault, Minn.; Margaret J. Phillips, E. L. Hauchen, Kathryn L. Stoner, T. W. Brahy, R. C. Colman, W. H. Davis, Wm. Fraser, W. J. Dyer & Bros., St. Paul; Roy Jensen, C. H. Jensen, A. R. Bloom, H. W. Peterson, R. J. Sabra, Geo. C. Beckwith Co., Minneapolis; Mr. Zoller, Golden Rule, St. Paul; Geo. A. Mairs, W. J. Dyer & Bro., St. Paul; C. Hicks, Victor Talking Machine Co., Camden, N. J.; C. K. Bennett, Geo. C. Beckwith Co., Minneapolis;

TIMELY PUBLICITY BOOSTS SALES

TROY, N. Y., April 9.—Cluett & Sons, of this city, who handle Vocalion records, recently tied up with the appearance here of Colin O'More, tenor and Vocalion artist, by featuring this artist's records in a series of advertisements in the local newspapers. This timely publicity resulted in a great demand for Colin O'More records.

The territory we supply

comprises the entire Metropolitan district—a vast OKeh field that offers almost unlimited opportunities to OKeh dealers.

If you are a live dealer and would know, in detail, the full possibilities that this great market holds for OKeh Records, we suggest that you get in touch with us.

We carry at all times an exceptionally large stock, and in addition, we have the essential facilities for handling your orders promptly and efficiently.

Bristol & Barber Co., Inc.

3 East 14th Street

New York City

Stuyvesant 1724



OKeh Records

*The Records
of Quality*

For Beauty—for Tone—for Price



Model 23 Hepplewhite Period Console
MAXIMUM DISCOUNT

Strand Offers the Only Complete Line of True-to-Period Consoles

These direct Strand representatives are ready to serve you:

RICHARD H. ARNAULT, 95 Madison Avenue, New York City
 ARTOPHONE CORPORATION, 1103 Olive Street, St. Louis, Mo.
 ARTOPHONE CORPORATION, 317 Kansas City Life Bldg., Kansas City, Mo.
 W. O. CARDELL, Tulsa, Okla.
 CONSOLIDATED TALKING MACHINE CO., 227 W. Washington St., Chicago, Ill.
 R. L. CHILVERS, 903 New Birks Bldg., Montreal, Quebec.
 OTIS C. DORIAN, 321 King St., East, Toronto, Ont.

A. C. ERISMAN, 174 Tremont Street, Boston, Mass.
 GENERAL RADIO CORP., 624 Market Street, Philadelphia, Pa.
 GENERAL RADIO CORP., 806 Penn Ave., Pittsburgh, Pa.
 WALTER S. GRAY, 942 Market Street, San Francisco, Cal.
 WALTER S. GRAY, 926 Midway Place, Los Angeles, Cal.
 L. D. HEATER, 357 Ankeny Street, Portland, Ore.
 H. J. IVEY, Box 235, Dallas, Tex.

L. C. LE VOIE, 524 Curtis Hotel, Minneapolis, Minn.
 IROQUOIS SALES CORP., 210 Franklin Street, Buffalo, N. Y.
 R. J. JAMIESON, Sweetland Bldg., Cleveland, O.
 MERVIN E. LYLE, 65½ Walton St., Atlanta, Ga.
 RICKEN, SEEGER & WIRTS, Globe Bldg., Detroit, Mich.
 SILZER BROS., 1019 Walnut Street, Des Moines, Ia.
 STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, O.

MANUFACTURERS PHONOGRAPH COMPANY, INC.
 95 Madison Avenue, New York Geo. W. Lyle, President

INDIANAPOLIS

*Slow Deliveries Affect Trade—Wilking Co. Remodels Store—
Ties Up With Artists—Stages "Talker" Show—Tone-Tests a Hit*

INDIANAPOLIS, IND., April 7.—Some dealers in the Indianapolis territory are still experiencing difficulty in securing delivery of machines from the factories. This is particularly true of the Sonora dealers, some orders for machines which were placed by Charles Mayer & Co. early in the year having been delivered only in the past few weeks. In spite of this difficulty sales of the Sonora instruments are holding up quite well, and many prospective buyers are willing to waive prompt deliveries. "Probably 90 per cent of our sales are of our period model machines, with the average price ranging close to \$250," said W. E. Freeman, of the Mayer Co.

Kiefer-Stewart Co. Busy

The Kiefer-Stewart Drug Co., wholesale Sonora distributor in Indiana, reports that the standard period models, as well as the new deluxe models, are in demand throughout the State, and here again the only obstacle to an unusually good business are slow deliveries. Theodore Heck has taken the Sonora line in Aurora, Ind., this being the only important new account which the Kiefer-Stewart Co. has opened in the past week. O. C. Maurer, of the Kiefer-Stewart Co., reports that there has been a fair demand for Okeh records, which are also distributed by this house.

Wilking Co. Remodels Store

The Wilking Music Co. has remodeled its store at 29 Massachusetts avenue, changing the window arrangement and extending the display rooms to Ohio street, so that they now have entrances on both streets. The Wilking Co. will handle talking machines and Banner records in the remodeled store, the Massachusetts avenue side being given over to the phonograph, record, sheet music and player roll business, while the Ohio street side will be devoted entirely to the display of Jesse French pianos.

Ties Up With Artists

Widener's Grafonola Shop took full advantage of the one-week appearance of Van and Schenck, Columbia artists, in this city, and tied up its advertising and window displays with this appearance, with the result that sales of numbers by these artists showed a very appreciable increase. This store has enjoyed a very good

business both in Columbia and Vocalion records and machines during the past month.

Brisk Brunswick Demand

Brunswick dealers have enjoyed an unusually good month, both in point of sales of machines and records. C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., reports that record sales have been better in the past month than in any month during the last year, with the exception of December, of course. Mr. Herdman finds that the greatest demand is for the higher priced machines in period models. During the last week in March he arranged a very attractive display of all models in such position on the main floor of the display rooms that they were readily visible from the street, running in conjunction with this display special demonstrations of Brunswick machines and featuring the display and the demonstrations in his newspaper advertising. The Brunswick Shop also enjoyed a very good month's business. All Brunswick dealers featured Marion Harris' recordings during the appearance of this artist at Keith's Theatre for a period of one week and, since they were able to furnish her latest numbers at the time of her appearance, these records were in great demand.

Stages Victrola Show

Victor dealers are enthusiastic over the past month's business, as a rule, the volume and grade of their sales having been quite encouraging. There was a slight falling off during the last week, but Ira Williams, of the Pettis Dry Goods Co., points to the fact that clothing sales during the Easter period were, of course, larger than in other periods, which naturally had an adverse effect on the sales of machines, particularly in the department stores. Mr. Williams staged a Victrola show during the first week of April, when he made a special display of all models, including the Victor show machine and the "Trade Mark" machine. Special demonstrations were given throughout the week and souvenirs were presented to all visitors.

Says Artists Influence Record Sales

Miss Minnie Springer, of the Victor department of the Taylor Carpet Co., reports that this house has had an unusually large amount of

calls for Paderewski numbers following the appearance of that artist in concert late in March. Miss Springer finds that appearances of leading artists are always reflected in sales for some time following, while some other Victor dealers report little stimulation, the demand for this class of recordings being quite steady. The Taylor store is only a few doors from the principal hotels of the city and, while in Indianapolis, many artists, on account of this convenience of location, pay special visits to the Taylor Victor department. "I would mention particularly the recent visit of Miss Patricola while she was appearing in Indianapolis," said Miss Springer. "Miss Patricola called on us one afternoon and spent several hours, chatting with us all, very much as if she were one of our own organization, telling us of amusing incidents in connection with the recording of some of her numbers, and giving us, in the course of her conversation, many ideas which we eagerly accepted. She made herself so agreeable to us that we just couldn't help boosting Patricola numbers, and the ultimate result was that our sales of her recordings led during that period. Paul Whiteman's Orchestra almost made our store its headquarters while in Indianapolis and we learned a great deal of "inside stuff" from them, which has been beneficial to us in selling Whiteman numbers." Miss Springer will attend the Victor School, to be held in Chicago, during the early part of April.

Prosperous Month for Edison Dealers

Edison dealers have enjoyed a very prosperous month in sales of machines and particularly in the sales of records, the proportion of record sales to the total volume of sales having shown a steady increase during the past several months. The Claypool-Miller Music Store, Edison dealer, in Lafayette, Ind., has been completely redecorated and is now one of the most attractive music stores in northern Indiana. The Sudduth Electric Co. has closed a contract for the Edison franchise in Washington, Ind., this being the only new important Edison account announced in the past week, although a number of new dealers are practically closed, but will not be announced at this time.

J. M. Vandervoort, assistant manager in charge of the Phonograph Corp. of Indiana, Edison jobber in Indiana, Illinois and Kentucky, has returned from a conference with the general officers of Thos. A. Edison, Inc., held at headquarters in Orange, N. J., during the first two weeks of March.

Pearson Piano Co. Completes Remodeling

The Pearson Piano Co. has completed the remodeling of its salesrooms, having rearranged its demonstration booths in such a way as to provide more floor space for the display of machines on the main floor. Record shelves have been placed in a more convenient location, which makes possible a more prompt and efficient service to record buyers. F. X. Donovan, in charge of talking machine sales, reports that Victor Model 111 and Cheney Style 31 have been their best sellers during the past few weeks. Cheney sales have been unusually good and Mr. Donovan is experiencing some difficulty in having deliveries of these machines keep pace with orders. Vocalion sales have been up to standard and the past month has been equal to almost any December, when sales of all lines are considered. This condition has obtained in all the Pearson stores throughout the State, as well as in the local store.

Edison Tone-tests Win Approval

The Phonograph Corp. of Indiana is carrying out the most successful series of tone-tests ever held in this territory. Dealers are voluntarily wiring and writing their praise of the manner in which the tests are being carried out, and the audiences, composed in most cases of the most cultured people of the community, have been enthusiastic. The artists who have been presenting these tests are Glen Ellison, Scotch comedian and baritone, who, by the way, has given over a thousand such tests before more than a million people in the United States and Canada; Sybil Sanderson Fagan, soprano

**"SERVICE" TO OUR DEALERS
THAT IS HARD TO BEAT**



Phonograph Corporation of Indiana

EDISON DISTRIBUTORS

325 North Delaware Street

Indianapolis, Indiana

**4
WALTZ
HITS**

**WONDERFUL
ONE**

*Good
night!*

**LOVELY
LUCERNE**

**THREE
O'CLOCK
IN THE
MORNING**

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

and imitator, and Alta Hill, pianist. The work of Mr. Ellison in this connection has been particularly well received, although it has not detracted from the reception accorded the work of either Miss Fagan or Miss Hill.

Dealers booking the tests during the week of March 26 were: March 26, Alonzo Sturgell, Tuscola, Ill.; March 27, Carmi Music Co., Carmi, Ill.; March 28, Sterling Drug Co., Bedford, Ind.; March 29, Stahl Schmidt Piano Co., Evansville, Ind.; for the week of April 2 bookings were: April 2, E. H. Hancock, Seymour, Ind.; April 3, W. I. Parker, Columbus, Ind.; April 4, Grant Hazel Music Co., Bloomington, Ind.; April 5, Schneider Music House, Vincennes, Ind.; April 6, N. L. Highsmith, Bicknell, Ind. The artists have been secured through arrangement with the Phonograph Co. of Cincinnati, to appear at the Auditorium of the Seelbach Hotel on the evening of April 9 in a tone-test under the auspices of the Baldwin Piano Co., Edison dealer, in Louisville. This date marks the opening of Music Week in that city. They will then be booked solid during the week of April 23, definite arrangements for this week having not been made other than that the artists will appear at Noblesville, Ind., on the evening of April 24 in a tone-test booked by the Osborn Dry Goods Co., of Noblesville.

Set Date for Music Week

The week of April 9 has been set aside by the mayor and the city council as Music Week in Louisville. Special displays of musical goods will be featured throughout the week and the windows of every business house in the downtown district will be dressed to bear some relation to music. Stores and business houses will be opened each day with singing, and singing will also be the order during the noon hour. Houses which cannot provide musicians, singers or entertainers from their own personnel will be furnished special entertainers.

H. P. Costello's Good Work

H. P. Costello, manager of the Edison department of the Baldwin Co., has been largely instrumental in bringing about this arrangement, Mr. Costello being chairman of the Music Week committee. In connection with the Week's festival the Baldwin Co. will stage an Edison tone-test which will be participated in by Glen Ellison, Sybil Sanderson Fagan, Alta Hill and Willard Osborn, Edison artists, in the Auditorium of the Seelbach Hotel, on the evening of April 9.

PATENTS GRANTED ON "AUDIOSCOPE"

Talking Pictures Device Invented by E. E. Ries, Electrical Engineer, of New York

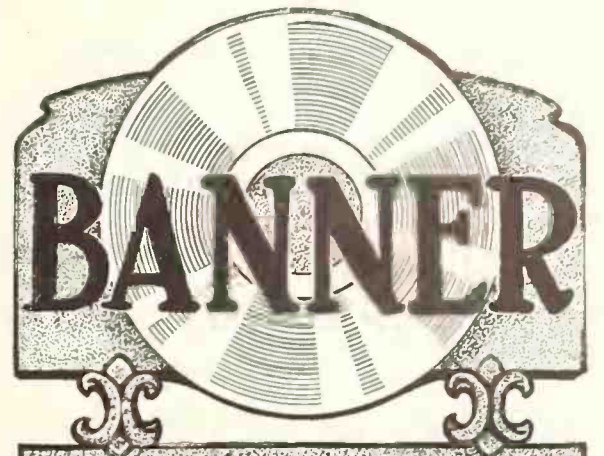
Elias E. Ries, electrical engineer, of 116 Nassau street, New York, has received a grant of important patents on the talking motion picture, according to an announcement just made. The claim is advanced by him that this gives priority for his invention, called by him the "audioscope," in devices which depend upon the recording of sound on a strip of film.

Mr. Ries, who was born in Germany, after attending the public schools here went to Johns Hopkins University. He was connected with the Western Union Telegraph Co. and the Edison Co., and has many inventions to his credit and is also widely known in scientific circles.

VISITORS TO SONORA OFFICES

Among the recent visitors to the executive offices of the Sonora Phonograph Co., New York, were J. T. Pringle, general manager of the Sonora Phonograph-Ohio Co., accompanied by J. L. DuBreuil, salesmanager of the company. Mr. Pringle was keenly enthusiastic regarding the progress being made by Sonora product in his territory, stating that the dealers throughout Ohio and Michigan had closed a very healthy business the first three months of the year.

An unruly temper has no place in business.



*If you changed places
with your customers!*

If you were a consumer, and discovered from your friends that you could buy full 75c worth of record value for 50c—you would take advantage!

And after you had tested the record—played it—liked it—considered it equal, perhaps superior, to records selling at 75c—you would continue to buy!

Place yourself in the other fellow's shoes and you will be better able to satisfy him. He knows the BANNER 50c Record. It serves his purpose and saves his money; and he is satisfied!

And you, in turn, will have greater sales. BANNER will bring more buyers to your store—more profits to you—bigger business!

PLAZA MUSIC CO.
18 WEST 20th ST., NEW YORK

A Complete Line of "Money-Makers" LONG CONSOLES

Due to heavy demand, necessitating large cuttings, we have been able to reduce our manufacturing costs. We pass this saving to our customers—more than 10 per cent below former prices:

Please note that while Consoles 601, 602, 603, 608 and 610 are regularly fitted to take care of Victrola VI, these same cabinets can be fitted to take care of Victrola IV, and, when taking the reduction in price of Consoles into consideration, it enables the dealer to sell an up-to-the-minute standard outfit at a very moderate price.

Long Consoles are covered by basic patents and infringements will be prosecuted.

Long Consoles are distinctive in design and have the divided top.

Long Cabinets are regarded by the trade as the Standard of Quality.

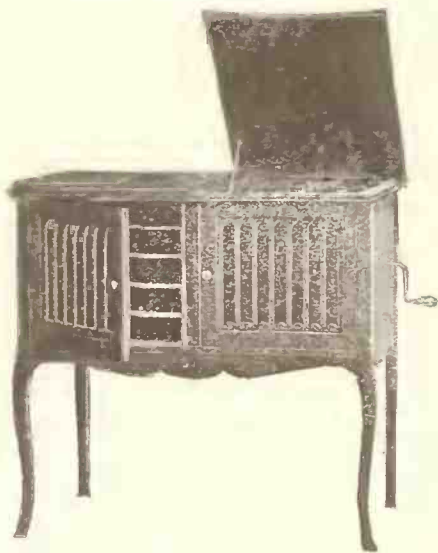
Deliveries can be made at once.

Made in dark red mahogany only.

Order now for Fall and Holiday requirements.

Write to-day for catalog of full line.

All of the Long Consoles illustrated on this page, except Style 606, are also ideally adapted for use with the Columbia Grafonola A-2.



Style 601
Price \$27.00



Style 606
For Victrola IV only
\$20.00

Specifications:
Made in dark red mahogany only.
One piece top, 19 1/2 inches long;
34 inches high; 21 1/2 inches deep.



Style 603
Price \$29.00

New LONG Radio and Talking Machine Cabinet



Style 608
Price \$30.00



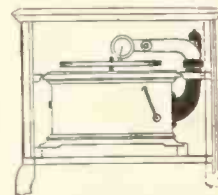
Style 650
Price \$33.00



Style 610
Price \$28.00

Specifications for all models except 606. Made in dark mahogany only. Two-piece top, 36 inches long, 34 inches high and 22 inches deep.

LONG combination Radio and talking machine cabinet for Victrola VI. Radio chamber will accommodate receiving set 7 inches or less in height; room available for dry batteries. Head-sets or loud speaker may be attached to radio terminals. Cabinet shown equipped with Westinghouse Aeriola, Sr., and Baldwin loud speaker.



The Geo. A. Long Cabinet Company

HANOVER, PA.

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, Pa., April 8.—Despite the fact that the popularity of radio has been increasing steadily in this vicinity and that the closing week of last month immediately preceded Easter, the Quaker City talking machine dealers and distributors report that March business was very satisfactory. The members of the trade are practically unanimous in stating that last month's sales showed an increase over the previous month and also a distinct gain over the same month of last year.

Victor Dealers Meet

A very important meeting of the Philadelphia Victor Dealers' Association was held recently, at which plans were discussed and formulated concerning the purchase of supplies on a co-operative basis for the benefit of the members. According to present plans, the executive committee proposes to buy supplies, such as labels, stationery, cardboard boxes and envelopes, in large quantities. The committee will send a questionnaire to the members to find out the type of supplies each uses and the price paid, and after securing bids the committee will inform each member as to how much he might save by the adoption of the co-operative buying plan.

It was also decided at the meeting that all of the radio distributors in the city will be invited to attend a conference with the members of the Association to discuss the future of the radio industry in this territory.

Brisk Okeh and Strand Business

Officials of the General Radio Corp., whose offices are located at 624 Market street, report that its business in Strand phonographs has been very good during the past month and that

Okeh records and radio apparatus business has been breaking all records. The only thing that is holding back the phonograph sales, it appears, is the scarcity of machines, because as soon as a shipment is received it is distributed at once and then there is a delay until the next shipment arrives.

New Okeh Accounts

W. J. McCormick, phonograph dealer at 4055 Lancaster avenue, and the well-known house-furnishing firm of Derbyshire Bros., have both been added to the list of Okeh record dealers in this section.

Otto Heineman, president of the General Phonograph Corp., of New York, was among the recent visitors to the Okeh offices here.

Bright Outlook for Edison

The Edison business in this territory of the Girard Phonograph Co., Edison distributor, has doubled during the past month, according to Arthur E. Rhinow, one of the officials of the company.

"The way our business has increased during the last month," said Mr. Rhinow, "shows that industrial conditions everywhere must be improving. We feel safe in predicting that our business during this year will show a total that will be at least double that of 1922. One of the things that have been of immense help in increasing our business is the extensive advertising campaign we started recently."

A number of the Edison dealers have "tied up" the performance of "The Cat and the Canary" in one of the local theatres with the Re-creation of that song, and it also has scored a great success. Radio station WWAD, of Wright & Wright, Edison dealers, will also

broadcast this Re-creation daily, so that it will probably be a record-breaking hit very soon.

C. E. Grenniger With Girard Co.

C. E. Grenniger has recently been added to the Girard Phonograph Co.'s sales force. Mr. Grenniger is well known to members of the trade in this vicinity, as he has been in the piano and phonograph business for more than twenty years, and his many friends are wishing him every success in his new position.

Widener's to Push Brunswick

O. F. Jester, manager of the local Brunswick branch, following a conference with R. L. Perret, vice-president of Widener's, Inc., and manager of the Widener stores, has made arrangements to have the Brunswick machines and apparatus sold in all the Widener stores, and he expects this group of stores to become one of the largest and most important Brunswick agents in the East.

Something New in Dealer Helps

T. W. Barnhill, secretary of the Penn Phonograph Co., Victor distributor, is sending out copies of a series of his reminiscences of experiences in the phonograph business. The first of the series which was sent out recently with one of the Penn Co.'s "Better Business Bulletins" was distinctly humorous and the Penn dealers are eagerly looking forward to the rest of the series.

Concert Attracts Music Lovers

The Baker-Flick Co., of Camden, one of the largest Buehn dealers in this section, recently held a concert by Princess Watahwaso, the Indian mezzo-soprano and Victor artist, which attracted an unusually large and enthusiastic

(Continued on page 96)

Spring Selling

There is presented at the present time the greatest opportunity for Victor Dealers in the history of the business for big sales this spring and summer.

Prosecute faithfully the sale of Victor merchandise which is now available and prepare for an exceptionally active summer season with the advent of the new models recently announced by the Victor Company.

Consult with us with a view of placing orders to insure continuing shipments and a gradual upbuilding of stock during the summer months so that you may be prepared for the increased demand that is sure to come.

THE LOUIS BUEHN COMPANY
OF PHILADELPHIA

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

*1923 brings prosperity to
New Edison Dealers. We
are at your service.*

GIRARD PHONOGRAPH CO.

Edison Distributors Exclusively

1819-1859 NORTH 10th STREET

PHILADELPHIA, PA.

audience. The recital was given under the capable direction of Mrs. Rae Lute, manager of the Victor department.

F. J. Hepe & Son Stage Concert

During his recent visit to this city as soloist with the Duo-Art piano at a concert given at the Academy of Music, under the auspices of F. J. Hepe & Son, one of the Victor distributors here, Alfred Cortot, the famous French pianist, purchased a handsome Victor machine for his own use in his home in Brittany, France.

Big Sales at H. A. Weymann & Son

The large and efficient sales force of H. A. Weymann & Son, Victor distributors, is putting all its efforts behind the folding sectional top and electric Victor models, and more than sixty of these machines have been sold within a short time.

H. W. Weymann reports that record business has been fine during last month and that

both the wholesale and retail branches of the talking machine and record departments have been rushed to keep up with orders. He states that Models 100, 80, 210 and 240 have proved to be so popular that they are unable to secure all the machines required to fill the demands of customers.

Visitors From Boston

Harry Smith, of the Lansing Sales Co., of Boston, and Ralph Silverman, of the Phono-Radio Mfg. Co., also of Boston, were among the recent visitors to Everybody's Talking Machine store, on Arch street. Officials of this firm report that business has been good recently and that present indications point to a very prosperous year.

Good Business at Wanamaker's

R. A. Forbes, formerly connected with the Jas. McCreery & Co. store in New York and now manager of the Wanamaker talking ma-

chine department, reports that business has been increasing steadily. The new merchandising plan put in effect by Mr. Forbes has proved to be very successful and is sure to bring in a large volume of business.

Broadcasting Edison Records

Durham & Co., radio dealers at Nineteenth and Market streets, have reopened their station, after having installed new wireless apparatus during the past month, and they will resume the broadcasting of Edison Re-creations supplied through the courtesy of Everett Keefe, manager of the Edison department of N. Snellenburg's department store. Mr. Keefe will also arrange the programs for these special concerts.

Some Important Weymann Changes

The removal of the Weymann-Keystone State stringed instrument factory from the top floor of the Weymann headquarters on Chestnut street to another location, which was announced in detail last month, has provided substantially increased facilities for the record end of the Victor wholesaling department of the organization. The entire top floor, with the exception of a small space at the rear devoted to piano repairs, is now given over to filing and storage space for Victor records. Skylights running the full length of the building provide a maximum of daylight and the efficient arrangement of racks has made possible tremendous filing facilities.

The Weymann building is one full block in depth, extending from Chestnut street back to Sansom, and the wholesale record filing department practically runs back the entire depth of three hundred or more feet. Weymann record stocks are reported to be in exceptionally good shape and good record business is looked forward to for the entire year.

The Audak in Philadelphia

Among the new distributors for the Audak, the retailer's record demonstrating product manufactured by the Audak Co., 565 Fifth avenue, New York, N. Y., is the Talking Machine Co. of Philadelphia, well-known Victor wholesaler of this city. The Audak Co. now has distributors in most of the large trade centers, which enables interested retailers to see first-hand demonstrations of the merit of this record demonstrator.

Buehn Offices Attractively Arranged

Various changes made in the arrangement of the headquarters of the Louis Buehn Co., Victor distributor of this city, contribute still further to the high standard of efficiency in which this business has always been conducted. The offices of Louis Buehn, president of the company, are now attractively situated in the front of the second floor, also adjoining which is a room to be devoted to directors' meetings, the weekly gathering of the Buehn traveling organization and general conference purposes. An attractive reception room has also been set up on this floor. These new offices have been very attractively decorated and sumptuously furnished. The removal of these rooms to the second floor has also been found very advantageous in the release of additional space on the ground floor for shipping purposes. The shipping system of the Louis Buehn Co. is a model of modern methods and these facilities have recently been further augmented by the installation of an air tube carrier system, whereby orders and requisitions are promptly carried to any part of the Buehn building without the employe leaving his or her desk. This system is somewhat similar to the one used by many of the leading department stores. Another feature of the system is a special department situated on the ground floor, consisting of racks, wrapping table and all other shipping facilities and which is

H. A. WEYMAN & SON, INC.

VICTOR WHOLESALERS

1108 Chestnut Street

Philadelphia, Pa.

OUR Sales Promotion department is all that its name implies. It is at your service at all times in increasing the sale of Victor Merchandise. Let us describe its plan.

Authorized distributors of BUESCHER TRUE TONE Saxophones and Band Instruments
Manufacturers of WEYMAN "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.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

devoted entirely to the shipping of the current month's records and just as soon as the current orders for these records are filled the shelves are cleared and the records removed to the record department and the shelves left clear for the next month or mid-month releases. This system has been found to be exceptionally valuable. The Louis Buehn Co. is also fortunate in having at the rear of its establishment a semi-private street, which allows all shipments to be received and sent from the rear of the building without interfering with or cluttering up the front part of the building.

Mr. Buehn's report that his organization is making vigorous plans for 1923 is ably borne out by the increasing of facilities at Buehn headquarters.

Kerr's Orchestra Recording for Edison

Considerable enthusiasm is being displayed throughout the Edison trade as a result of the announcement just made that Charlie Kerr's Orchestra for Dancing is recording exclusively for the Edison Laboratories. The rapid rise of this orchestra to country-wide fame as a result of its exceptionally brilliant radio concerts broadcasted nightly from Philadelphia has been termed nothing short of phenomenal.

During the past two years the orchestra has held forth nightly at the celebrated L'Aiglon Café, Philadelphia's most exclusive after-theatre dansant, and the acquisition of these clever entertainers cannot help but add considerable prestige to the Edison catalog. When we add to this the immense popularity which the orchestra enjoys among radio fans everywhere, and which is demonstrated daily by letters from Cuba as well as from the Canadian provinces and all points between, there is every reason to believe that the demand for the new Re-Creations will be highly gratifying.

The Girard Phonograph Co., Edison distributor, with headquarters in this city, is creating some decidedly clever advertising to herald the new release.



Important

We are the originators of the VELVALOID RECORD CLEANERS which are protected by our Patent No. 1434183, dated October 31, 1922, and this is to notify the trade that we intend to prosecute all who manufacture or sell Record Cleaners in infringement on our patent.

PHILADELPHIA BADGE CO.
942 Market Street Philadelphia, U. S. A.

It is understood that Edison dealers in and around Philadelphia have decided together to send a letter to the Edison Laboratories to congratulate them upon the vigilance that has brought about the first recordings of Charlie Kerr's Orchestra.

New Wonderlich Brush on Market

A new record brush has just been placed on the market by H. Wonderlich, of 2814 North Fourth street, this city. This brush is made of soft white French bristles which are secured by twisted wire, making it entirely sanitary in every respect and allowing it to be washed and re-washed as necessary. The handle is of black ebony on which space is furnished for the name and trade-mark of the dealer selling this brush. Attractive counter cards have been prepared which are destined to materially aid the sale of this brush. Mr. Wonderlich has made out-of-town trips in the interest of the "Wonder" brush with excellent results. The books of the company now show a substantial number of dealers as well as many big department stores.

SHAFFER HOUSE EXPANDS STORE

OIL CITY, PA., April 6.—Through the expansion of business the Shaffer Music House, in this city, has found it necessary to add two rooms to its quarters in the Arcade. The new rooms are being used for the display of the Ampico. The Victrola and radio departments will be located in these rooms temporarily.

"I always make friends of the kiddies who come into my store," declared a very successful talking machine dealer recently. "They are my firm friends after a visit here and indirectly many sales to parents have resulted."

CLEVER NEW RECORD SELLING PLAN

New Brunswick Columbia Dealer Places Three Record Shelves in Each Booth for Convenience of Customers, Thereby Increasing Sales

NEW BRUNSWICK, N. J., April 2.—F. W. Fenn, proprietor of the Columbia Shop, this city, dealer in Columbia Grafonolas and records, has put into successful operation a very clever plan for increasing record sales by keeping a constant tab on selections being made by customers in booths. Mr. Fenn has had constructed for each of his booths a small table, one foot square, upon which are placed three shelves of the same size. On the top shelf there is kept constantly a set of the latest records, together with special records it is desired to concentrate on and move. When a customer is ushered into the demonstration room he is asked to play the records and after playing to place those he selects on the middle shelf and those rejected on the bottom shelf, so that he will not be confused in making his final selection.

The live feature of the plan lies in the fact that by walking by the booths and glancing in at the middle shelf the salesman can see at once whether or not the customer is going to buy a fair proportion of the records. If there are two or three records on the middle shelf and the customer is still interested the salesman goes on his way. If the middle shelf is empty and there is a heap of records on the bottom, or rejected shelf, the salesman steps in and inquires why none of the records proved satisfactory and if there is any particular type of record that the customer particularly desires.

Mr. Fenn is enthusiastic over the success of
(Continued on page 98)

Intimate knowledge of successful Victor merchandising enables us to offer a service of genuine value.

The Talking Machine Co.
Victor Wholesalers
1025 Arch Street
Philadelphia, Pa.

DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

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



You've Got To See Mamma Ev'ry Night

(or you can't see Mamma at all)
A lonesome, lovesick "Come to Mamma" Blues.

Sun.	X	X	X	X
Mon.	X	X	X	X
Tue.	X	X	X	12
Wed.	13	14	15	16
Thu.	17	18	19	20
Fri.	21	22	23	24
Sat.	25	26	27	28

CLEVER NEW RECORD SELLING PLAN (Continued from page 97)

the idea and declares that it has increased record sales 100 per cent or more while directly facilitating the work of the salesman in keeping track of the customer's desires. It has been found by experience that to place twenty or thirty records on an ordinary table proves confusing to the customer, for he often has no place to put those he desires and those he rejects. The result is that, after playing a half dozen records, he may choose one and leave the rest. Under the shelf plan, however, there is a place for every record and it is found frequently that the customer who has come in to buy one or two selections will have a half dozen or more records on the selected shelf before he realizes the generosity of his purchase. The fact that the customer has selected the records himself is the best argument for buying them, thus boosting sales to each customer.

Mr. Fenn also has the reputation of selling more machines in walnut finish in proportion than any other dealer in the East for the reason that he concentrates on walnut and has built up a most convincing line of argument for the benefit of the customer. One of the advantages of this plan is he frequently has a complete line of machines in walnut finish, while dealers who give attention particularly to mahogany have difficulty in getting a sufficient number of popular models.

ORIGINAL ADVERTISING PAYS

E. F. Droop & Sons Co. Gets Excellent Results From Copy Setting Forth Some of the Benefits That May Be Derived Through the Ownership of a Victrola and Record Library

WASHINGTON, D. C., April 7.—That it is possible to carry on a successful advertising campaign in connection with talking machines without basing the copy either entirely or in part on the question of prices and terms has been indicated in the case of E. F. Droop & Sons Co., this city, which recently used substantial space in the local newspapers to feature the Victrola from a different angle.

The copy used in the advertisements was calculated to impress upon the reader the various advantages that lie in the possession of a Victrola and in access to the Victor record library. The advertisements were run in a series and a number of them were signed by E. H. Droop, head of the company.

The retail talking machine department reported that the response to the campaign was thoroughly satisfactory, a class of people being reached who apparently were not being sold by the ordinary type of publicity.

Some of the advertisements carried lists of selected records of high caliber, backing up the statements that in the Victor catalog was a wealth of rich music, but the majority of the advertisements simply consisted of the present-

tation in type of talks regarding interesting features of the Victor product. The accompanying reproduction of one of the advertisements gives

Derive Full Benefit From Your VICTROLA

All skepticism as to the real value of the VICTROLA as an Entertainer and Educator has disappeared, for in every quarter of the Civilized World it is recognized as a Musical Instrument of incomparable worth and almost a necessity in every Home where Good Music is cultivated and appreciated.

The influence of Good Music cannot be overestimated and when listened to and enjoyed under proper surroundings proves an invaluable stimulant to mind, soul and body.

Viewed from a practical standpoint, it is surprising to note how few people, comparatively speaking, know anything about the Real Gems of Musical Thought and composition, and it is to those that the suggestion is made to begin now, and build up a Library of fine Classic and Semi-classical Records.

It is our Profession to act in an advisory capacity in this direction, and it will be a pleasure to consult with and assist you in getting a proper start.

We know the records that have musical worth—we know the records, those which are pleasing and are easy to understand; we know from experience that once you begin to develop an interest in Music of the Great Composers, a realm of such exquisite Melody will be opened to you that you will become an enthusiast and develop a Library of Vocal and Instrumental Selections that will be a source of lasting pleasure, comfort education and inspiration.

May we help you with suggestions?

VICTOR RECORD DEPARTMENT,
Ground Floor, 1300 G St.

E. F. Droop & Sons Co.
1300 G St.

One of Effective Droop Ads an excellent idea of the general character of this very effective publicity campaign.

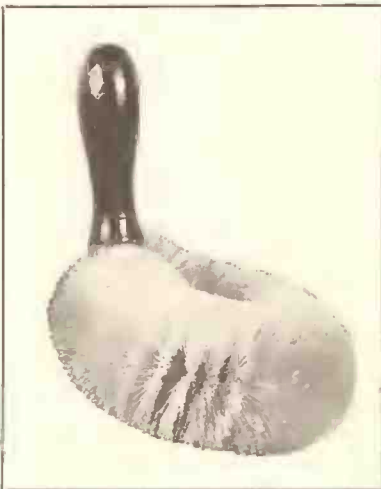
STEINERT EXECUTIVES VISIT TRADE

Robert Steinert, of the M. Steinert & Sons Co., Boston, Mass., accompanied by Kenneth E. Reed, manager of the company's Victor wholesale department, were welcome visitors to New York recently, visiting some of their friends in the trade, after spending several days at the Victor factory. While here Messrs. Steinert and Reed were the guests of C. L. Price, vice-president of Ormes, Inc., at "Chauve Souris," where they all keenly appreciated the feature hit of the show, "The Parade of the Wooden Soldiers," which was recently recorded by the Paul Whiteman Orchestra for the Victor library.

THE HUMAN ELEMENT IN BUSINESS

The human element in business determines the degree of success which it attains. A business enterprise never grows bigger than the men who are running it. A small man usually holds a small job and by the same token if the heads of the business are narrow and unprogressive so will be the business.

The Wonder Brush



The Most Efficient Record Brush

Made of fine French bristles that can't come out.

It gets right into the grooves of the record, thus preserving its life and adding to the enjoyment.

Your individual imprint on the handle of every brush.

JOBBERs and DEALERs—

We have a special plan in conjunction with the sale of these Record Brushes that means money to you and costs you nothing. Write for it

Display a Card and Watch them Sell

Retails at 35c.—Usual Dealer and Jobber Discounts

H. WONDERLICH

2814 No. 4th Street

Philadelphia, Pa.

JUST OUT For 1923



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

*A*ND this year it is bigger and better than ever.

You can't beat it for a time saver, buying guide or handbook of information about who's who and what's what in the trade.

Only 50 Cents

Edward Lyman Bill, Inc.
373 Fourth Ave., N. Y. C.

Kindly send me—all postage prepaid—a copy of the 1923 TALKING MACHINE WORLD TRADE DIRECTORY in payment for which I enclose fifty cents (stamps, check or money order).

Name.....
Address.....
City.....

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

POINTERS ON HANDLING COMPLAINTS

The Proper Preparation of Letters in Answer to Complaints Can Be Made a Power for the Good of Business—Important Facts

Some very important facts to remember when answering letters of complaint, which apply to the talking machine business as well as to any other business, were outlined by Amos Bradbury, in a recent issue of *Printers' Ink*. The answering of letters of complaint has an important influence for good if properly carried out, and, therefore, these following few pointers are passed along:

An old customer is worth more to the firm than a dozen prospects.

Don't let the complaint or the letter's tone get you sore. Remember how the ball player holds his temper when the opposing fan is trying to get his goat.

The firm has an investment in that customer who thinks he has a real kick, represented perhaps by six catalogs, the labor of everybody who has handled his business, and the value of his repeat orders. It is up to you to save that big investment which is threatened.

Never try to answer a letter of complaint until you understand what the letter is all about. He wouldn't have written it unless he had something on his chest. Find out exactly what it is first.

If the case can't be settled at once acknowledge the letter anyway. Don't make rash promises in the acknowledgment, and don't talk too much about the "thorough investigation" you are going to make. The customer hasn't committed a murder.

The customer doesn't want condolences. Tell him you are glad he told you what the trouble is.

Don't think because you are guarding goodwill that the complainant is a hold-up man. It's the inexperienced correspondent who always favors the house. The guarantee, either expressed or implied, should be the basis of your decision. If we say "Satisfaction Guaranteed or Your Money Back" we mean back to the customer.

If the customer is unreasonable and you're sure of it—don't get into a controversy or start wrangling. Try to write such a letter as will appeal to the sense of justice in every man.

There is only one real reason for saying a final and decisive "no" to a customer, and that is deliberate dishonesty on his part. In this connection it is well to remember that out of the five million customers on the list of a big mail-order concern, only twenty-seven hundred tried to take advantage of the firm during a period of five years. Figure out for yourself how small is the percentage of deliberate crooks.

Remember that short sentences are the language of excitement and anger. Those are not emotions you want to raise. Don't make your sentences too short and snappy or your letters so brief that they don't cover the subject.

Above all, "can the cant" from your letter. Don't "beg to remain." We're not in the begging business. Nothing is so apparent in a letter as a lack of sincerity and it's due seven times out of ten to the use of insincere words and phrases that are hoary with age and worse than useless. A sincere letter will appeal to your customer's sense of sincerity and honesty. Make your letter sincere or turn the job over to someone who can.

PEARSALL CO. ENLARGES OFFICES

Metropolitan Victor Wholesaler Now Occupies Entire Floor—Additional Space Required to Handle Greatly Increased Business

Spring cleaning has been the order of the day at the offices of the Silas E. Pearsall Co., 10 East Thirty-ninth street, New York, and with the completion of renovations and decorations this well-known wholesaler will have additional floor space that has been needed for a long time past. Under the direction of Thomas F. Green, president of the company, the entire front part of the company's floor has been completely renovated, with every inch of available space utilized to excellent advantage.

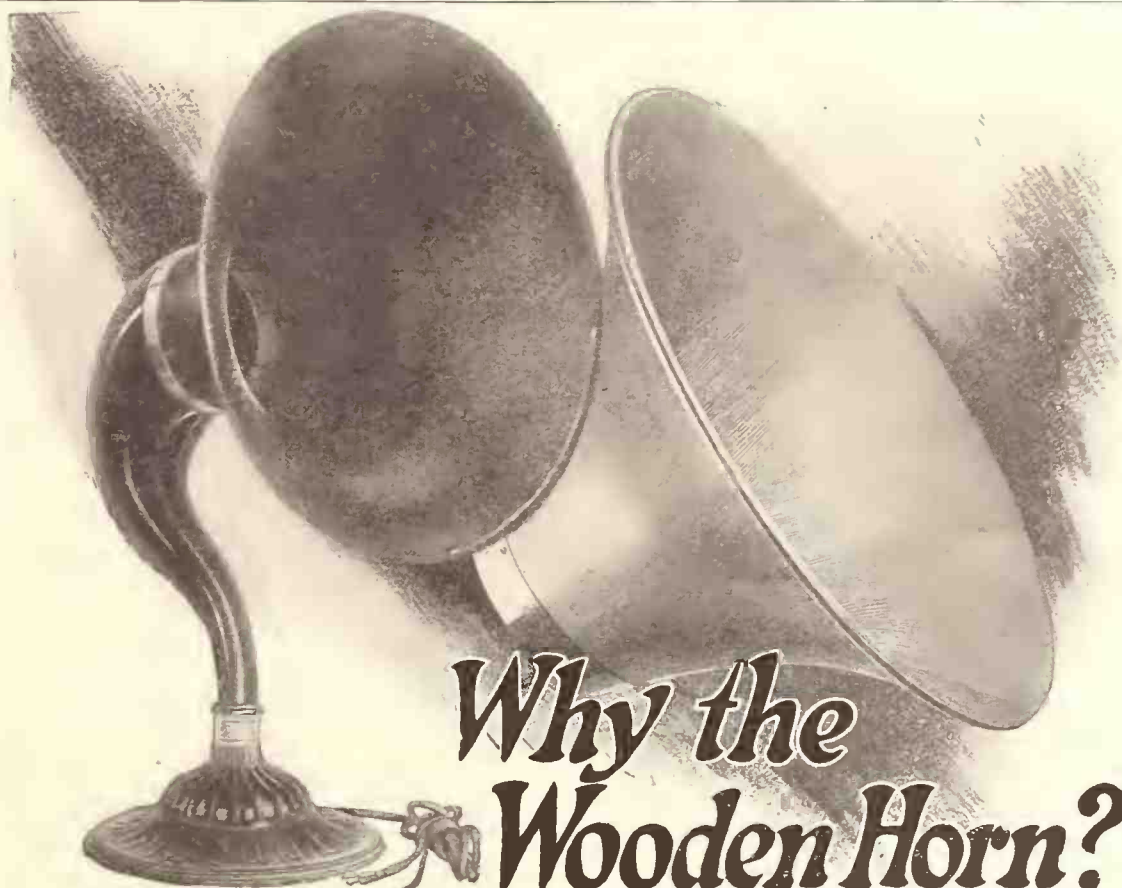
When the Silas E. Pearsall Co. took possession of its present quarters at 10 East Thirty-ninth street, the company was unable to use the whole floor until the lease of another occupant had expired. When this took place steps were immediately taken to give the Pearsall executive and sales staff additional floor space, in or-

der to handle the company's fast-growing business. These changes are now completed and the Pearsall Co. occupies the entire floor, adding greatly to merchandising efficiency.

GOLD SEAL CO.'S FACTORY MOVED

The Gold Seal Co., 105 West Fortieth street, New York City, manufacturer of the well-known Gold Seal repeater, announces the removal of its factory from Palisades Park, N. J., to Belleville, N. J. This property, which was acquired some time ago, has been modernized to meet the requirements of the manufacturer of repeaters and the Gold Seal steel needle. It gives the firm much additional manufacturing space to care for increased production, and the shipping facilities will allow for promptness in handling orders.

Some dealers concentrate all their efforts on advertising and others on selling. Both bring good results, but used together the results would be many times greater.



Why the Wooden Horn?

MUSIC MASTER Radio AMPLIFIER

- 14-inch horn \$30.
- 21-inch horn \$35.

Comes complete, ready to attach in place of 'phones

MUSIC MASTER'S horn of wood gives rich resonance to radio sounds impossible with any other material. (Phonograph experts proved the principle years before radio).

Ever-increasing demand for the MUSIC MASTER, "the Stradivarius among Amplifiers," is sweeping the country. To get your share of this profitable business, you have only to send for a MUSIC MASTER and demonstrate it. One will be shipped any jobber or dealer with full return privilege.

Write today for full description and trade prices on MUSIC MASTER and other GERACO Proven Radio Products. All guaranteed to satisfy!

GENERAL RADIO CORPORATION
Makers and Distributors of High-Grade Radio Apparatus
WALTER L. ECKHARDT, PRESIDENT
624-628 MARKET STREET, PHILADELPHIA 806 PENN AVENUE, PITTSBURGH

"GERACO" on radio apparatus means it is thoroughly tested and guaranteed. Get the details on complete line. For sale through jobbers and dealers everywhere.



Distributors for OKEH Records, STRAND Phonographs and GOLD SEAL Record Repeaters.

W. D. ANDREWS CO.

DISTRIBUTORS OF
VICTROLAS and VICTOR RECORDS

"Service That Satisfies"

SYRACUSE, N. Y.

IN SYRACUSE

W. T. Crane Co. Opens Large New Store—L. H. Schutter Ends Long Trip—Remodeling and Improvements—Enjoy Brisk Sales

SYRACUSE, N. Y., April 9.—Business in this city and the surrounding territory has been of excellent volume during the past month, according to reports of the leading local jobbing concerns and retail houses. This is due in a measure to the approach of Spring, which has practically ended the embargoes which have been in effect all Winter on the railroads, on account of the coal shortage, and is greatly improving the delivery of both incoming and outgoing talking machine and record shipments.

The W. T. Crane Co., this city, one of the largest talking machine dealers in central New York, has just opened its new store, having moved directly across the street from 345 to 352 South Salina street. The new store has been completely remodeled and occupies three floors. New sound-proof hearing rooms have been installed, running nearly the entire length of the store on both sides. All new store equipment, including record-racks, showcases, record-hangers and accessories displays have been installed,

making this one of the most up-to-date talking machine stores in central New York.

The Union Furniture Co., of Troy, one of the largest furniture and house furnishing stores in the eastern part of the State, has recently taken on the Victor line, having purchased the stock and equipment of the Finch & Hahn store in Troy. The Union Furniture Co. has placed an experienced Victor man in charge of this department and contemplates an extensive advertising and sales promotion campaign.

Louis H. Schutter, secretary and treasurer of the Thomas Music Stores, Albany, and head of the Victrola department, has just returned from an extended trip through the Panama Canal, returning home by way of California, overland. Mr. Schutter is much improved in health and very optimistic for the future of the Victor business.

Victor dealers throughout the State are very much pleased with the new Victor art models and feel confident that these instruments will

quickly become popular with the consumers.

The Annual Central New York Music Festival will be held in Syracuse in Keith's Theatre three days, Monday, Tuesday and Wednesday, April 30, May 1 and 2. This music festival is one of the biggest music events of the year. Among the artists who will participate in this event are Mme. Frances Alda, Erika Morini, and Giuseppe de Luca, all of whom are exclusive Victor artists.

The week of March 26 was celebrated as "Sonora Week" in this city and all of the local Sonora dealers prepared handsome window displays featuring Sonora products to excellent advantage. Considerable publicity in behalf of Sonora week was used in the local newspapers, and without exception Sonora dealers reported excellent sales totals during the entire week. The use of Sonora period models was one of the outstanding features of the window displays, although particular attention was also paid to the distinctive musical qualities of the Sonora phonograph. The Gibson-Snow Co., Inc., of this city, Sonora distributor, co-operated with the dealers along practical lines, and its efforts contributed materially to the success of "Sonora Week."

M. Slason & Son, Victor dealers, of Malone, N. Y., are redecorating their store and improving the Victor department by the addition of up-to-date record racks and service fixtures.

The Gibson-Snow Co., Sonora distributor, this city, has just received two cars of console models from the Sonora factory, and the popularity of this line is indicated by the fact that they have been taken up very readily by the trade.

Frank E. Bolway & Son, Inc., Edison jobbers, are receiving some very satisfactory reports regarding business from dealers throughout the territory which they operate. Sales of Edison phonographs and records show a steady increase.

Sonora phonographs were given a commanding position during the Better Homes Week, held in Buffalo under the auspices of the Buffalo Courier and Inquirer. Beautiful Sonora consoles—Adam De Luxe, Queen Anne and Canterbury—were used in the model room displays, and were the only phonographs used. They were furnished by the courtesy of Gould Bros., who directed the entire musical program. The Buffalo Courier gave the Sonora a large space and wrote up in detail the outstanding features of the motors and the cabinets. This event, although held in Buffalo, created considerable interest in this city.

The W. D. Andrews Co., wholesaler, handling the Victor and Edison Amberolas, reports greatly facilitated service due to the better conditions prevailing on the railroads, which has reduced to a minimum delays in deliveries. This concern is one of the most popular jobbing houses in the State, and its activities in the distribution of the popular lines handled by it have resulted in a steadily expanding business.



THE PERFORMANCE OF SERVICE

is the test of any organization

The Gibson-Snow Co. as distributors in New York State for the Sonora phonograph and Vocalion records, accomplishes this test of service that does help the dealer merchandise his product in an efficient manner.

We are prepared to help you. Ask us for our co-operation.

Sonora phonograph and Vocalion record distributors for New York State.

GIBSON-SNOW CO., Inc.
 Syracuse, N. Y.

PHONOGRAPHS FOR FIRE FIGHTERS

Edison Department of Fowler, Dick & Walker, Binghamton, N. Y., Makes Sales to Endicott-Johnson Factory Fire Fighters

BINGHAMTON, N. Y., April 7.—Several nice Edison sales have been made recently by the phonograph department of Fowler, Dick & Walker, big local department store, of this city. The sales were made to the two large fire departments maintained by the Endicott-Johnson Corp., one of which is located in Endicott and the other in Johnson City. The first sale was made to the fire chief last Fall and recently the two departments turned in instruments of other makes as part payments on Edison phonographs.

OUTSIDE MEN MAKE MANY SALES

Greene's Specialty Co., Malone, N. Y., Keeps Five Outside Men Busy in Large Territory Digging Up Edison Phonograph Prospects

MALONE, N. Y., April 6.—Greene's Specialty Co., Edison dealer of this city, believes in going out after business, as may be seen from the accompanying illustration of the outside staff lined up in front of the headquarters beside their motors, in which they cover the surrounding terri-



Autos for Greene Co.'s Outside Force

tory within a radius of from thirty to forty miles of Malone. These salesmen work the country in an intensive manner and their activities have resulted in a large Edison business for Greene's. Their territory not only includes the rural districts surrounding the city, but all the smaller communities as well, and the quality of service extended by this live Edison retailer has established a reputation for this house which is second to none in the northern part of the State.

A NEW MEANS OF MAKING SALES

Sales of Phonographs and Records Follow Plan Put in Effect by Ferris Music Shoppe

GENEVA, N. Y., April 7.—The Ferris Music Shoppe, C. D. Ferris, proprietor, of this city, has sold nineteen machines since late last August as the direct result of placing an instrument in one of the most prominent and busiest barber shops here. Working on the theory that music would be a welcome variation of the usual monotonous wait in a barber shop, Mr. Ferris succeeded in placing an instrument and a fair selection of records in a local tonsorial parlor. From the standpoint of business the innovation was a success from the start, the barber himself purchasing a machine for his home within two weeks. Mr. Ferris also found that he was reaching an entirely different class of people than he has ever been able to draw to his store. Sixteen instruments were sold to men he did not know and three were sold to prospects on his list. Four machines were sold by the pro-

Est. 1889

EDISON
PHONOGRAPH

We desire representation at certain points in New York State—Special proposition for efficient merchants.

Frank E. **BOLWAY** & Son Inc.
SYRACUSE
Jobbers

prietor of the barber shop himself, two customers insisting that they be sold the instrument in the shop. In addition Mr. Ferris has averaged \$10 in record sales each week, directly traceable to this plan. The lowest priced machine sold was a \$175 model and sales also included four models priced at \$295.

The Ferris Music Shoppe features the Edison and Brunswick phonographs and records and in addition handles pianos and musical merchandise.

POLISH AND BOHEMIAN RECORDS

Now Being Recorded by the Aeolian Co. on the Vocalion—First Releases Ready

The Aeolian Co. has just recorded in its Vocalion Studios, New York, its first Polish and Bohemian records, which will appear in the Vocalion record bulletin for June, but will be released to the trade immediately. The first two records are: Bohemian—(14546) Andulko m'e dite—Polka se zpevem, and Ty, Ty, Ty, jsi vinejsi; Polish—(14547) Niemowa Kapelmaister, and W Noc Powstania Polski W Warszawie.

It is reported that the new records have met with a very substantial demand from the Vocalion distributors, and that numerous dealers have welcomed these new additions to the Vocalion Red record catalog as providing means for catering to new fields.

NEW QUARTERS IN BURLINGTON

Piano and Talking Machine Department Feature of New Store of Gulick-McFarland Furniture Establishment in Burlington, Ia.

BURLINGTON, IA., March 12.—The new building at the northeast corner of Valley and Main streets, this city, is now occupied by Gulick-McFarland's furniture store. The north part of the first floor is given over to the music department, where may be found Brunswick phonographs and an attractive line of M. Schulz pianos and player-pianos.

VALUABLE DATA IN "THE RECORD"

House Organ of Collings & Co., Newark, N. J., Victor Jobbers, Contains Considerable Material Designed to Aid Retail Dealers

The April issue of The Record, the monthly house organ issued by Collings & Co., Victor wholesalers, Newark, N. J., contains, as usual, much material in the way of timely comments which prove of valuable aid to the retailer. Of particular note in the recent issue is the attention given to the foreign record catalog.

Collings & Co. have gathered statistics showing the comparative sales value of all foreign records which are available to Victor retailers. Dealers who have given little attention to this portion of the Victor catalog often find, upon investigation, that they have overlooked many sales.

BILLBOARD PUBLICITY PRODUCTIVE

DEPOSIT, N. Y., April 6.—Leslie E. Carl, one of the most aggressive and best-known phonograph dealers in this section of the State, who is successfully featuring the Edison line of phonographs and records, has achieved considerable



One of the Carl Billboards success through regular publicity of all kinds. Mr. Carl includes in his advertising campaign billboards scattered along the main roads leading into Deposit, a sample of this publicity being illustrated herewith. This advertising has been particularly productive of inquiries and the results in greatly stimulated business have justified the expenditure necessary to put a drive of this character over.

Goodnight *The Waltz Sensation of 1923*
Nearly as good as "Three O'Clock in the Morning"
You can't own it With any FEIST son



For Omaha
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
2549-51 Farnam St. A. P. Thompson, Branch Mgr.

OMAHA

*Excellent Demand for All Lines
—Great Interest in Music Memory
Contest—The Month's News*

OMAHA, NEB., April 5.—Almost without exception both wholesalers and retailers in the talking machine business in Omaha and the territory covered by salesmen are enthusiastic over the outlook for 1923 business. Especially is this true in the cities and larger towns; business in the small towns being still rather dull, owing to the fact of the financial conditions under which the farmers have been working. However, within the next sixty days the financial standing of the agricultural interests is expected to take a change for the better.

There has been a record trade in the console type of machines. Business is still being done in the upright models, but by far the greatest demand is for the console type, more particularly those of moderate price. In fact, the supply of machines ranging in price from \$125 to \$200 is unequal to the demand for delivery.

Big Gains in Brunswick Sales

Richard S. Pribyl, district manager of the Brunswick-Balke-Collender Co., reports business as booming. He stated that the increase in sales in 1922 over 1921 was 25 per cent, but that 1923 bids fair to be a banner year, as the increase over 1922 thus far is rated at 100 per cent. The York model of the Brunswick machine has been particularly popular.

Mr. Pribyl's genial manner and spirit of cooperation, together with his well-known reputation as a "go-getter," keeps his sales force enthusiastic and "on their toes," with the result that reports from out-State territory are fine. O. G. White, traveling representative of the Brunswick concern, has just returned from a trip to the Black Hills, S. D., and brought in an excellent report from that area. C. L. Corey, representative for this firm in southern Nebraska, declared on the completion of a trip, which included such cities as Lincoln, Grand Island, Hastings and Fairbury, that business was fine, showing a splendid increase.

Cheney Models Attract

The Cheney phonograph people are showing some beautiful models this year. The most expensive types are being featured by interior decorators in artistic homes. H. H. Heintzelman, assistant secretary in the Omaha office of this

company, reports a model of attractive design and moderate price which is to be promoted. He also states that business in the five States over which the Omaha office has jurisdiction is bringing in fine returns.

Fine "Talker" Department

J. L. Brandeis & Sons, owners of one of the largest and best-known department stores in the Middle West, have a very large and flourishing talking machine department, under the management of P. G. Spitz. They have an attractive display room and an alert set of sales people. Mr. Spitz states that his force consists solely of musicians. The atmosphere radiated by the department is distinctly optimistic, and Mr. Spitz is the personification of enthusiasm. He reports the sale of fifty-three instruments in one



Interior View of Brandeis Store

day last week. They especially feature the Victor and Brunswick lines and expect 1923 to be a record year.

The Brandeis tea room and restaurant, one of the most fashionable resorts in Omaha, will have for the next six weeks Arnold Johnson and His Orchestra, Brunswick artists, who will play afternoons and evenings, and Mr. Spitz has arranged with Mr. Johnson to autograph records for two days during his stay in this city.

Great Interest in Music Memory Contest

The Music Memory Contest which has just closed in Omaha has been one of the greatest events from a musical standpoint that has ever taken place in this city. The contestants were from the sixth, seventh and eighth grades of the Omaha public schools. For weeks children who had formerly listened passively to music could talk of nothing else at home. During the preliminary contests all students were eliminated but those who had made perfect records, and in the final test there were 220 contestants. They were required to know the theme of the music, the composer and his nationality. The pupils

had studied the various compositions by means of the talking machine, but during the test the music was presented to them by means of an orchestra composed of local musicians under the leadership of Stanley Letovsky, prominent pianist and composer, of Omaha. The contest promoted the sale of standard records to a marked degree.

Good Edison Demand

Schultz Bros., Edison jobbers, through their Omaha manager, K. R. Mosus, report good conditions in their line. H. R. Holmes, Iowa and Nebraska salesman for this firm, recently brought in a very favorable report of business.

Okeh Records Find Favor

Lei Lani, Hawaiian prince, is filling a return engagement at the Rialto Theatre. He is an Okeh artist and sings "Aloha Oe" on the stage in connection with his own record. According to R. L. Lincoln, manager of the Rialto Music Shop, dealer in Columbia machines and Columbia and Okeh records, there is an excellent trade in Okeh records. Prince Lani has just made a new record of the old song, "Red Wing," which promises to be a good seller.

The H. R. Bowen Furniture Co., which maintained a Columbia department, is selling out the entire stock of goods, preparatory to opening a new store in another part of the city.

The Woodmen of the World Building, on which the Woodmen people have just opened a large broadcasting station, is using the Colin B. Kennedy system of equipment. John H. Negle, manager of the radio department of the Oakford Music Co., says this has stimulated business for them, as they sell this equipment.

An attractive little Brunswick shop was opened a short time since at 1523 North Twenty-fourth street, by J. Himmelstein.

The sale of Victor records has been greatly stimulated during the past thirty days by the concerts given by the two great Victor artists, Paderewski and Kreisler.

Mrs. George Mickel and Miss Gladys Mickel, wife and daughter of George Mickel, Victor jobber, attended the State convention of the D. A. R. at Lincoln, Neb., during the latter part of March. Miss Mickel received the honor of being appointed page from Nebraska at the national convention of the D. A. R., which is scheduled to meet in Washington this month.

The Burgess-Nash Co., a large department store, is doing a very profitable phonograph business. It has added the Brunswick machine to its other makes which it handles within the last two months.



Edison Is Always First!

The first Phonograph
First with Console Phonographs
First with Broadway "Hits"
First to play all makes of Records

EDISON INVENTED IT—EDISON MANUFACTURES IT

SHULTZ BROTHERS, Inc.

16th and Howard Streets
OMAHA

Edison Distributors for Nebraska
and Western Iowa

A few dealerships open. Write
or wire

All the Biggest Hits Out FIRST!

What does this mean to you?

More Sales!

More Profits!



MODEL 14

Every detail is perfectly carried out in this luxurious model No. 14. It is furnished in mahogany; all exposed parts nickel plated; Universal tone arm; Pathé perfect tone control; Pathé reproducer; new oval horn; double spring motor or noiseless Pathé electric motor; size 44½ inches high; 20½ inches deep; 19½ inches wide.

The NEW Pathé Phonographs and records are new in every sense of the word. They are entirely different—born of a NEW and greater organization.

The NEW Pathé phonographs are supreme in design, in material and in workmanship. It is the finest, quickest selling phonograph produced to-day.

The NEW Pathé record plays on all phonographs with steel needles.



The little coupon below will bring you some astonishing facts on why there is always plenty of business for Pathé dealers.

It will bring information about sellers that repeat themselves and "roll up" bigger profits.

It will make it possible for you to have the biggest hits when they are brand-new, not after they have reached the slow moving stage.

The NEW Pathé records that play on all phonographs with steel needles retailing at 55c each are a bargain. Selling two for \$1—is the biggest dollar's worth you can offer.

This list includes all the biggest and latest Broadway hits, double-faced operatic and classical records by world-famed artists, also Italian, German and Jewish records.

Start now to increase your profits.



MODEL 35 QUEEN ANNE

The Popular Queen Anne Model illustrated above is furnished either in brown or red mahogany; exposed metal trimmings in antique silver finish; Universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; double spring motor or noiseless Pathé electric motor; size 35½ inches wide; 20½ inches deep; 34½ inches high.

Mail This Coupon TO-DAY!



PATHÉ PHONOGRAPH & RADIO CORPORATION

20 Grand Avenue Brooklyn, N. Y.

Pathé Phono. & Radio Corp.
Dept. 4364, 20 Grand Ave.,
Brooklyn, N. Y.

Please tell me more about the NEW Pathé phonographs and records.

Name
Address
Town

CINCINNATI

Unprecedented Easter Demand—Difficulty in Meeting Console Demand—Sterling Roll & Record Co. Adds to Staff—The News

CINCINNATI, O., April 6.—An almost unprecedented demand for records is reported by Cincinnati retail dealers and distributors. Substantial increases over March have been made by practically every firm in the city. Business was splendid throughout the entire month of March, but reached its climax in the two weeks immediately preceding Easter, when the sales jumped so high in several cases that business for the month was 100 per cent higher than last year. While the majority of the houses do not show increases which are as astounding as this, they

quantities and that his concern's sole difficulty is in getting enough console models to supply the demand. This company reports that Victor records have been in large demand and that business throughout the Cincinnati territory has been very good.

New Brunswick Plant Boosts Record Sales

Reports emanating from the local office of The Brunswick-Balke-Collender Co. state that orders for Brunswick records have increased between 60 and 70 per cent since the policy of releasing new records daily went into effect.

This policy has been carried out now for about two months and is obtaining fine results. Dealers are enthusiastic about the new policy, which is decidedly helpful to them and the demand among them for advertising material from the firm is indicative of the large volume of business that is being transacted. Brunswick records are also advertised by the company in the daily newspapers in every town throughout the territory of ten thousand or more population. Charles Ham, record manager of the Cleveland branch and formerly in the Cincinnati office, was a business visitor the latter part of last week.

Edison Popularity Indicated by Business

The Phonograph Co., Edison distributor for this territory, has been enjoying a steadily growing business. New accounts recently opened indicate the confidence of the trade in general in the merits of these instruments, and the business reported by Edison retailers throughout the local territory proves that their confidence is justified. The Phonograph Co.'s sales volume during March of this year showed a substantial increase over the business done during the same month a year ago and reflects also the generally improved conditions prevailing in the territory in which this company operates.

Fine Columbia Business

The Columbia Graphophone Co. reports very good business in Cincinnati. Its business is large at present, reflecting the general prosperity which has come to Cincinnati talking machine and record firms.

Sterling Roll & Record Co. Adds to Staff

The Sterling Roll & Record Co. enjoyed wonderful sales during March. Ben L. Brown, of this concern, says that the record business has shown an increase of 100 per cent over March of last year. He also says that there is a notable demand for Strand phonographs. This company has added to its personnel the following members: Larry Naber, sales department; Gus Stephens, shipping department, and Lucille Sweigart, stenographic department.

Brief Items of Interest

The Victrola department of the Baldwin Piano Co. reports a business during March which is much larger than for the same period in 1922.

Record business has been good with the Otto Grau Co., according to J. F. Van Court, secretary of the company.

The Chubb-Steinberg Music Shop, 17 East Sixth street, has renewed its lease on its present

**THE
NEW
EDISON**



**IS NOW WITHIN
THE REACH OF EVERYONE**

THE PHONOGRAPH CO.

Wholesale Distributors

CINCINNATI

OHIO

are and have been doing a sound, healthy business considerably above the figures of last year.

Demand for Classics Gaining

The most interesting feature about the large sales of records has been the increase in the number of classical and other records which are looked upon as standard works. Apparently, the public is turning once again to the purchase of the better music. This does not mean, however, that the vogue of jazz has died out or that it is definitely on the wane. The dance and vocal records of popular music have large sales, but the increase in the volume of the records of classical music gives satisfaction to those who wish the American public to appreciate the finer things in music. Apparently, people are replenishing their music record libraries and they are placing therein records which have won a place in the musical world.

Difficulty in Meeting Machine Demand

The large volume of business does not limit itself to records alone. The demand for talking machines is heavy. The only difficulty experienced is in securing the console models, of which there is a shortage in this territory. Shipments are not as regular as they should be and have been delayed far behind schedule. Distributors report that the demand for talking machines among retail dealers is heavy and is showing no signs of slackening. Retailers also state that business has been excellent throughout the year, and especially during March.

Victor Sales Growing

Mr. North, of the Ohio Talking Machine Co., says that Victrolas are selling in large

Vocalion Red Record Service That Builds Business

Dealers—we are shipping better than ninety-five percent of all Red Record orders received. Shipment always made same day order is received.

We supply

Vocalion
RED RECORDS

for Ohio, Indiana, Tennessee, Kentucky, the West and the South

Dealers desiring the line please write

LOUISVILLE MUSIC COMPANY

Vocalion Red Record Distributors

570 S. 4th Street

LOUISVILLE, KY.

Ev - 'ry - bod - y hand in hand, Swing-in' down the lane,

SWINGIN' DOWN the LANE

An Old Fashioned Song With a Fox Trot Swing

"You can't go wrong With any FEIST song" ©Leo Feist Inc. N.Y.C.

quarters for a period of five years. Mr. Chubb was very much gratified at the Easter business which his firm did and he is optimistic over the future.

The Cincinnati Victor Co. has been incorporated under the laws of this State, with a capital of \$10,000. Incorporators are Charles J. Harrison, Jr., Charles D. Ryder, Harold Payne, Harold W. T. Collins and Robert L. Black. Victor talking machines will be handled.

E. R. JOHNSON IN LIVE INTERVIEW

President of Victor Talking Machine Co. Discusses World Affairs Most Interestingly With San Francisco Chronicle Reporter

Eldridge R. Johnson, president of the Victor Talking Machine Co., who has been spending some time on the Pacific Coast, has proved a character of great interest for newspaper men and such statements as he has made on various occasions, particularly at trade meetings, have been given wide publicity.

It took a special writer on the San Francisco Chronicle, however, to inveigle Mr. Johnson into an interview on world conditions, but the result was well worth the effort, for it resulted in a story running nearly three columns, in the course of which Mr. Johnson commented freely and frankly upon affairs both here and abroad. At the close of the interview Mr. Johnson is quoted as saying:

"Business conditions in this country are improving, but they still are far from normal. Far too many businesses in the United States to-day virtually are in the hands of the banks. It is all right for a business, in an exigency, to be carried by a bank and often great good results where they are dealing with a reputable, conservative bank, but unfortunately not all banks may be rated in this class. Business organizations as well as individuals still are suffering as a result of war taxes and attendant ills. Not that business or individuals object to paying necessary taxes, but we like to know that they are necessary, just, and that the money derived in this way is being properly spent.

"The average man who used to make \$18 a week, and who now is making \$35 a week, is beginning to wonder why his \$35 will not buy as much now as his \$18 formerly did. Personally, I think this public awakening, the inquiring into things by the average citizen, is going to be an excellent thing for the country, for business and for everything else."

HEALTH BUILDERS NOTIFIES TRADE

To Ignore Warnings of Infringement on Exercise Records Patents—Will Protect Dealers Handling Walter Camp's "Daily Dozen" and the "Weight Reducing" Records

Health Builders, Inc., New York City, manufacturer and distributor of Health Builders' sets of Walter Camp's "Daily Dozen" set to music, has sent an important notice to all retailers of these sets and the Health Builder musical "Weight Reducing" exercise records. This notice, over the signature of R. B. Wheelan, president of the company, advises the dealers relative to the warnings issued by another firm in this field. It states in part: "We deem it only fair for us to state our position openly so that you may know where we stand. We back our records unqualifiedly and will see that no dealer suffers loss in any way from his sales. Our patent counsel has investigated the matter with

great care and has advised us that we may safely disregard the patent mentioned in this warning."

The letter further states that, up to the present time, the warning given has not been followed up by suit and sets forth that, unless suit is brought promptly, Health Builders, Inc., will endeavor to bring matters to a head by bringing suit against the other house.

R. B. Wheelan, in commenting on this letter, stated that the company was particularly anxious to assure the dealer that his interests would be fully safeguarded in connection with the sale of Health Builder products and suggested that dealers receiving warning letters or printed matter send the same to Duell, Warfield & Duell, 19 West Forty-fourth street, New York, attorneys for Health Builders, Inc.

The Music Shoppe, Inc., Casper, Wyo., Victor dealer, has been staging a series of window displays of unusual merit.

"Sterling" service and

Okeh Records

mean increased business

The strongest reason we can give as to why you should become an Okeh Dealer, is the tremendous increase in the 1923 sales of Okeh records.

Why not take advantage of the rapid turnover that is possible with Okeh? Let us send you details of our Okeh Record Agency.

Sterling Roll and Record Company

137 W. 4th Street Cincinnati, Ohio

Brunswick

PHONOGRAPHS AND RECORDS

For Cincinnati
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
N. W. Cor. 7th and Main Sts. Stanley Reis, Branch Mgr.

Van Veen Equipment for Phonograph and Musical Merchandise Dealers Is a Permanent Investment

The truth of this is thoroughly known to those dealers who have had occasion to enlarge, remodel or remove their establishments. Van Veen products are built to be efficient as long as the dealer

stays in business. Their moderate cost will please you.

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

VAN VEEN & COMPANY, Inc.

413 East 109th Street

'Phone Lehigh 5324

NEW YORK CITY

VICTOR CO. SECURES INJUNCTION IN OPERA DISC SUIT

United States District Court Enjoins Defendants From Selling or Offering for Sale Records or Matrices Made in Germany From Masters Controlled by Victor Co.

The United States District Court in Brooklyn, N. Y., on March 31 handed down an important decree in the action brought by the Victor Talking Machine Co. against Max Hesslein, the Opera Disc Co., Inc., and the Opera Disc Distributing Corp., restraining the defendants from importing, purchasing, selling, advertising or dealing in any way in records or matrices of musical renditions by artists under contract with the Victor Co., and made from master records sent to Germany before the war by the Gramophone Co. of London.

The decree, which was the result of an action brought by the Victor Co. about a year ago, starts with a declaration of the rights of the Victor Co. in the recorded renditions which were embodied in the German-made records sold by defendants. These consisted of certain selections, including many rendered by Caruso and others of the famous "Red Seal" artists, recorded by the Victor Co., as well as many selections by other famous artists recorded by the Gramophone Co., Limited, of England, the exclusive rights to which in this country had been acquired by the Victor Co. Duplicate matrices of these renditions had, before the war, been entrusted to the German subsidiary of the Gramophone Co. for record-pressing purposes, and at the outbreak of war were still in the custody of this concern for this purpose. During the war these matrices were seized in Germany, and later, under a claimed disposition of enemy property, were turned over to a German

talking machine manufacturer. The latter used these matrices or duplicates thereof to press records, some of which were exported to this country and offered for sale under the "Opera Disc" trademark by the defendants in New York city.

The decree declares that the Victor Co. has always had exclusive rights in the United States in the renditions embodied in these records and that the use of the matrices by the German com-

pany to manufacture these records, and the importation of such records into the United States, and the sale thereof by the defendants in this country were in violation of the rights of the Victor Co. and also in violation of the Treaty of Versailles and of the Treaty of August 25, 1921, between the United States and Germany.

In addition to restraining the defendants from continuing the acts complained of, the decree also requires them to deliver immediately to the Victor Co. all records in their possession, the sale of which is enjoined by the decree, as well as catalogs and advertising matter, and is a sweeping recognition of the Victor Co.'s rights to all the renditions involved.

USE OF AUDAK GROWS STEADILY

Many Sales Follow Demonstrations of Distributors Throughout the Country—Provides Increased Service Facilities for Dealers

The Audak Co., 565 Fifth avenue, New York City, announces that well-known distributors in all parts of the country are demonstrating to the trade its product. Several hundred dealers are now using the Audak to demonstrate records to the consumer. The Audak equipment allows for demonstration in very small space and, to some extent, eliminates the use of booths. A number of dealers have equipped special counters with the Audak mechanism and a series of demonstrations can be given simultaneously without the interference of one customer with another.

The Audak is produced in two styles, the Audak 6 is attachable to any table style cabinet and the Audak 10 is available for any cabi-

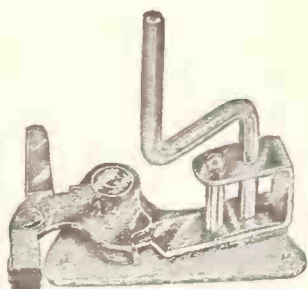
net machine or can be used on a table or counter, which happens to be most convenient.

Herewith is shown a reproduction of the Audak 10 mounted on a table. This style of equipment has been placed in several retail establish-



Record Service With Audak X on Table
ments. It takes up very little space; a series of such tables can be used instead of a single booth, and the prospective customer hears the record to advantage in the large open rooms of the store proper. The clerk is enabled not only to give the individual customer more service and attention than is induced by the use of the booth, but it is possible to care for a number of customers, giving each the utmost attention and a quality of service which is bound to have a favorable influence on business.

K-E AUTOMATIC STOPS



The K-E is still the best Automatic Stop made
Because it:
Avoids motor strain
Is not attached to Tone Arm
Low installation cost
No extra parts
Operates all Records.

Send 50c. for sample

Kirkman Engineering Corporation
484-490 BROOME ST. NEW YORK

Look over "PAL" from the buyer's point of view!

See how beautiful a machine "PAL" is. Play it. Hear its clear, sonorous tone—as full and strong as that of the large expensive models.

Examine the heart of the machine—the guaranteed motor—the superior tone arm—the blast proof sound reproducer.

Notice the little things—the album which carries twelve 10-inch records—the patented needle cup—speed regulator—the twin latch—the corner protectors.

Now close the machine. There you have the aristocrat of all portable phonographs.



The album will hold twelve 10-inch records. It is covered with fine binders' cloth. The pockets are made of the best sulphite stock.



Our tone arm is especially designed to carry the sound perfectly and issue it without the slightest distortion. It contains the throw-back feature which is very desirable. It will play all make records.

The reproducer is unexcelled for tone quality. Its patented stylus mounting insures against loosening parts through vibration, the probability of blasting being thus eliminated.

The regulator brake includes a special mechanism which positively eliminates all possibility of speed variation while playing.

The sounding board is made and arranged according to the most scientific acoustic principles so as to give the maximum of sound volume.

The case is built of the finest materials available—beautiful to look at—made to last.

THE MOTOR

Silent running. Substantially built—for portable use. Rigid. Compact. It will play two 10-inch records with one winding. It combines new and special features that give it a distinct supremacy. The governor shaft is mounted with a universal ball and socket bearing. A highly developed silent worm gear insures silent winding. Guaranteed.

Prices

Walnut—Mahogany—Fabrikoid
List \$35. LIBERAL DISCOUNTS
 F. O. B. New York

SPECIFICATIONS

PAL is 12" wide, 7½" high, 17" long. Weight, 19 lbs. Made in Mahogany, Walnut and Fabrikoid cases. The Fabrikoid case is especially recommended for vacationists' and "knockabout" use.

If you haven't ordered **"PAL"** yet — order now!

PLAZA MUSIC COMPANY, 18 West 20th St., NEW YORK

CLEVELAND

Wholesalers to Be Hosts to Dealers at Meeting of Music Merchants' Association of Northern Ohio—Dealers Add New Lines

CLEVELAND, O., April 6.—By the time the April meeting of the recently organized Music Merchants' Association of Northern Ohio rolls around it is expected that the program of activity to make for more and better music on the part of the people will have been perfected sufficiently to go ahead. Much depends upon the applications for membership received at that time, points out Rexford C. Hyre, secretary of the new Association.

At the April meeting it is planned that wholesalers serving the territory to be covered by the organization will be hosts to dealers in all kinds of musical instruments at a dinner meeting to be held at Hotel Cleveland. At this time it is expected a majority of the eligible members will be admitted.

Meanwhile a committee, comprising J. R. Ortle, Grant Smith and William G. Bowie, has worked out a constructive thought looking to aiding the members to do more business. Streamers for windows have been evolved, with terse slogans, something that will strike the eye and make people think and ask questions. A mortgage form blank has been sent to each member and prospective members, wherein Secretary Hyre points out protective measures for those selling instruments on time. Other ideas of value to the trade will be added as the work of organization progresses.

Brunswick Dealers Entertained

Local Brunswick interests, headed by Leslie I. King, district manager, and F. L. Baer, service manager, were hosts to over 100 dealers in Brunswick instruments and their friends at an informal opening of the rebuilt headquarters in Cleveland and at the opening of the season at the Carleton Terrace by the Oriole Terrace Orchestra, which will be here until June. Brunswick dealers and friends came from as far east as Rochester and Pittsburgh, and as far south as Marion. The Oriole Orchestra played at the Brunswick headquarters during the afternoon and supplied dance music for the guests at the Terrace. They played the pieces that dealers already had heard on their records and many new numbers. Frank Popila, soloist with the Orchestra, also played several numbers. Her-



At the dinner dance at the Carleton Terrace District Manager King spoke briefly on the aims and objects of the Brunswick organization as a whole, and of the Cleveland district office particularly. He pointed out that Brunswick business so far this year had exceeded the business done during the same period in 1922. Though the event was designed merely as an introduc-

VICTOR Dealers who make the most profit this year are not content with merely selling those who *want to buy*. They are going out and *making* buyers out of otherwise poor prospects. And ECLIPSE service helps them to do it.

THE ECLIPSE MUSICAL CO.
VICTOR WHOLESALERS CLEVELAND OHIO

bert L. Clark, another Brunswick artist, who was in town, was among the prominent musicians who were in attendance.

tion of the service for the dealers, many of the latter placed business with the Cleveland branch for machines and records while in town.

Many New Sonora Dealers

Many new accounts have been added in the last month by the Sonora Phonograph Ohio Co. These and older accounts are being aided by the Cleveland office, under the management of J. T. Pringle and J. L. Du Breuil, in featuring Sonora in advertising locally, and considerable space is being taken daily by such firms as the May Co., the Euclid Music Co., Mintz Piano Co., William Taylor Son & Co., Muehlhauser Bros. Co., Center Furniture Co., C. L. Kaufman, G. C. Lange, J. F. Mayers, Frank Cerne, L. J. Beach, Basta's Music Store, the Buescher Co., and others. More merchandise for the Cleveland and Ohio territory is promised from the factory, and this will be stocked in the Cleveland warehouse and in the new Cincinnati warehouse for immediate delivery. The Cincinnati warehouse has been opened at 222 Front street, that city.

New Strand Showrooms

Distribution of the Strand is being developed consistently by R. J. Jamieson, district representative of the Manufacturers Phonograph Co. For the benefit of dealers visiting Cleveland fine showrooms have been opened on the sixth floor of the Swetland Building. George W. Lyle, president of the company, in town recently, complimented Mr. Jamieson on the progress his office is making in this territory.

New Dealers Enter the Field

Among recent local openings those of the Madison Music Shoppe, Lakewood, and the R. L. White Co., The Arcade, as Brunswick deal-

Your Opportunity

We are now in the midst of rearranging our territory—new dealers are being added and many dealerships are being transferred for the purpose of meeting the increased demand for Edison phonographs and records. The public is demanding the best in music and has come to realize that the New Edison is far superior to all others. Your town or city might be on our schedule. Write for our Field Manager to visit you.

THE NEW EDISON

New style upright and console cabinets.
Perfect Re-Creation of the original.
New range of prices.
Plays all makes of records.
All the latest and best "hits."
New records released every week.

THE PHONOGRAPH COMPANY

Exclusive Edison Distributors

Cincinnati, Ohio,
314 W. 4th Street

Cleveland, Ohio,
1240 Huron Road.

ers, and the Kenmore Music Co., featuring Columbia, stand out. The Madison distributed souvenirs and, considering it is a strictly neighborhood establishment, did well in attracting four hundred persons on opening day. The Kenmore started after new business immediately and will use billboards, with material supplied by the Columbia Cleveland branch, these signs to be erected on interurban roads leading into Kenmore, O. The William Taylor Son & Co. has added during the month the Brunswick line, making the layout at this establishment quite comprehensive. The Taylor establishment now carries the Victor, Sonora, Columbia, Brunswick, Cheney, Strand and Pooley instruments and cabinets.

Meier Back From the South

Louis Meier, head of the L. Meier & Sons Co., has returned from a trip to the South, during which he took the opportunity to visit talking machine dealers in Washington, Baltimore and other cities south of Philadelphia. Mr. Meier came back to Cleveland impressed with the thought that dealers are coming to the point where they will feature one line of instruments, basing their hope for added business largely on their confidence in the line they feature.

Ten New Edison Dealers

Following the receipt of additional instruments and records, and the assurance that the factory is in better position to bring this about, a consistent program for new business, both among dealers and with the retail trade, has been started by the Phonograph Co., distributor of the Edison lines. In two weeks ten new Edison dealers have been added to the company list, according to E. S. Hirschberger, and more are expected to be added before the campaign is over. The feature of this work is that it has been accomplished without the addition of new sales people. This work has been supplemented by the distribution of literature to dealers ahead of the arrival of the salesman, so that dealers were prepared for their coming. Both new and old dealers are inspired to greater effort, and are getting new business through the weekly distribution of Edison records.

Installs New Repair Department

Completion of alterations at its plant by the Cleveland Talking Machine Co., Victor wholesaler, has resulted in giving this firm what is believed to be the most complete and efficient repair and service department of its kind in this section. The department is under the direction of Frank Atkins, who recently returned from Camden, where he took a special course in electrical motor construction and repair. Speed in delivery of repaired motors and other parts, as well as accuracy in construction, will be features of the department, according to Howard J. Shartle, general manager of the company.

Heads Brunswick Research Department

As part of its developed service for dealers the Cleveland district branch of Brunswick has appointed Miss Dorothy Dawson, formerly of the Morehouse-Martens Co., Columbus, as head of the research department here. Miss Dawson proposes a series of instructive and productive business building features for dealers, and presently will introduce them to the trade.

Wm. Murstein Now General Manager

William Murstein, who has been identified with the music industry in Cleveland and vicinity for many years, and more recently connected with the Euclid Music Co., has been made general manager of that company. Under Mr. Murstein's direction several music establishments have attained what many believe to be the maximum in public attention to their particular lines

"Cleveland's Own"—Hotel Cleveland Orchestra

Over 1,000,000 Clevelanders every year dance to the Hotel Cleveland Dance Orchestra—long noted for the swing and pep of its playing and for its new arrangements of up-to-the-minute dance music. So it was only natural that this orchestra should be selected to record *exclusively* for the famous Okeh dance records.



Now records exclusively for Okeh

Now that the splendid recordings of this famous organization are available—exclusively on Okeh Records—dance lovers of Cleveland and neighboring cities are enthusiastically greeting the unique opportunity for hearing their favorite orchestra right in their own homes. Hotel Cleveland Orchestra records are rapidly

becoming the most popular and fastest-selling dance records in Cleveland.

Records in any quantity, by this, or any other Okeh organization or artist, may be obtained from this company with the promptness and efficiency that characterize our exceptional dealer service.

The first three exclusive recordings by HOTEL CLEVELAND ORCHESTRA for

Okeh Records

The Records of Quality

- | | | | |
|-----------------------|--|-----------------------|---|
| 4745
10 in.
75c | { I STILL CAN DREAM—Medley
Fox-trot
Hotel Cleveland Dance Orchestra | 4755
10 in.
75c | { TEMPTING—Fox-trot
Hotel Cleveland Dance Orchestra |
| 4746
10 in.
75c | { LADY OF THE EVENING -
Fox-trot
Herbert Berger's St. Louis Club Orchestra | 4756
10 in.
75c | { ELEANOR—Fox-trot
Herbert Berger's St. Louis Club Orchestra |
| | { MARIANNA—Waltz Hotel Cleveland Dance Orchestra | | |
| | { ROCKY MOUNTAIN MOON—Waltz..Hotel Cleveland Dance Orchestra | | |

The Record Sales Company

1965 East 66th Street

Cleveland, Ohio

and a like progress for the Euclid from now on is anticipated under his direction.

Great Music Supervisors' Convention

One of the biggest events, musically, that this section has ever taken part in is to hold forth at the Hotel Statler during the week of April 9, when 3,000 delegates will attend the Music Supervisors' National Conference. Delegates from many cities will bring school bands with them for a contest, to be conducted in the hotel lobby. Many school bands and orchestras from Cleveland also are to take part in this contest.

During the week the Conn Cleveland Co., of

C. G. Conn, Ltd., will display and have demonstrated every musical instrument that is played to-day. This exhibit, in the Lattice Room, will be under the direction of R. R. Story, district manager, and J. F. Boyer, secretary of C. G. Conn, Ltd.

The conference is to come to Cleveland during the week when the semi-finals in the Music Memory Contest are held here. In this event fifty-three schools will send teams of fifteen students each for the competition. Winners will compete in finals for the State at Columbus.

(Continued on page 110)



Brunswick

PHONOGRAPHS AND RECORDS

For Cleveland and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
624-32 St. Clair Ave., N. W. F. S. Buttweiler, Branch Mgr.

KANSAS CITY

*Business Volume Continues Satisfactory—New Stores Opened—
Many Local Visitors—Jobbers Open New Accounts—Month's News*

KANSAS CITY, Mo., April 6.—Business during this changeable, sunny, blowy weather is considered to have been most favorable to the talking machine concerns located in Kansas City. All reports indicate satisfaction. The Brunswick-Balke-Collender Co. reports, through its new advertising manager, W. G. Finch, "a handsome increase in January, February and March of this year over the same months of 1922."

The Columbia Graphophone Co. says: "The general business situation in this section continues to be particularly satisfactory and March has shown a considerable increase in business over February," and that "there is a large demand for machines and records and, from the present outlook, business conditions are on the up-trend. There is a large demand for the new \$100 console model recently placed on the market by our company, and our only regret is that the demand is exceeding the supply."

Under the new record merchandising plan of the Brunswick Co. records are now released to the trade every day. This new plan is welcomed by all dealers and has proved a success.

Frank Crumit, exclusive Columbia artist, appearing in "Tangerine," was a visitor to the local Columbia branch and announced that he is to make several new recordings.

The Kansas City Photo Supply Co., 1010 Grand avenue, has just installed a complete line of Columbia machines and records. This department is managed by Mrs. M. C. Falls.

John B. Terry, manager of Terry's Music Store, Salina, Kan., was a visitor to the Columbia branch here and announced that he is to start an intensive campaign to work the country trade by truck. The Terry Music Store reports considerable increase in the volume of record sales and it is their intention to display record advertisements in the local newspaper each day along the lines of the national campaign.

The Martin Bros. Piano Co., of Springfield, Mo., recently opened a new store at Nevada, Mo., where it is carrying the Brunswick line. In the very near future it plans to open a new store at Sedalia, Mo., where the Brunswick line will also be featured.

The following visitors, representatives from four States, were received at the new location of the Brunswick Co., 2020 Grand avenue, the last week of March: C. L. Fitzgerald, of Sedalia, Mo.; J. J. Fleckenstein, Selden, Kan.; V. L. Krucker, with Millne & Fribley, Miami, Okla.; A. J. Kendrick, general sales manager, Chicago, Ill., and John Ditzell, of the sales promotion department, Chicago.

H. H. Kahn, formerly manager of the Blackledge Music Co., Coffeyville, Kan., has taken over the management of the Innes-Cosgrove Music Co., Wichita, Kan., succeeding the late Claude Cosgrove.

The contracts for the new store equipment and front of the Blackman Music Co., at 1209-11 Walnut street, have been let and they expect to move in some time in May.

J. L. Ludy, formerly manager of the Jenkins Sons branch at Salina, Kan., has recently taken a position with the Chappell Music Co., of Salina, Kan., which firm handles the Edison, Victor and Brunswick lines.

The following new dealers have been signed

up to sell Edison merchandise: Slagel Music Co., Cushing, Okla.; S. W. Williamson Furn. Co., Marion, Kan.; Farmers' Exchange, Sheldon, Mo.; A. M. Smith, Lockwood, Mo.

Luther S. Blythe, for several years with the Columbia Co., is now sales representative in the southern Kansas territory for the Brunswick line, succeeding V. K. Henry, who is now doing special sales work in the Kansas City territory.

The Chappell Music Co., of Salina, Kan.; the Newton Music Co., of Newton, Kan., and a number of smaller accounts were recently signed up for the Brunswick line.

The Elshuco Trio and Marie Ivogun, Brunswick artists, appeared at the Shubert Theatre recently under the auspices of W. A. Fritschy. A noticeable increase in the sale of the records of these artists was reported following their appearance.

The following Edison dealers visited the Phonograph Co., Edison distributor, of this city, in the past month: A. Muhlheim, A. Muhlheim & Son, Ellis, Kan.; J. E. Williams, California, Mo.; J. F. Chappell, Chappell Music Co., Salina, Kan.; Mildred Steinmeyer, Chappell Music Co., Salina, Kan.; R. M. Weaver, R. C. Bollinger Music Co., Ft. Smith, Ark.; C. A. Amerman, Larned, Kan.; B. W. Chappell, E. M. Chappell & Son, Concordia, Kan.; J. A. Puryear, Pawhuska, Okla.; T. S. Terry, Bartlesville, Okla.; Carl Latenser, Carl Latenser Music Co., Atchison, Kan.; Frank Runnenburger, Runnenburger Bros., Harrisonville, Mo.; W. G. Hutchens, Hutchens Music Co., Lees Summit, Mo.; A. E. Slagel, Slagel Music Co., Cushing, Okla.; O. A. Pantan, Ponca City, Okla.

M. C. Schoenly, for the past year traveling

representative of the Schmelzer Co., Victor jobber, this city, and prior to that connected with the traveling staff of the Victor Co., has resigned from the former organization. He was also at one time connected with the J. W. Jenkins' Sons Co., Victor wholesaler, of this city. Mr. Schoenly's future plans have not been announced as yet.

The traveling staff of the local branch of the Brunswick Co. has been augmented by the addition of Walter K. Badger, formerly New York district manager of the Unit Construction Co., who, as special sales representative, will cover Cleveland, Buffalo, Pittsburgh and part of West Virginia. Mr. Badger has established headquarters at 624 St. Clair avenue, this city.

CLARK CO. BUYS OHLEY BUSINESS

OBERLIN, O., April 6.—P. H. Ohley, Edison dealer, of this city, recently sold his phonograph business to the Geo. A. Clark Co. The Clark Co. will now operate Edison stores at three points, already being the sole Edison representative at Lorain and Elyria. Mr. Ohley found it too big a task to look after the leading drug business in Oberlin and, at the same time, give the Edison line the attention he felt it should have. The new dealer will occupy the same phonograph rooms used by Mr. Ohley.

TRADE HAPPENINGS IN CLEVELAND

(Continued from page 109)

During the contest thirty-five talking machine record selections have been used, designated by Mrs. Grazella Puliver Shepherd, and these have been the basis for added business on the part of dealers.

Miss Charlotte M. Simpson, manager of the talking machine department of the Reichlin-Reidy-Scanlon Co., Lorain, is completing plans for an extensive European trip, the second she has taken abroad. Miss Simpson will be accompanied by Miss Ethel Spero, of Cleveland.

Dealers in

Kansas Missouri
Oklahoma Arkansas

Think This Over

The Phonograph dealer who sells both the Edison and other makes

Always

falls back on the Edison in the pinches.

"There's a Reason"

For information regarding open territory, write

The Phonograph Company

1215 McGee Street
KANSAS CITY, MO.



The London Console
\$135
The Hit of the Year



For Kansas City
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
1329-31 Main St. Paul Bradford, Branch Mgr.

Buy from the two largest jobbers in the country

NEW YORK
TALKING MACHINE CO
521 West 57th Street



CHICAGO
TALKING MACHINE CO
12 North Michigan Ave.

A.D. Geissler *President*



Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., APRIL 7, 1923.

PREPARATIONS already are actively being made for the conventions of the music industries in Chicago, and a great many displays of talking machines will be seen. Whatever may be the official attitude towards actual out-and-out expositions under official auspices, the music industries' convention each year invariably draws out a vast quantity of displays of goods in every musical line, for the benefit of visiting dealers. The arrangements at the Drake Hotel in Chicago are extremely convenient for the purposes of such displays, as there are a number of rooms on the mezzanine floor available for such use, in addition to the regular rooms on the upper floors. It is pleasing to learn that talking machines and records will be exhibited in considerable numbers, and this for two reasons. On the one hand, the improvements in talking machines which have been achieved during the last few years have been considerable enough to warrant the statement that high-class reproduction has now a definite sales-making value. That is to say, the people are becoming interested in good tone, and therefore there is more to talk about and to display than ever before. In the second place, the "junk" machine is dead, as dead as the proverbial door-nail, and consequently the machines which will be shown this year and henceforth will be worth showing in every respect. The truly musical aspect of the talking machine stands out in an exhibit of the sort which has come to be regularly associated with the conventions of the music industries, and it is just as necessary for talking machine manufacturers as for makers of pianos to show music dealers what they have accomplished in construction, durability, reproduction and appearance.

The Coming Conventions

IN another column of this paper will be found some observations suggested by a recent survey on the use of electric current, directly

We Sleep Nights

or indirectly, by various industries for publicity purposes. It is a remarkable fact that the talking machine industry receives no mention in the listing of industries which habitually make use of electric current, chiefly for lighting purposes, in the cause of advertising. Theatres, automobile garages and salesrooms and many other stores in all sorts of business are making more and more use of the electric sign for nocturnal illumination, of that special kind which attracts attention, by its brightness, to the business of the illuminator. Is it not rather curious that one finds, around Chicago, almost no good use made of the electric signs by dealers in talking machines and records? It would seem that here is a field unduly neglected. Whether the electric sign men or the talking machine dealers are the more to blame may be a moot point. But it is positively depressing to walk around the city and find that hardly any of the talking machine dealers seem to understand the scientific use of lighting for purposes of advertisement. A recent development of the use of lighting is to be found in the brilliantly illuminated advertising boards which surround so many vacant lots on busy thoroughfares. These boards are commonly painted in brilliant colors, often most artistically, and when lighted up at night are extremely effective as ads. One sees a certain amount of talking machine and record advertising on these; but the total amount is very small. Which naturally causes one to ask why this should be. It cannot be a question merely of ignorance, for the popularity of nocturnal illuminated advertising is by now clearly established and constantly growing. Surely,

if anything in the world is more certain than rent and taxes, it is that advertising pays; and that people will patronize a place whose proprietor persistently advertises. Why, then, do talking machine stores show so little night advertising?

CHICAGO has just had one of those so very interesting and useful Music Memory Contests, where school children from some thirty schools in the city and suburbs joined in friendly strife to see which team could most correctly identify the title, composer and style of about fifty musical excerpts, played by the Chicago Symphony Orchestra. Prizes included various musical instruments, music rolls, records, talking machines, etc. We are not aware that the talking machine trade of the mid-West has paid a great deal of attention, save in isolated cases, to the very valuable methods of teaching musical appreciation which is involved in these contests. Yet it would be hard to find any public educational work which more directly and immediately touches the interests of our industry. For the talking machine is, par excellence, the teacher in the home of music appreciation. Moreover, the more music appreciation there is, the more talking machines will be wanted. This is as plain as anything can well be. The Victor Talking Machine Co. long ago recognized that the school is the point from which to begin teaching the people to want and buy talking machines and records; but the trade in general has not clearly seen this. The best advertising stunt imaginable is to promote, and assist in carrying out in one's own community, one of these remarkable Music Memory Contests. The National Bureau for the Advancement of Music will most assuredly be glad to co-operate with talking machine dealers who wish further information.

Beginning at the Beginning

By the time that the present issue of The Talking Machine World is in the hands of its readers, the Victor Salesmanship School, announced for April in Chicago, will be in full activity. Without indulging in over-statement it can be said that the Victor sales experts have perceived sooner than any others the need for authoritative instruction in talking machine salesmanship. Of course the salesmanship in question is Victor salesmanship; but that fact does not affect the point at issue. The point to which attention is to be drawn is simply that talking machine salesmanship is in essentials the same for any and every kind of talking machine. The only differences are technical, between one make and another, no matter how important these be. That is to say, although one talking machine may be so different in its construction from another as to demand special selling knowledge regarding its technical features, it still remains that the basic principle is no different in one case than in another. The sale is always of Music: however embodied, the recording and reproduction of Music are the sole actual "articles of sale." It would be well if every large manufacturing interest could so clearly perceive this fact as to insure instructed salesmanship. Retail methods leave very much indeed to be desired in our trade; although the talking machine men are by no means any worse off in this respect than their brothers of the piano warerooms. Retail salesmanship forms a legitimate and vastly important subject for study, nor is it possible to imagine any other branch of business which is more likely to respond to teaching. Victor methods are always interesting and usually admirable.

Talking Machine Salesmanship



For Chicago
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
623-33 S. Wabash Ave.
A. J. Kendrick, Gen'l Sales Manager

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., April 7.—For a number of months we have been telling of trade conditions in an optimistic way. We have been saying that from all appearances trade is on the up-grade. Now we are positive of it. We have seen actual orders received by manufacturers throughout this section. Men who were lying low last year are now adding to their forces, not only cabinet makers, finishers and mechanics, but the salesmen as well. Again, the manufacturers of tone arms, sound boxes, motors and hardware have also shown actual increases in business. They, too, have increased their working forces and their records of business done between January last and the present time show, in many cases, actual business to have been from one to six hundred per cent greater than for the entire year of 1922. We agree that this latter statement makes a mouthful hard to swallow. Nevertheless, it is attested by actual evidence furnished by these manufacturers. It is not claimed, of course, that this applies to every single individual, but it does apply to a great many of them.

The past three months have shown not only activity in production, but improvement in the quality of goods. We have known for over a year that every manufacturer has been straining to bring out better goods, but lately we have run across some articles of a quality and design the like of which heretofore we had never dreamed of. The reason for all this later activity is that the men behind the guns realize it is necessary not only to give quality, but to make some new departures in quality. These involve new designs or simplifications of old

ones. This is particularly true so far as tone arms are concerned. We are of the opinion that the Chicago accessory market now leads the entire country, not only in production, but in new ideas as well.

The manufacturers of motors here have also been very busy in simplifying and improving quality. Some of these men have always maintained an excellent quality of material, but at the same time have been ever on the lookout for new and better materials. Many of them have succeeded in obtaining such materials, which they are now incorporating in their goods.

Those of us who have seen active service in the trade are sometimes likely to overlook the vast changes that are constantly coming into the industry. We learn these new wrinkles from time to time as they make their appearance, and for a few days we talk about them. Then we get to using them in our business. Sooner or later we are taking them for granted and then we have nothing more to get excited over until something new comes along. In other words, we are keeping abreast of the times and are therefore not so likely to note the numerous changes constantly going on in the trade. However, when one of the old-timers who has been out of the trade for a few years comes back for a visit, we get a definite idea how remarkable the changes have been. The goods on the market in his time and the methods of selling them, both wholesale and retail, were one thing, whereas the goods on the market to-day and the methods of wholesaling and retailing them are quite another thing. In fact,

this old-timer finds himself practically a "green-horn." He doesn't know a thing about the methods and goods of to-day, although when he was in the game, say only two short years ago, he was considered a first-class man.

The above facts are mentioned for the purpose of calling attention to the fact that the manufacturers of instruments or parts have really been hard at work during the whole period of depression. In other words, they were working to sow the seed even though the sun was low, and they are now beginning to reap their harvest, which no one can doubt will deservedly bring about a bumper crop of good, round dollars.

Victor Sales School Opened

Just as the Western office of The World is closing this correspondence everything is in readiness at the Congress Hotel for the opening of the Victor Salesmanship School. The arrangements were completed by the Victor wholesalers of Chicago, working in co-operation with the Victor Talking Machine Co. There are two complete courses, the first beginning on April 9 and continuing to and including the 12th, and the second beginning April 16 and ending the 19th. Both schools will run from 9 a. m. to 12 noon and from 2 p. m. to 5 p. m. daily. Both sessions will be open to all Victor dealers and Victor sales people without cost, and the classes will be under the direct supervision of F. A. Delano.

Judging from the reservations made by Victor sales people in this section as these lines are written, the coming classes are destined to have
(Continued on page 114)

HALL FIBRE NEEDLES

THE ORIGINAL AND ONLY EVERY DEALER

pushing HALL FIBRE NEEDLES is enjoying a steady increase in his record trade—selling more costly operatic records—

BECAUSE they not only hold the confidence of their customers in recommending this needle but maintain the customer's enthusiasm in the TALKING MACHINE.

It is plainly to your interest to push HALL FIBRE NEEDLES—it cannot help but make money for you—not alone in the profits of FIBRE NEEDLES but on what you gain through increased record sales.

Packed in a very attractive four colored counter display.

Combination Carton { 25 Pkgs. No. 1—100 to Pkg.
50 Pkgs. No. 5—50 to Pkg.

CARTON NO. 1—50 PACKAGES—100 to PKG.
CARTON NO. 5—100 PACKAGES—50 to PKG.

HALL MANUFACTURING COMPANY

Successors to B. & H. FIBRE MFG. CO.

33-35 West Kinzie Street

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

the largest attendance on record. Classes such as these offer a wonderful opportunity to secure first-hand ways and means of increasing both Victrola and Victor record sales. Mr. Delano is known to be a man who always offers every commercial suggestion or idea that has been tried and proved somewhere in the trade by some successful Victor dealer. The work includes a very thorough analysis and presentation of Victor products, their exclusive mechanical and sales features. Among the many practical ideas for increasing sales of records will be the intensive study of such vital subjects as the Victor record catalog, advertising, store arrangement and stock keeping.

Krasco Mfg. Co. Increases Space

The Krasco Mfg. Co. has leased 10,000 square feet of additional space on the fourth floor of the building where its headquarters are located, viz., 451 East Ohio street, in this city. This extra space will be used for assembly and shipping purposes and was made necessary because of the increase of business due to the Krasco assembled units.

The Krasco Assembled Unit is a new departure in equipment manufacture, which consists of high-grade motor, tone arm, reproducer, automatic stop and repeating device, all mounted on a steel motor board. These units are made and assembled at the Krasco factory in such a manner that all that is left for the user to do is to take out the old motor and take off the old tone arm and drop the Krasco Assembled Unit in its place.

Tying Up With "Blossom Time"

"Blossom Time," from Franz Schubert's own story and own romance, now appearing at the Apollo Theatre, this city, has offered a wonderful opportunity to the local Victor trade for tying-up purposes, and these men have lost no time in doing so. Many Victor dealers throughout the city had "Blossom Time" windows and called the public's attention to the fact that the

following numbers, "Tell Me, Daisy," "Song of Love," "Serenade" and "Gems From Blossom Time" were put out on Victor records.

An Arnold Johnson Window

A window display of unusual merit was recently seen on the Jackson boulevard side of

which during the period of display was headliner during the syncopation weeks at the Tivoli, Chicago and Riviera Theatres for the four weeks from March 5 to April 3.

Mr. Golder Tells of Sonora Activities

L. Golder, sales manager of the Sonora

**Cable Piano Co.'s Arnold Johnson Window Display**

the Cable Piano Co. Its severe simplicity attracted considerable attention. It was designed and installed by S. F. Patchin, manager of the retail Victor-Brunswick department of this concern. The display featured the Arnold Johnson Orchestra, an exclusive Brunswick orchestra,

Phonograph Corp., of Illinois, has just returned to Chicago after a protracted trip through Iowa, where he called on the trade. Mr. Golder reports that the dealers through that section are very busy and that all indications point to very

(Continued on page 116)



"Built by tone specialists"

IN ITS SEVENTH YEAR OF STEADY SUCCESS

4 Cabinet Styles:

Mahogany, Walnut and Oak Finishes.

Patented Tone-Deflecting System:

Unsurpassed Workmanship.

Vertical Record Filing:

Mechanical and Acoustic Equipment Beyond Criticism.

Write for our *Revised Wholesale Prices*

Magnola Talking Machine Company

OTTO SCHULZ, President

711 Milwaukee Avenue

Chicago



Magnola Style Louis XVI

Mr. Manufacturer and Mr. Dealer—

When you sell a phonograph you assume a certain responsibility—sometimes definite and always implied—that the instrument will render reasonable service and give reasonable satisfaction to your customer. If for *any reason* it fails to perform satisfactorily you are called upon to make it do so.

Probably 80% of the “service” you find it necessary to give on phonographs in the hands of your customers is “motor trouble.” Most manufacturers and dealers consider this an unavoidable expense incidental to the business; but several of the largest dealers in the country have discovered that this expense can be almost completely avoided.

The largest department store, in one of America’s largest cities, which had five service men in the phonograph department two years ago, now has only one, notwithstanding that they have in that time sold over 8,000 phonographs. These 8,000 machines were equipped with UNITED MOTORS and the elimination of trouble was the result of the advanced design and precision workmanship.

Is there any good reason why you should use an old fashioned open type motor when you can buy the enclosed, self lubricated “UNITED” for the same price?

United Mfg. and Distributing Co.

536 Lake Shore Drive

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

good results so far as the farming communities are concerned. The dealers in that section have tied up wonderfully well with the Sonora advertising campaign and this publicity is bringing in an unprecedented amount of business. Shortly after the return of Mr. Golder the same territory was covered by John F. Corcoran, office manager of the company.

Sonora Portable Broadcasted

The Sonora Phonograph Co., of Illinois, recently received a letter from J. Elliott Jenkins, of the Drake Hotel's broadcasting station, saying that during a recent broadcasting program a Sonora portable was used. Mr. Jenkins said that the little Sonora proved its tonal qualities during the transmission of several record numbers. "Radio transmission is a very severe test for sound waves," continued Mr. Jenkins in his letter, "and any distortion or resonance is greatly increased on its way through the radio transmitters. After testing the little Sonora we found that its tonal quality is most excellent and we ask the Sonora Co. to accept the thanks of WDAP station for the instrument, which has become one of the most useful articles in the station."

Phono-desk Combination

The Triplex Artistic Phonograph Co., of Bervyn, Ill., has just brought out a talking machine which is incorporated in a handsome office desk. The desk is of regulation size and is equipped with a phonograph placed in the position customarily used by a typewriter. In addition to this desk the company also puts out a cabinet and portable instrument of unique construction and design. The panels of the cabinet machine are so constructed that they are held in place by a grooved framework which permits the removal of the panels at will. The panels are highly decorated and bear reproductions of famous paintings and decorations. Another feature of one style of cabinet is that the talking machine proper may be lifted out and used as a portable for outdoor purposes.

Another Record Suggestion

Apparently another use has been found for records by a prominent printing concern known as the Old Tower Place in Chicago. This concern publishes little books containing plays for

children. Not only are the directions for placing the scenic effects given along with the directions for costuming, etc., but in the back of each little book there is a list of Victor records which are recommended for use during rehearsals, etc. Each record is carefully selected and not only is the name given, but the number as well. These records contained the music incidental to each particular play.

New Homes Established

According to information going around Chicago the number of new homes being established in this city has reached a peak undreamed of before. It is said by those in a position to know that the number of two and three-room apartments being built is falling off and the number of four and five-room apartments is on the increase. In fact, there is 40 per cent more of these single-home apartments built in 1922 than in any other building year.

Cheney Reports Very Bright

A. C. Harper, the president of the Cheney Talking Machine Co., gave out the announcement this month to The World representative that the production in the Cheney factory is practically 150 per cent ahead of last year. A tremendous amount of activity is being shown on the West Coast, according to Mr. Harper, and the upright business is very strong. However, the consoles remain in the lead.

Prepares for Grand Opening

The branch store of the Petersen Furniture Co., 4141 West North avenue, is undergoing a complete remodeling which will be finished in time for the grand opening to be held on April 14. Besides the main store at 1046-56 Belmont avenue, this company has another branch at 3660 Irving Park boulevard. Besides a full line of high-grade furniture the Petersen Co. retails the Cheney talking machine, the Sonora, the Vocalion instruments and leading records.

It is estimated that the complete remodeling of the store at the North avenue address will cost approximately \$100,000, a major part of which sum is being utilized in building up one of the most elaborate talking machine departments to be seen anywhere in Chicago.

At the grand opening it is expected that representatives of all companies whose talking ma-

"Superflake" Graphite Spring Lubricant

For PHONOGRAPH MOTORS

A carefully prepared lubricant containing GRAPHITE of the finest quality

Will not get hard, become rancid or leak

PACKED IN TUBES, CANS and BARRELS for JOBBERS, DEALERS and MANUFACTURERS**SPECIAL GRAPHITE for RECORD MANUFACTURERS****Superior Flake Graphite Co.**General Offices: 76 West Monroe St., CHICAGO
Department J Warehouse in Chicago

chines are handled by the Petersen Co. will be present, and plans are now being made by the heads of the Petersen Co. not only to give away elaborate souvenirs but to furnish a very unusual musical entertainment throughout the entire period devoted to the grand opening. It is understood that two of the best musical organizations in Chicago have been engaged to participate.

Fire Destroys Factory

Fire, believed to be of incendiary origin, destroyed the large two-story brick building at 848 Eastman street, the home of the Riviera Talking Machine Co. The loss is estimated at \$230,000. Besides housing the Riviera Co. the building was occupied in part by the Johnson-Carlson Tank Co. The fire started in the engine room of the tank company. After the firemen had put out the blaze the body of John A. Johnson, engineer for the latter concern, was found in the ruins.

Become "Daily Dozen" Distributors

The Vocalion Co., of Chicago, through its manager, F. W. Clement, calls the trade's attention to the fact that this organization has become "Daily Dozen" Record distributor for the entire mid-West territory. Manager Clement is one of the oldest members of the trade in this section and at the same time is one of the

(Continued on page 118)

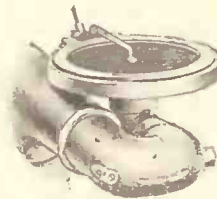
Correct Automatic Weight Adjustment**is an accomplished fact with the Oro-Tone No. 16 Automatic Concert Arm No. 16 Oro-Tone Concert Automatic Plays All Vertical and Lateral Cut Records**

A simple turn of the hand and the Oro-Tone No. 16 will play any record you wish—Edison, Victor, Columbia, Brunswick, or any other. This tone arm is the "Last Word" in efficiency and ease of operation. When turned to play either lateral or vertical cut records, the *weight is automatically adjusted, the needle is centered* and the *correct*

angle is secured for playing the record. This remarkable tone arm and reproducer actually plays Edison records with the ordinary wood fibre needle. It brings out the splendid Edison tone quality but without the usual surface noises. It is a marvel of simplicity and so easy to use that a child can operate it.



Note the perfect needle center when playing lateral cut records. See dotted line.



Shows reproducer at rest when thrown back in Edison position.

Sample Sent on Approval

Send for a sample and see for yourself why this remarkable tone arm and reproducer has such unusual merit.

(Patents Applied for)



Dotted line shows perfect needle center when playing vertical cut records.

1000 to 1010
George Street**The Oro-Tone Co.**
QUALITY FIRSTCHICAGO
ILLINOIS



CONSOLIDATED SERVICE

In their campaigns for bigger and better business, hundreds of Okeh dealers have come to know and depend entirely upon the merits and advantages of Consolidated Service. They have gained that confidence in it, that comes from knowing that whatever their orders may be—large or small, emergency or casual—each one will be fulfilled in the absolutely dependable Consolidated manner.

Our maintenance, at all times, of a thoroughly complete stock of every record in the Okeh catalogue, combined with a smoothly-running organization working under tested, up-to-date methods of production, not only insures a complete filling of every order, but insures also the filling of the order with unflinching promptness and efficiency.

Consolidated Service does not end, however, with competent filling and delivery of orders. There is another feature for which it is noted, and that is our hearty spirit of co-operation with the dealer. We are constantly offering new and valuable sales helps, and we are always ready and more than willing to "sit in" with our dealers and lend our sincere efforts towards the solution of their business or sales problems.

A more reliable combination could hardly be found than that of Consolidated Service and

Okeh Records
The Records of Quality

Consolidated Talking Machine Co.

227 W. Washington Street

Chicago, Ill.

Branches:

2957 Gratiot Avenue,
1121 Nicollet Avenue,

Detroit, Mich.
Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

best-known men in the entire territory. A combination such as this, to wit, the "Daily Dozen" plus the energy of Mr. Clement, will go a great way towards tying up the aforementioned territory in a stronger way than ever before.

Another new line recently taken over by this concern is the product of the Kiddie Record Co., of Plainfield, N. J. The product of this concern has a set of six small records, known as the Kiddie records, which are Mother Goose stories and rhymes, set to music and recorded on small double-faced records. Each set comes in book-form and on the leaves of the book are printed each little recorded story, as well as colored illustrations showing the various makes.

New Radio Corporations

The past few weeks have seen much activity in the radio manufacturing industry in this section and quite a number of new concerns have begun business here. Among the newcomers may be mentioned the following:

The American Radio Supply Corp., 190 North State street, was recently incorporated for a capital of \$1,000,000. The incorporators are A. Flynn, James Reap and Charles C. Emmerly. The purpose of the company is to manufacture and deal in radio supplies and parts.

No. 20 East Jackson boulevard is given as the address of another new concern, known as the Standard Radio Corp. The incorporators are Ruben Kromer, Joseph Kromer and Robert E. Wolf. This company will manufacture and deal in radio and electrical supplies. The capital is quoted at \$50,000.

A capital of \$25,000 is the amount named in the recent incorporation of the Marquette Radio Corp., with headquarters at 140 South Dearborn street. This concern will deal in radio and apparatus and the incorporators mentioned are G. A. and R. W. Augustine and W. R. Brown.

New Orotone Improvement

For a number of years manufacturers of tone arms have been bringing out constructions to permit the correct playing of the reproducer

when in either the lateral or vertical position. Among the many companies which have been working along these lines is the Orotone Co., and this company has kept its mechanical men busy working on new ideas and perfecting them. It was not until a few weeks ago, however, that the Orotone mechanical forces finally hit upon an idea which the heads of the company are absolutely certain has filled a long-felt want and is absolutely perfect in every sense of the word. The new arm is designed so that it automatically changes the weight of the reproducer as well as the length of the arm by a half turn of the reproducer. This is made possible by a spreading joint containing a spiral groove. Giving a half turn to this groove causes the joint to slide inwards towards the base of the arm, thereby shortening it. This shortening at the same time makes use of the lever principle, so far as balancing is concerned.

Therefore, when the diaphragm is against the face of the record in hill and dale position the arm is shortened considerably and this shortening draws the weight of the arm back towards the base, thereby giving the proper weight. Not only are the length and weight adjustments taken care of, but the needle is in perfect center in both positions.

The Value of Night Illumination

No one can deny that the theatres, automobile garages, salesrooms, gas and oil stations, the restaurants, clothing stores, hotels, banks and drug stores are always doing a profitable business. Then, again, no one can deny that these enterprises, in the order named, are "there" when it comes to publicity. Now, a great deal of this publicity depends upon evening illumination. In fact, according to a recent survey by the Texas Public Service Bureau of Information, announced through the columns of the Chicago Evening Post, under date of March 31, the publicity power of these industries runs in the order named above and all of them use electricity for night advertising in proportions par-

allel to their respective rank in the popularity game.

There are 15,000,000 electric lamps in nightly use in the United States. The largest electric sign in the country is studded with 20,000 lamps, whereas the smallest contains but one miniature bulb. Now, it is odd that the report from which these figures are quoted says not a word about the use of electric current in publicity by talking machine shops or other music stores. We have known for a long time that the bulk of the music stores in Chicago make very little use of night illumination for advertising purposes, but we had an idea that this was only a local condition. After reading the above report, however, we are beginning to think that the word local can be replaced by national.

Targ & Dinner Music Co. Consolidates

The Targ & Dinner Music Co., well-known jobber of talking machines, accessories of all kinds and small musical instruments, has consolidated with the Marvel Music Center, 5212 West Chicago avenue. The concern will continue to operate under the name of the Targ & Dinner Music Co. and it will occupy temporarily the present quarters of the company at 1457 West Chicago avenue. Max Targ, widely known to the local trade and formerly head of the Marvel Music Center, will devote most of his time to the large mail order business of the company, which is distributor for the Emerson line and the product of Everybody's Talking Machine Co.

Oh-Pep Phonograph Co. Organized

A new concern, known as the Oh-Pep Phonographs Co., was recently organized, with headquarters at 6912 Cottage Grove avenue, this city. Papers are now being drawn up for incorporation. The purpose of the new organization is to manufacture and sell tone arms, sound boxes, motors and talking machine attachments. The men behind the concern are Joseph N. Pepin and N. J. O'Hanley. Mr. Pepin is very well

(Continued on page 120)



Style J



Equipped with Album
One of several attractive
designs.

Style M
Mahogany

KIMBALL PHONOGRAPHS

Superior Construction Natural TONE

Dealers want the phonograph that will appeal to the customer instantly and produce ready sales.

More than that they want the phonograph that *Satisfies*. The Kimball therefore is in demand by dealer and customer. In reliability of construction; in visible beauty; in perfection of tone reproduction the Kimball excels.

There is variety of case design in both Console and Upright types. Reasonable prices.

Write at once for prices and terms

W. W. KIMBALL CO.

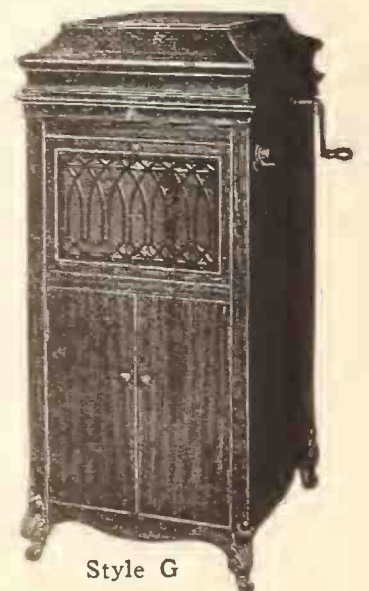
Established 1857

Kimball Hall

306 So. Wabash Ave.

CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos,
Pipe Organs; Distributors of Okeh Records



Style G

Kimball Phonographs Play ALL Records

An "Impossible" Accomplishment

has just been brought about with the introduction of the

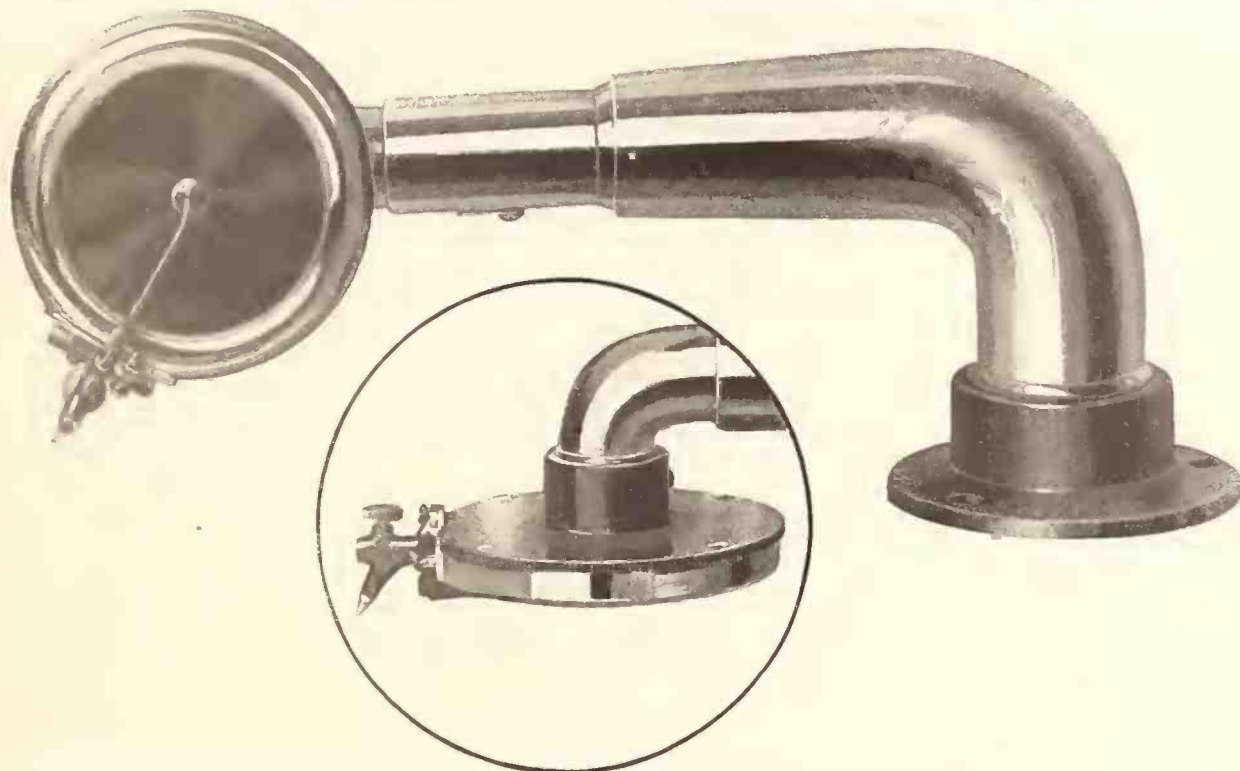
Oh! Pep!

SOLID BRASS TONE ARM

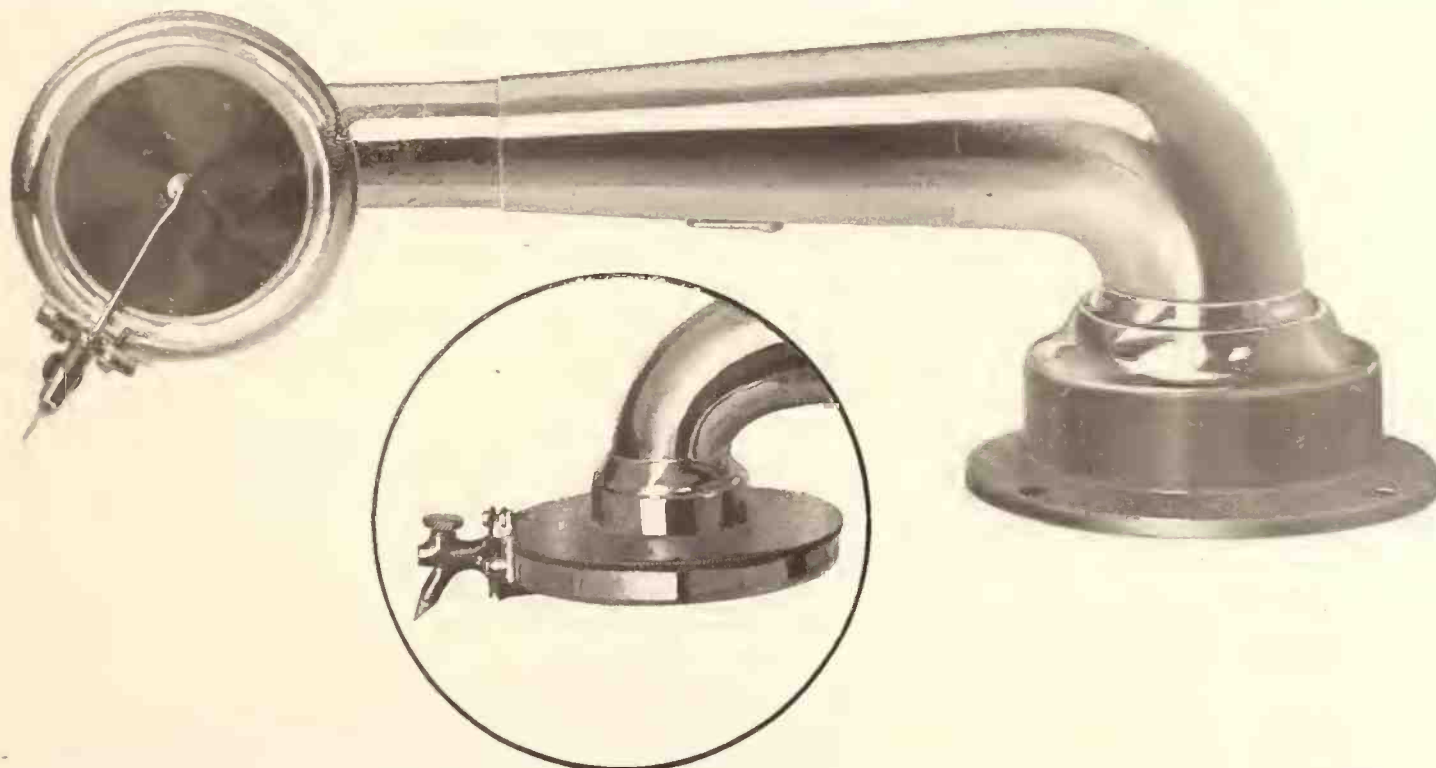
No soldered seams to come loose nor die castings used throughout the entire construction. A perfect seamless Tone Arm made entirely of Solid Brass heretofore thought impossible to construct.

TONE

There should be no argument as to the relative merits of a Solid Drawn Brass tone arm and one of die-cast metal. Merely ask yourself why all cornets, saxophones, etc., are made of brass. Then remember that tonal production of the talking machine depends entirely upon the Vibration of the Air Column within the tone arm and amplifier.



The Oh! Pep! No. 1 coming in sizes 7½" to 8½". Solid Drawn Brass throughout. Gives perfect weight on records, whether hill-and-dale or lateral-cut, and centralizes perfectly in both positions.



Oh! Pep! can be had in sizes 8½" to 9½". Also centralizes needle point perfectly when playing in either position and maintains perfect weight adjustment.

All No. 1 Oh! Pep! Arms carry bases equipped with ball bearings and spring pivot ball joints. Readily removed from base which makes them ideal for Portables. All reproducers are built on full throw-back principles for easily inserting needles.

Prices (way below those asked for ordinary die cast) quoted on application.

The Oh Pep Phono Parts Company

6912 Cottage Grove Ave.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

known in the Chicago trade and has for many years been associated with various manufacturing companies in Chicago. During his long association with the trade he has brought out many ideas adaptable to tone arms and motor construction and has the reputation of being a very high-grade engineer and inventor.

Mr. Pepin's latest device is the all-brass tone arm. The construction of this is such that there is no longer any need for die-casting. It is built on a ball-bearing base with spring pivots. This base may be removed at will, without disturbing the ball-bearing. The reproducer is constructed on full drawback principles and offers a perfect centering when in either hill and dale or lateral cut position. The other partner in the new enterprise, Mr. O'Hanley, has seen much service in commercial circles of Chicago and for the past eighteen years has been recognized as one of the most successful business men on the South Side. It is expected that the new tone arm will be ready for distribution in thirty days.

ABSOLUTELY FREE

of
Extraneous Sounds
is the



This has been accomplished by a new discovery which makes the playing point of TONOFONE more

Resilient and More Flexible

Than ever before: This means less wear on the Records and a sweet, clear brilliant tone.

TONOFONE
May now be had in two styles.

LOUD

For Dancing and Band Records or

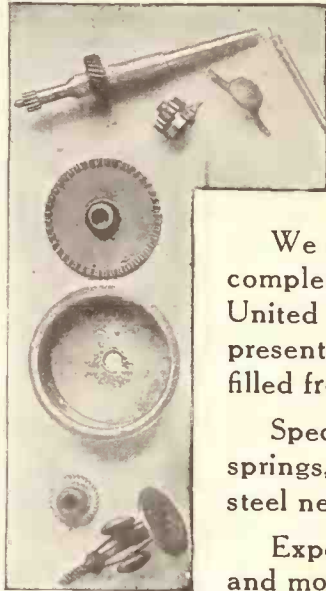
MEDIUM

For Voice and Instrumental Records

Both offer the Best Needle Value ever offered the trade.

Write for samples and particulars—free.

THE TONOFONE COMPANY
110 So. Wabash Ave., CHICAGO, ILL.
Inventors and Manufacturers



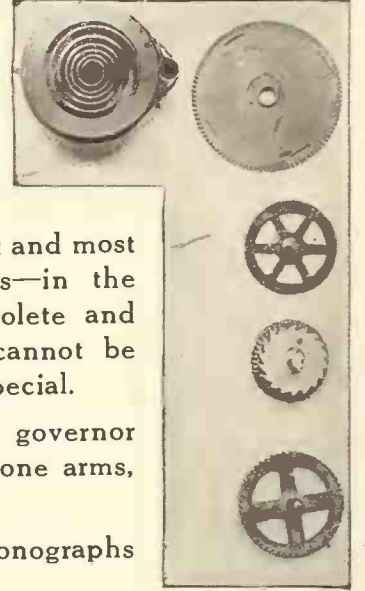
Repair Parts

For All and Every Motor That Was Ever Manufactured

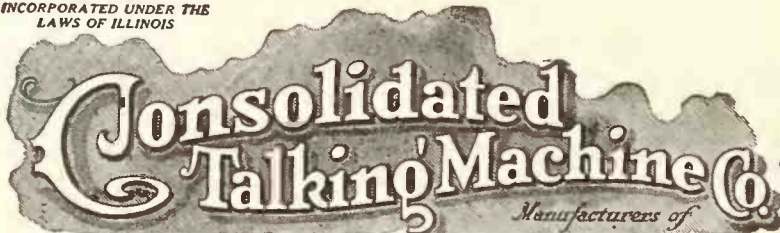
We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

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



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.
Branches: 2957 Gratiot Ave., Detroit, Mich.

1121 Nicollet Ave., Minneapolis, Minn.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"

Kimball to Move Offices

News comes from the headquarters of the W. W. Kimball Co. this month that the seventh floor offices, wherein it is now located, will be moved to the third floor of the Kimball Building. The object of this move is to concentrate all offices, display rooms and warerooms. In order to add further to the convenience of Kimball patrons and sales force special elevators will be installed. Otherwise the layout of the Kimball warerooms and stockrooms will be maintained as at present.

Open in Republic Building

F. A. Knight, who was at one time connected with the Knight-Campbell Music Co., of Denver, Col., and later with the Knight-Brinkerhoff Co., of Chicago, is preparing to move his place of business from the Consumers' Building to the Republic Building. This concern manufactures and markets a talking machine known as the Ampliphone, invented by Mr. Knight.

Krasco Mfg. Co. Secures New Rights

C. C. Brooks, vice-president and sales manager of the Krasco Mfg. Co., has just announced that this concern has been licensed by the Fenton Mfg. Co., of Fenton, Mich., to manufacture and market talking machine goods embodying the Brooks-Klemm patents. These patents embrace automatic repeating, stopping and other devices going into units which consist of a motor mounted on a steel plate and having assembled with it a complete tone arm and reproducer, as well as an automatic stop and repeating device. The product to be put out by the Krasco Co. will be known as an Assembled Unit and offers many improvements and refinements never before offered to the trade.

E. O. Klemm, mechanical engineer of the Fenton Mfg. Co., has made his headquarters in Chicago and will have complete charge of the production of the Krasco Assembled Unit. Shortly after the consummation of this deal E. B. Cadwell, president of the Krasco Co., left for New York, where he spent two weeks in organizing a Krasco branch in that city.

Stinson Succeeds Hindley

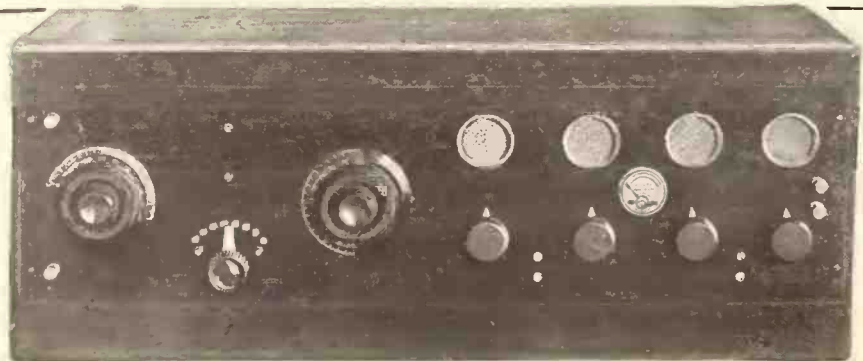
M. Stinson has been appointed to the position of manager of the Vocalion Salon of Mandel Bros., which was formerly held by Tom W. Hindley. Mr. Hindley recently resigned this position to take up his new duties as sales and advertising manager of the Aeolian Co.'s St. Louis branch. In severing his connections with the Mandel Co. here it was also necessary for Mr. Hindley to resign his office as treasurer and chairman of the entertainment committee of the Chicago Piano Club. Mr. Stinson, the new manager of the Mandel Bros. Vocalion Salon, was formerly assistant to Mr. Hindley.

H. D. Schoenwald, Sr., Dies

The Chicago trade united with members of the Piano Club of Chicago to pay its respects at the funeral of H. D. Schoenwald, Sr., recently. Mr. Schoenwald, Sr., was the father of Harry Schoenwald, sales manager of the Consolidated Talking Machine Co. Mr. Schoenwald's death came after an illness which lasted six months. Mr. Schoenwald is survived by his widow, Mrs. Theresa M. Schoenwald, a daughter, Mrs. Viola S. Malcolm, and two sons, Harry D. and Erwin.

Shea Co. Incorporates

The Shea Music Co., doing business at 5914 West Madison street, Chicago, has just been



High Grade

70.00

Moderate in Price

70.00

Lakeside Supreme No. 10 Radio Receiving Set. Size, 24 inches long, 10 inches high, 8 inches wide.

Lakeside Supply Co. 73 W. Van Buren St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

incorporated with a capital of \$10,000. This company is dealing in musical instruments, attachments, parts, records, talking machines, sheet music, etc. The incorporators named are Herbert J. Shea, Frederick L. Davis, W. M. Gloor and Martin W. Grotke. Mr. Shea, who looks after the management of this concern, was for many years manager of the Chicago retail store of Vose & Sons Piano Co. Besides a full line of upright and player-pianos the new Shea store carries a complete catalog of Brunswick records and Brunswick talking machines exclusively.

Music Memory Contest Draws Crowd

On the afternoon of March 31 a Music Memory Contest was given at Orchestra Hall under the auspices of the "In and About Chicago Music Supervisors' Club." The event attracted the co-operation of many of Chicago's musical instrument manufacturers as well as the dealers, quite a number of whom donated handsome prizes for the contest.

All told there were thirty-one grade and high schools participating, and each school was represented by a team of five children. The Chicago Symphony Orchestra, under the direction of Frederick Stock, played various numbers and the students were required to recognize the number given, the composer's name and his nationality, etc. The prizes were set out in two groups, the first being for grade schools and the second for high schools. Among the grade school prizes were \$50 worth of records donated by the Brunswick-Balke-Collender Co., of Chicago, and a clarinet outfit donated by the Martin Band Instrument Co., of Elkhart, Ind. Incorporated among the high school prizes were \$50 worth of Victor records donated by the Wurlitzer Co., of Chicago, and two violas and a 'cello donated by William Lewis & Son, Chicago. The affair was a great success.

Preparing for the Convention

The piano men of Chicago are making elaborate preparations for the coming convention of the Music Industries Chamber of Commerce, but at that they are not much ahead of the talking machine men. The big convention will be held at the Drake Hotel, June 4, 5 and 6, and many of the big concerns in this section, as well as other parts of the country, are preparing elaborate machines for display purposes during the festivities. Among the companies manufacturing talking machines or handling them as jobbers who have already signed up for exhibit space are the following: The Brunswick-Balke-Collender Co., Bush & Lane Piano Co., Consolidated Talking Machine Co., General Phonograph Co., W. W. Kimball Co., Lyon & Healy, Victor distributors; the Starr Piano Co., manufacturers of Starr phonographs and Gennett records; Magnola Talking Machine Co., and the H. G. Saal Co.

It is believed by the publicity men who are looking after the convention that, by the time the big doings start, a considerable number of additional manufacturers of talking machines, parts and records will, without any question of doubt, have been added to this list.

New Finance Corporation Organized

James T. Bristol, one of the best-known men in the mid-West trade, has organized a financing corporation to be known as the James T. Bristol Co., Inc., with headquarters in Suite 1408, Kimball Building, Chicago. The object of the company is to offer financial service to talking machine and piano houses exclusively.

Erecting Magnificent Residence

Real estate circles of this city were recently interested in the news that P. A. Starck, president of the Starck Piano Co., Chicago, Victor dealer, has purchased a parcel of ground at Wellington avenue and Sheridan road, whereon he will begin immediate erection of a residence to cost \$250,000.

Hassmer Bros.' New Store

On the evening of March 31 Hassmer Bros., retail Victor dealers, of this city, opened their second place of business in a new location at 3224 Lawrence avenue. Visitors were enter-

tained during the opening by Benson's Orchestra and flowers were given as souvenirs. Wendell Hall, composer of the new waltz number, "Mellow Moon," also entertained. Each visitor who procured a number of the Victor record of "Mellow Moon" had it autographed by Mr. Hall. Hassmer Bros. opened their first store in Chicago at Clark street and Belmont avenue in 1895. Their policy has been a progressive one.

Fletcher-Wickes to Move

Preparations are being made at the headquarters of the Fletcher-Wickes Co., 6 East Lake street, for May 1, on which day this company will transfer its present headquarters to the seventh floor of the building located at 116 West Illinois street. The new headquarters will give Fletcher-Wickes practically double the space it now possesses and which it has outgrown. This concern began business at 6 East Lake street in 1917, when the company was organized. At that time it occupied two small offices, but the progress of the company has been so steady that it has been necessary to constantly increase

the space. This the company did on numerous occasions, and its holdings grew from two small offices to practically two entire floors. With the coming of the new year this company's business showed even greater increase and, inasmuch as it was unable to obtain more floor space at 6 East Lake street, it found it necessary to look about for larger headquarters.

The new place at 116 West Illinois street will practically double the present amount of flooring and a considerable bit of this will be devoted to the production of additional talking machine parts which the company at present contemplates putting on the market. Among this new line of goods will be included a high-grade electric motor.

Kimball Policy of Co-operation

Through its sales department the W. W. Kimball Co. has been steadily maintaining a policy of co-operation by means of personal sales advice and dealers' helps which have been a means

(Continued on page 122)

A Superior Porto-Type Phonograph



PATENT APPD. FOR

HERE is a remarkable new Porto-Type Phonograph that is meeting with astonishing demand everywhere. From its splendid volume and clear definition of tone to its mechanically perfect and durable construction, this Porto-Type is everything the customer can desire. It PLAYS ALL DISC RECORDS.

Remarkable Specifications

1. The CASE is sturdy and will stand up under roughest usage.
2. The MOTOR consists of a powerful, single spring, mounted in a rigid cast iron frame. Plays two records with one winding;
3. The TONE ARM is the well-known Oro-Tone standard equipment;
4. The REPRODUCER is fitted with our special Oro-Tone indestructible diaphragm;
5. The DETACHABLE RECORD FILE holds one dozen 10" records;
6. For CONVENIENCE, every record and every part is contained within the phonograph;
7. DIMENSIONS: Length, 16½"; Width, 11½"; Height, 7";
8. The WEIGHT is approximately 20 lbs.;
9. FINISHES are rich mahogany, golden oak or silver gray.

Our Special Offer

The Oro-Tone Porto-Type is a phonograph that embodies the very best features known in mechanical construction and tone production. We want you to see it and test it for yourself. That is why we ask you to let us send this remarkable Porto-Type on TEN DAYS' APPROVAL. It will cost you nothing. Write us at once.

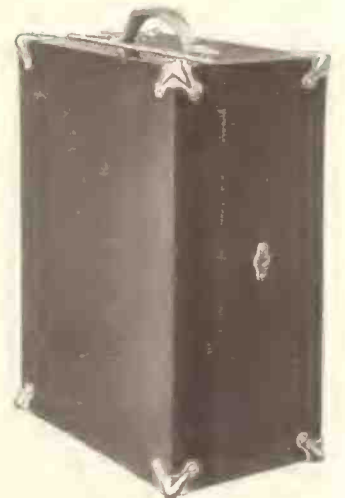
List Price \$35.00



Pat. Appd. For

DETACHABLE FILE which holds twelve 10" records insures against breakage.

Usual discount to dealers. Terms: 2% 10 days; Net 30 days. Please furnish references if you are not rated.



Shows case closed with handle at back which does not show when machine is in use. Built durably and neatly, this Porto-Type phonograph makes a very attractive showing.

The Oro-Tone Co.

1000-1010 GEORGE ST., CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

of increasing sales. At present it is understood that there is quite a shortage of pianos, during which the Kimball Co., although it has been doing its best to fill orders, has fallen somewhat behind. Therefore, the sales department submitted plans to dealers who have not been able to get the pianos they want. The plan was to concentrate on talking machines and work them exclusively for a time. The result of this campaign has been very gratifying, for in every case the dealer has turned over more talking machines than he anticipated.

Chicago Columbia News

Orders coming into the Columbia Co.'s Chicago branch indicate that the local dealers are making a successful tie-up with the appearance of Frank Crumit. This versatile entertainer and exclusive Columbia artist recently opened at the Garrick Theatre here in "Tangerine." Reports coming from the Columbia office say that Columbia's latest release, "Sweet Lady," is proving quite a drawing card.

The Chicago office also reports that Van and

Attention Dealers
Introducing the
COLUMBIAN
Baby Grand Piano



Exquisite in tone this little instrument 59"x56" has the volume of a concert grand. Elastic in touch, wonderful repeating and faultless action. Finished throughout in brass. Beautiful and stately in design, highly finished in mahogany only. Together with our line of Phonographs made in five sizes. We have the best offer to the music dealers today.

STYLE 4

Size 48 inches high, 21 inches wide, 23 inches deep. Cabinet; Genuine mahogany or oak. Panels 5 ply. Motor plays 4 records with one winding.



PORTABLE PHONOGRAPH



STYLE 16

Carries 10 Records

Compact enough to be carried anywhere and absolutely substantial in construction. Its durability is assured by the use of a double spring Heineman motor and a tone arm with a large powerful reproducer. Universal plays all disc records.

EXCEL PHONOGRAPH COMPANY

Manufacturers

400-412 West Erie St. Chicago, Ill.

TO LIVE WIRES

**WE OFFER AN INTERESTING
DEALER PROPOSITION**



The new Edison line of phonographs now offers 16 new models, including a full size cabinet model as low as \$100 list. There's an EDISON to suit every taste and purse. These new models, along with the new improved records, steadily increase sales and profits for EDISON DEALERS. Write for our liberal dealer proposition. Dealer territory now open in parts of Wisconsin, Michigan, Illinois and Indiana. Your town may be open.

THE PHONOGRAPH CO.
229 SOUTH WABASH AVE.,
CHICAGO, ILL.

Schenck are proving their worth to Columbia dealers in this territory. Their bookings over the circuit have regularly been followed by increased sales of Van and Schenck Columbia records.

The office force of the local Columbia branch got quite a laugh out of a little incident that happened during Ted Lewis's recent appearance at Indianapolis. As the story goes, while Ted was playing in that city he paid a visit to Ed East's Song Shop and while there a bulky colored gentleman walked into the store and listened for a while to Ted's rendition of "St. Louis Blues." Ted's interest was aroused and he walked over to the darky and asked how he liked the record. The darky replied: "It is sho' an all right record, Mistah, and I sho' would buy it if I had the money, but all I done got is foh bits."

"That's all right," was Ted's come-back. "You give the clerk your fifty cents and I'll pay the difference and, besides, I'll write my name on your record."

"Whut foh you gonna write yoh name on this record, man? Who is you?" asked the darky. "I am Ted Lewis," responded Ted.

As the darky was walking out of the shop with the record under his arm Ted called to him and said, "Don't forget to get a copy of 'Memphis Blues' and the 'Tiger Rag.' They'll be out in a day or so."

A few days later the darky returned to the store and asked for both numbers, but, when told they weren't in as yet, he retorted, "What yo all mean, that record ain't in? Ted Lewis told me so puss'n'ly that it was here and I'm gonna git it. Trot it out immediate and no argument."

New Oro-Tone Attachment

The Oro-Tone Co. has just begun the marketing of a new type radio attachment for talking machines. This new device is a cleverly designed attachment for holding the ear piece of a radio headset to the tone arm of a talking machine. When holding the ear piece in position a powerful clamp presses it against a rubber gasket and the rubber gasket is held so firmly against the ear piece that it is absolutely air tight.

Geo. W. Lyle in Chicago

George W. Lyle, president of the Manufacturers Phonograph Co., Inc., New York City, paid a short visit to Chicago on the first of the month. He was on his way to the Strand fac-

tory at Salem and was accompanied by a number of Strand representatives. The party went to the Strand factory for the purpose of holding a conference. E. A. Fearn, president of the Consolidated Talking Machine Co., this city, the local Strand representative, joined the party here. Business is in excellent shape.

To Open Local Headquarters

C. H. Taylor, for many years connected with the Chicago trade, will open a combination retail and wholesale wareroom at 218 South Wabash avenue on May 1. Mr. Taylor will deal in a complete line of musical merchandise in a retail way and will represent several well-known houses as wholesaler. For many years he has been connected with the trade and, prior to the formation of his own business, was associated with the Wurlitzer Co., of Chicago, as general manager of the musical merchandise department. Before then he was with the Holton Band Instrument Co.

Blood Tonearm Co. Leases New Quarters

The Blood Tonearm Co. has just leased additional space at its present headquarters, 326 River street. This increase was made necessary in order to take care of this rapidly growing business and also to give additional assembly space for some new products which the Blood Co. contemplates putting on the market in a few weeks.

B. B. Blood, founder of the company, states that the success of the Blood Tonearm Co. is due to the fact that it is giving customers the benefit of every possible penny to be saved. In bringing about this saving it has, according to Mr. Blood, refrained from putting any travelers on the road and in place of the travelers has used The Talking Machine World space for advertising exclusively. This method of publicity,

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.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)



REG. U.S. PAT. OFF.
**Paramount
Records**

A Paramount agency draws customers. Write to-day for full particulars and catalog of latest records.

WE CAN GIVE YOU SERVICE

Complete stock late Blues Hits by Alberta Hunter, as well as all other records in catalog on hand at all times. Twenty-four-hour service. Give your customers the records they ask for and get them from

THE ILLINOIS MUSICAL SUPPLY CO.
630 S. Wabash Avenue CHICAGO, ILLINOIS
WHOLESALE DISTRIBUTORS

according to Mr. Blood, offers a minimum expenditure which brings in maximum results and the saving effected on traveling can thereby be deducted from the overhead and given to the users of Blood products. Mr. Blood is emphatic in his assertion that the manufacturer or assembler of a talking machine who produces from 1,000 to 30,000 prefers saving 25 cents on a tone arm than to have a topnotch salesman visit him whose salary means increased overhead expense and a consequent boost in price.

Wasmuth Finds Optimism

E. N. Wasmuth, president of the Wasmuth-Goodrich Co., of Peru, Ind., who visited the local trade a few days ago, says that everywhere he goes he meets with optimism. All dealers that he has come in contact with report increased business and all are looking for this increase to continue.

New Incorporation

Just before going to press our attention is called by the Oh-Pep Phonoparts Co., of this city, to the fact that application for incorporation has been filed with the Secretary of State, Springfield, Ill. The amount of capital quoted is \$60,000 and the officers named are N. J. O'Hanley, president; D. Molyneaux, secretary and treasurer, and N. J. Pepin, vice-president and general manager. The purpose of this company is to manufacture and sell tone arms, motors and phonoparts. As stated elsewhere in this section, this concern expects to market

solid brass drawn seamless tone arms within thirty days or more.

United Mfg. Co. Makes Big New Factory Deal

One of the biggest deals calling for increased property holdings which has ever been consummated in this section has just been closed by the United Mfg. & Distributing Co., which, since 1917, has occupied headquarters at 536 Lake Shore Drive. The deal calls for a plant covering 60,000 square feet of floor space and eight acres of land, including railroad sidings, located at Burnside, a township within the city limits of Chicago, which is recognized as being the greatest railroad center and manufacturing district in this section.

This building of most modern construction, erected during the war but only recently put on the market, because of its ideal location plus the four aforementioned acreage sidings and floor space, proved just to fill the wants of the United Co., which has been contemplating an increase in its holdings for a number of months.

The business of the United Co., which consists of the manufacture of high-grade talking machine motors and radio parts, has been constantly growing for the past year and one-half and orders now on hand require a plant having a minimum capacity of no less than 1,500 talking machines per day.

The purchase of the new plant is due to the activities of H. L. Mills, who was recently appointed vice-president and general manager of

the United Mfg. & Distributing Co. Mr. Mills is one of the best known men in the talking machine industry and was formerly secretary and treasurer of the company.

In taking over his new duties Mr. Mills stated that the United Co. shows every indication of becoming one of the most important factors in the production of talking machine motors and that the new factory was taken over in order that the United Co. might continue its phenomenal growth.

The present location of the United Co. is considered one of the most up-to-date of its kind in the world. It is considered to have the best complement of machinery in this section of the country, but even this will be exceeded to a great extent with the opening of the new factory.

Other new officers who have recently been appointed in this institution are Charles C. Chapard, Jr., secretary and treasurer; J. P. Quam, vice-president and chief engineer, and A. E. Drier, sales manager. All these gentlemen have seen long service in the talking machine field and not a few of them have been responsible for bringing about important changes in talking machines and equipment.

W. P. Geissler to Famous-Barr

W. P. Geissler, who for the past six years has been in charge of the retail Victor development department of the Chicago Talking Ma-

(Continued on page 124)



*Mono-Turn
Edison Position*

WHY NOT

Look about you and see the number of very successful concerns marketing original or modifications of original Blood ideas—There's a reason:

Blood ideas and products are accepted and recognized by the trade as being mechanically perfect—That's why they're Big Sellers.

When in need of high grade tone arms, reproducers and attachments why not come to the original source of production?

**Save Money—Worry—
and Confusion**

BLOOD TONE ARM CO.

326 River Street Chicago, Ill.



*Mono-Turn
Victor Position*

We also manufacture high-grade Edison, Victor and other Talking Machine attachments.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

W. W. KIMBALL CO. SERVICE**OKeh Records**
Records of Quality

We serve the dealer anywhere with our reliable, quick service. Write us today. Tell us your needs.

W. W. KIMBALL CO., Wholesale Distributors.
306 So. Wabash Ave. *Kimball Building* CHICAGO

Our ready, friendly service benefits the dealer each month in the year. Our experience helps to solve his selling problems. We have the records, *best sellers*, latest "hits," *Famous Singers and Instrumentalists*.

chine Co., has just resigned this position to take the management of the piano and talking machine department of the great Famous-Barr Department Store in St. Louis. The change became effective April 9. When leaving Chicago on the evening of April 6 Mr. Geissler was greeted by a host of his trade friends, who gathered to wish him bon voyage.

(Details regarding Mr. Geissler's move are referred to elsewhere in this issue.)

Nordlund Sick in Bed

Axel Nordlund, president of the Excel Phonograph Co., is kept in his bed this week because of an attack of influenza. News coming from Mr. Nordlund's home indicates that he is not in a serious condition and the attack is a slight one. It is believed he will be able to return to his desk in about a week. This concern has been doing especially fine business and reports that the Columbian, a baby grand piano that it manufactures, has met with great success throughout the trade.

Visitor to Chicago

Maxmillian Weil, president of the Audak Co., was one of the prominent visitors to the Chicago trade during the last few weeks. Mr. Weil was calling on the trade and reported that the dealers are showing much interest in his company's product. Large talking machine departments in music stores and department stores throughout the country have installed this device recently and other concerns are planning to.

LYON & HEALY, INC., ELECT OFFICERS

CHICAGO, ILL., April 7.—Lyon & Healy, Inc., held its annual meeting on April 3 with election of the following directors: James F. Bowers, chairman; Marquette Healy, Columbus Healy, R. E. Durham and G. B. Winston. On April 5 at a meeting of the board of directors the following were elected officers: Marquette Healy, president; Columbus Healy, vice-president; C. W. Litsey, treasurer, and C. H. Anderson, secretary. Charles Fuller, former secretary and treasurer, who was with the company over forty years, retired, his resignation taking effect on April 3.

FEW REPOSSESSIONS NECESSARY

Where proper collection methods are practiced repossession of instruments will be rarely necessary. It has been conclusively proved that the great majority of the people are honest and are sincere in their intentions to meet their obligations as promptly as possible.

HARRY R. SCHLAU FILES PETITION

CHICAGO, ILL., March 28.—Harry R. Schlau, a music merchant at 4715 North Talman avenue, this city, has filed a voluntary petition in bankruptcy, listing liabilities of \$165,385 and assets at \$26,400.

COLLECTIONS LIFE BLOOD OF TRADE

Maintenance and Expansion of Dealer's Business Depend Upon Regularity of His Collections From Outstanding Paper

In the current number of The Baldwin Key-note T. C. McGilliard, of the Cincinnati Collection Department, reiterates in an interesting and convincing way the importance of prompt and regular collections. In this connection he says:

Collections are the life blood of business. The importance of the above phrase is realized more and more by the business world, and most particularly by those doing a large instalment business.

Collections on retail piano accounts are hardly less important than the actual selling of the instruments.

Accounts should be up to date in every particular. Then they will be an asset rather than a liability. Should the necessity ever arise for selling any time paper or obtaining any loans, accounts in good shape are always accepted as satisfactory collateral and worth real money.

The dealer needs the money obtained from collections for his current expenses. It also may help him to take advantage of special discounts for cash settlements.

Close watch on collections informs the dealer of any instrument that should be repossessed. It is much better to repossess a new piano than one that has been out for some time.

Every dealer should keep an itemized sheet in a special ledger showing each separate time account and the date and amount of each payment as it matures. When the payment is received an entry should be made accordingly. The dealer will then know at all times the exact condition of each account and be in personal touch with the delinquents.

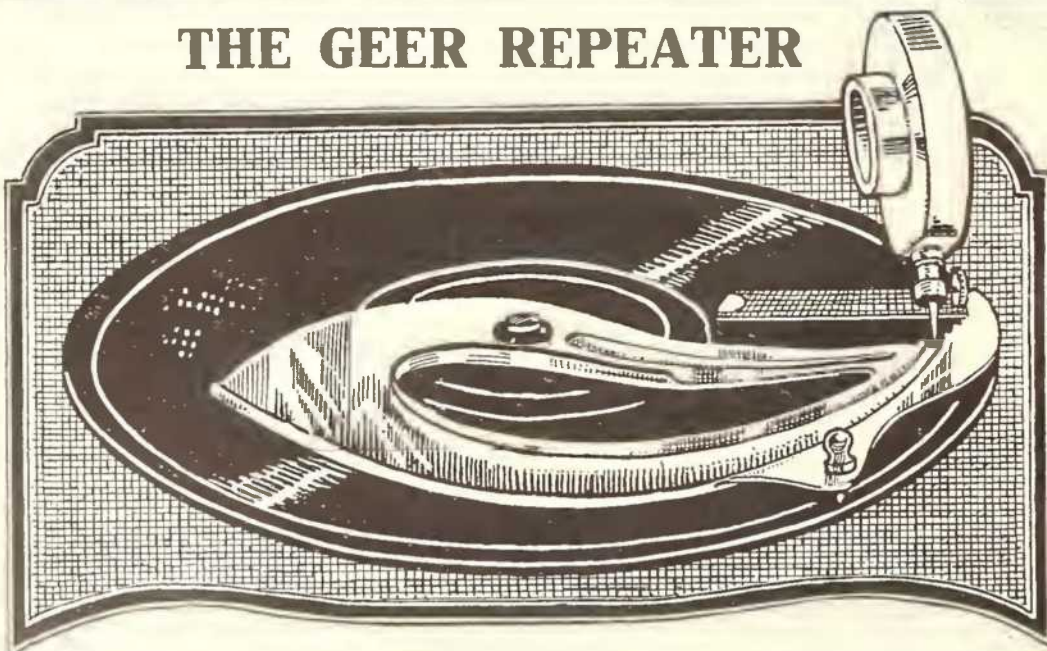
When the customer calls to pay this account sheet should be referred to and, if delinquent, the matter brought to the customer's attention. As a rule the customer will remit regularly if he knows his account is being watched closely.

It is our custom to send each dealer carbon copies of all letters written his accounts. When the dealer follows these up in detail it brings wonderful results.

Salesmen often make unreasonable promises to induce customers to buy—such as free tunings and movings, or agree to carry the account indefinitely if payments cannot be met on account of sickness or out of work. Such customers become careless.

The surest way to have good collections is to sell the piano right in the first place and remember—eternal vigilance is the price of success.

While these facts, as outlined in Mr. McGilliard's article, refer to the piano trade, they apply with equal force to the talking machine business and for this reason are worthy of the most careful consideration.

THE GEER REPEATER

This Improved Geer Repeater is adjustable—it plays all records completely through—and it is daily becoming more popular wherever continuous music for dancing, dining, entertaining or other purposes is required. Thousands of dealers are making splendid profits. Why not you?

Walbert Manufacturing Company

925-41 Wrightwood Avenue

Chicago, Ill.

JEWETT INTERESTS ACQUIRE DE FOREST RADIO PATENTS

Purchase of De Forest Telephone & Telegraph Co. by Jewett Radio & Phonograph Co. Gives Latter Concern 181 De Forest Radio Patents, Factory, Good Will and Entire Business

DETROIT, MICH., April 5.—Outright purchase of the entire business, good will and patents of the De Forest Radio Telephone & Telegraph Co. was announced to-day by President E. H. Jewett, of the Jewett Radio & Phonograph Co., this city. As a result of the purchase Mr. Jewett, with his associates, Theodore Luce, associated with the Chicago and New York bond houses of A. C. Allyn; Frank W. Blair, president of the Union Trust Co.; H. M. Jewett, president of the Page-Detroit Motor Car Co., both of Detroit, and several other capitalists and radio experts, came into possession of 181 radio patents, among which are the basic rights to the three electrode Audion bulb, which is an essential part of every known long distance radio receiver and sending set, and all other tubes manufactured by virtue of license under the De Forest patents.

Among the other patents are several covering radio equipment in general use, as well as a large number representing more recent development research by Dr. Lee De Forest, which embodies startling new developments in the radio field.

The purchase also includes an extensive new plant of the De Forest Co., at Jersey City, N. J., which is the largest individual plant in the world devoted solely to radio manufacturing, at which the De Forest inventions are produced commercially. No announcement was made as to the amount of money used in the transaction. According to Mr. Jewett, Dr. De Forest will continue his activity with the company as consulting engineer, and a large share of his attention will be devoted to the perfection of equipment by means of which the human voice may be synchronized and reproduced in conjunction with moving pictures, thereby adding a widened range of interest to the hitherto "silent drama."

"Dr. De Forest is conceded to be the father

of modern radio," commented Mr. Jewett when discussing the transaction. "Without his contribution to the art, commercial radio would not be possible. Like most inventive geniuses, the commercial side of Dr. De Forest's work is most distasteful to him and he is therefore glad to turn over this factor to our group. It is his intention to make the name De Forest significant to the general public as the best and most advanced in radio.

"In accordance with the policy," continued Mr. Jewett, "we are putting behind the De Forest product every bit of Detroit enthusiasm and merchandising ability within our power. The affairs of the De Forest Co. will be administered from Detroit, but we have no plans for any immediate change in the personnel and operating methods of the Jersey City factory."

"Will the De Forest Co. eventually be combined with the Jewett Radio & Phonograph Co.?", Mr. Jewett was asked. "Such a combination is more than possible," replied Mr.

NOW LEADER OF ALL STATLER BANDS

Vineent Lopez, Popular Okeh Artist. Made Musical Director of Six Statler Hotels—Will Remain at Hotel Pennsylvania

Vincent Lopez, head of the orchestra bearing his name and exclusive Okeh artist, has been appointed general musical director of the chain of hotels controlled by the Statler organization. This chain embraces six hotels, including the new hotel recently erected in Buffalo and scheduled to open the end of the month. The cities in which these hotels are now located are New York, St. Louis, Detroit, Cleveland and Buffalo.

It is planned to have Vincent Lopez and His Orchestra remain at the Hotel Pennsylvania,

Magic

Memo

The Advertising Novelty That Will Help You Win New Customers And Retain the Old

This little gift is a business-getter for wide-awake music shops. It is a constant reminder used and appreciated by those whose business you want. Try it to remind your patrons of new record offerings, special sales, etc. Carries your advertising message where it must be read daily. A fine convention souvenir.

Your Name Here

Samples free to executives requesting them on business letterheads.
MAGIC MEMO CO., 216 S. Clark St., CHICAGO

Jewett. "It is also possible that the De Forest purchase will eventually result in a large addition to the manufacturing facilities of the Jewett plant at Detroit and Allegan, Mich."

New York, where he is now playing, but he will preside over all the other orchestras, having monthly conferences with the leaders. Lopez's orchestrations and arrangements will be used and his methods will be followed by the musical organizations which he will recruit and train.

BRUNSWICK LINE WITH GRUNEWALD

NEW ORLEANS, LA., April 9.—First shipments of Brunswick talking machines and records have reached this city, consigned to Louis Grunewald, Inc., who has just taken on the Brunswick line in connection with its already extensive line of Victor talking machines and records.

Everything can be overdone—even business expansion. Extremes are always bad.

VITANOLA

The Phonograph of Marvelous Tone

- complete line of upright and console models.
- preeminent in sound reproducing qualities.
- cabinets beautifully designed and sturdily constructed of 5 ply veneered panels.
- minimum of mechanical adjustments.
- assured profits to dealer and complete satisfaction to consumer.
- catalog and wholesale prices on request to dealers in open territory.

VITANOLA TALKING MACHINE COMPANY
Wheeler St. and M. C. Railroad
Saginaw, W. S., Mich.



A Phonograph that is different

Once Inspected
Surely Selected

Send for Folder

Triplex Artistic Phono. Co.
Pershing Road and Ridgeland Avenue
BERWYN, ILLINOIS

J. L. STEWART OPENS EDISON SHOP

WARREN, O., April 7.—J. L. Stewart, who opened an exclusive Edison phonograph shop at 23 North Park avenue, Warren, O., last Fall, recently found it necessary to secure larger quarters for handling his rapidly growing business. He was fortunate in securing space in a new building one block north, on the same street and

just opposite Dana's Musical Institute. The new store will be known as Stewart's Edison Shop and was formally opened on March 24. Many flowers decorated the store and an orchestra furnished music. It is estimated that 1,000 people attended the opening and about 500 names of phonograph owners and numerous prospects were secured. Each person was asked to sign a card and state what make of phonograph they owned and whether or not they would like to have an Edison sent out on approval. Mr. Stewart now has the most modern phonograph shop in Warren.

OPENS NEW STORE IN DOVER

DOVER, N. J., April 6.—The Harway Music Co., Victor dealer of this city, has bought the Chalmers Co. store in Morristown, which will be conducted as a complete music store under the name of the Harway Music Co.

The "superior" salesman displays his inferiority and is a drawback to any business.

EDISON RECORD CATALOG FOR TRADE

Imposing Volume of 500 Pages, Cloth Bound,
Just Issued for Use of Dealers

The Edison annual record catalog for 1923, which is designed for the use of retail Edison dealers, recently made its appearance. It is a volume of over 500 pages, cloth bound with a red cover stamped in gold. It includes a portrait of Thomas A. Edison; a list of the artists whose selections have been recorded by the Edison Co., classified according to types of voice, types of instruments, ensembles, etc.; list prices of Edison records, and a special insert entitled "Thomas A. Edison Re-Creation of Music," with which is incorporated a full-page illustration of each standard model of the New Edison phonograph and the price thereof. The rest of the book is given over to a complete listing of all Edison records and classifications are made according to names of individual selections, records by given artists are according to the nature of the music, such as the various voices, the various instruments, etc.

This special dealer catalog is equipped with a chain so that it can be installed as equipment in demonstration booths, etc. It is neatly printed and a convenient work of reference.

DOEHLER DIE-CASTING CORP. BUSY

Substantial Orders From "Talker" Manufacturers Indicate Increased Production

The Doehler Die-Casting Corp., Brooklyn, N. Y., reports generally good business. The department of this large organization devoted to the production of die-castings for the talking machine trade has on its books practically every manufacturer in the field. An indication of the plans of the talking machine manufacturer for increased production throughout the balance of the year is to be found in the substantial die-casting orders now being placed.

Herman H. Doehler, president of the Doehler Die-Casting Corp., just returned from a seven weeks' vacation in Florida. Margaret Fields, secretary to Mr. Doehler, has been entered in the popularity contest being conducted by the Brooklyn Daily Eagle. The various industrial houses of Brooklyn are entering as contestants one or more of the most popular young ladies of their organizations for which votes are cast. The winners of this contest will be awarded a trip to Paris with all expenses paid. Votes are purchased and the proceeds for the same are being directly devoted to the relief of the needy poor in France and the rehabilitation of their homes. The contest commenced March 26 and ended April 14. At the moment of going to press the final results have not been announced, but Miss Fields, through her winning personality and popularity, both in the Doehler organization and her home borough, is reported well in the lead.

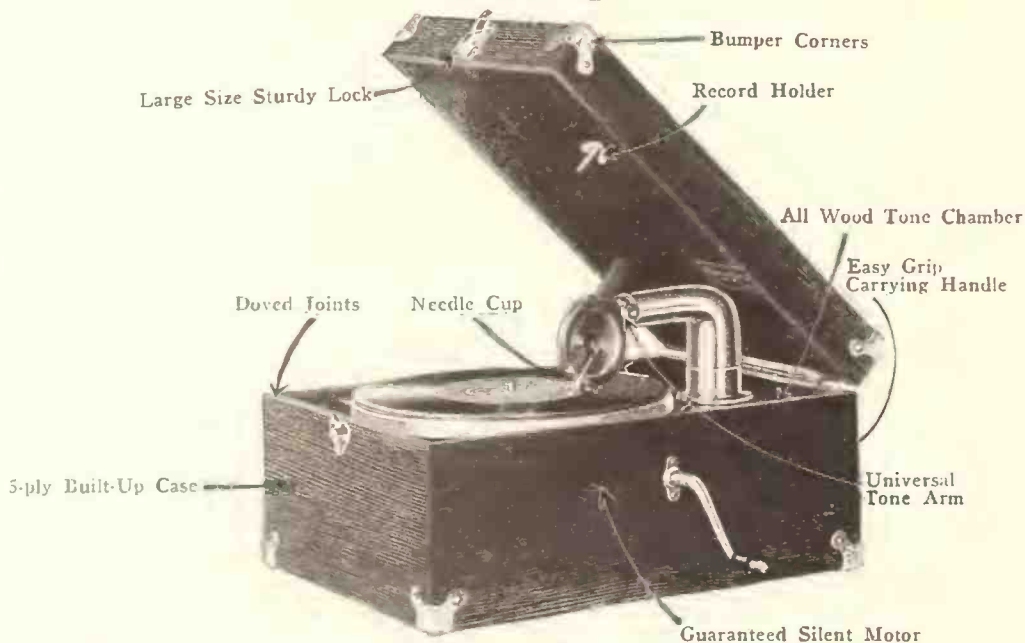
CELEBRATES 30TH ANNIVERSARY

LOWELL, MASS., April 4.—Harry M. Curtis, the well-known music dealer of this city, has recently been celebrating the thirtieth anniversary of the establishment of his business. Mr. Curtis started as a tuner and then branched out as a dealer, meeting with steady success. At the present time he carries a complete line of musical instruments ranging from a harmonica to a grand piano.

AUSTRALIAN FIRM DESIRES AGENCY

WASHINGTON, D. C., April 5.—A concern in Australia desires to purchase and secure the agency for a line of player-pianos, music rolls, gramophones, etc., according to advices received by the Bureau of Foreign and Domestic Commerce here. Further information can be secured by communicating with the Bureau in this city or with any of its district offices and referring to File No. 5679.

Announcing the NEW



SPENCERIAN an Improved ORPHEUS

Note These 8 Features
That Mean More
Business for You!

- WEIGHT—about 17 lbs.
SIZE—15x11x7 inches.
1. Screw Record Carrier—10 record capacity.
 2. Dome Corners add strength; rubber feet prevent scratching.
 3. 5-ply laminated wood case; prevents cracking or warping.
 4. Absolutely guaranteed Silent Motor—two 10 in. record capacity.
 5. Easy-grip carrying handle, lies flat, well out of sight.
 6. Supreme Tone Arm, plays all disc records.
 7. Short winding crank allows the motor to be wound anywhere.
 8. All wood tone chamber; no metallic horn.

NO PORTABLE embodies more sales points than the Spencerian. A screw top record carrier and a non-spill needle cup are among the many improvements added to our 1923 model.

Yet in building quality, price has not been forgotten. The Spencerian's greatest sales feature is its popular price.

Think of the satisfaction in telling your customers that all parts of the Spencerian are guaranteed; even the spring is guaranteed for one year.

List Price (east of Rocky Mountains) \$30

Westphono Inc. 46 W. Fourth St.
St. Paul, Minn.



Carolina Mammy

A Real Southern Mammy Song

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

EDISON ACTIVITIES IN OGDEN, UTAH

Proudfit Sporting Goods Co., Edison Distributor, in New Quarters—Business Makes Big Gain Over Last Year—Bright Outlook

OGDEN, UTAH, April 5.—The Proudfit Sporting Goods Co., Edison distributor, is now entirely out of the retail business. R. L. Proudfit, president and general manager of this old-established house, stated to your correspondent that business is quite good, much better than a year ago. The company's fine new building on Grant avenue is now in use. All the latest and most up-to-date equipment has been installed and it is in a position to give the best of service to retailers. Contrary to what one would expect, this firm sells far more phonographs than it does sporting goods. In fact, Mr. Proudfit said its phonograph sales amounted to 80 or 90 per cent of the company's total revenue. This company is doing business now in several States, including Utah, Idaho, Wyoming, Colorado and Nevada, though in some of them, for various reasons, the entire State has not been covered.

The Jones Phonograph People, live Edison dealers, with the Lyric Music Co., on Washington avenue, report a fine business. Mr. Jones says business is far better than it has been. This company has just installed a sheet music department, in which both popular and classical

music will be carried. It will be in charge of Miss Lillian Petersen.

Last & Thomas, Washington avenue, featuring the Edison line, have made the members of the local fire department a present of a \$200 phonograph from their stock in recognition of the prompt service they rendered in connection with the company's recent fire.

The Proudfit Sporting Goods Co. recently granted a franchise to Adolph Biancani, of Elko, Nev. He will devote his entire time to the sale of the Edison. He succeeds, as the company's agent, the Dupont Pharmacy, of that city.

PERSISTENCE WINS DIFFICULT SALE

Determined Dealer Turns Over Key to Wavering Prospect Who Makes Own Demonstration and Selects an Instrument

EVERETT, WASH., April 5.—Kinney Bros. & Sipprell, this city, recently sold a Brunswick in a very unusual manner. In this particular case every salesman in the organization had taken his turn in trying to sell this prospect; every report turned in by salesmen on this prospect carried about the same notation, such as "not ready," "will buy later," "will see us when ready," "see about July 1," etc.

At a sales meeting of this organization the matter came up regarding this prospect; the result of this discussion being that, inasmuch as all the salesmen had tried to sell this man and failed, W. H. Kinney, one of the owners and sales manager of the concern, took it upon himself to effect this sale. He went to the mat with this prospect and found that the real reason this man had put off buying was because he was not quite sure which make of machine to buy. The prospect pointed out that inasmuch as this concern handled four standard makes of phonographs he would be at the mercy of the salesmen, more or less, and further that the chances are he would be forced to buy talking points and selling arguments, instead of absolute satisfaction.

Mr. Kinney, therefore, made him this proposition: He would turn the keys of his store over to him if he would promise to bring his wife in that evening, with the understanding that they should stay as long as they wished and try over all the machines on their floor to their hearts' content. The prospect immediately took him up on this offer and the result was that the next morning bright and early he appeared at the store with a check for \$310 for a Brunswick Stratford.

Of course, not all dealers would turn their keys over to the average prospect, but this man was a well-known business man of the town and they therefore felt perfectly safe in doing so.

John Colwell, junior member of the Calvin-Colwell Co., Victor dealers, Troy, N. Y., has been elected to the directorate of the Kiwanis Club of that city.

INAUGURATES SALES DRIVE ON PAL

Extensive Consumer Publicity and Dealer Cooperation and Display Material Feature Sales Campaign Inaugurated on Pal Portable

The Plaza Music Co., 18 West Twentieth street, New York, manufacturer of the Pal phonograph, has inaugurated an intensive sales campaign which will cover a period of months. Not only is exceptional co-operation being extended to the retail trade, but a large amount of consumer publicity is included in these sales operations. Special stress is placed upon the fact that the Pal portable in its present form has given satisfaction over a period of years.

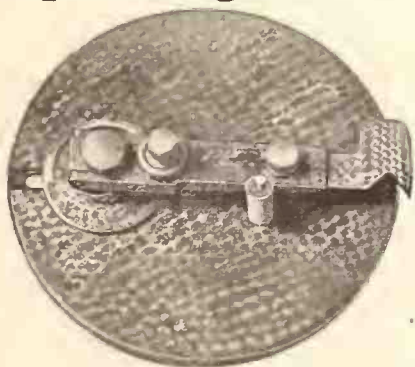
The advertising department of the Plaza Co. has issued some particularly attractive display material for the use of retailers. Among these is a very handsome rotogravure display panel, seventeen by twenty-five inches, mounted on cardboard, described as "showing the Pal in action." Accompanying this display matter each retailer receives a quantity of consumer circulars, newspaper mats and copy.

TO OPEN NEW STORE IN MEMPHIS

Saul Bluestein, of the Melody Music Shop, 111 Madison avenue, Memphis, Tenn., is planning to open a new store soon on Main street.

Cultivate tact, forbearance and a level head and you have taken a big step toward success.

A NEW Repeating Device



A new Repeating Device. Wonderfully simple. Overcomes and eliminates objections to other repeaters. Will not mar or scratch the record. Made of metal—will last a lifetime. Adjustable for 10-inch or 12-inch records.

THE RAPID REPEATER

Repeats any record instantly—no breach between ending and starting, thus providing continuous music. Here is a sturdily built repeater that sells for almost the same price as celluloid or other flimsily made machines. Fully Guaranteed.

RETAIL PRICE \$2.00

Send for sample and discounts. Agencies now being established. Write for our attractive proposition.

THE RAPID REPEATER CO.

266 Van Alst Avenue LONG ISLAND CITY, N. Y.



Do you know what an

EDISON PHONOGRAPH

Franchise would mean to you?

There are a few opportunities, NOW, in our district to secure an

EDISON AGENCY

Write Us

Proudfit Sporting Goods Co.

OGDEN, UTAH

Intermountain Distributors

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



One—two, three! One—two, three! How the heart quickens its beat to this tempo. The "Old Favorites Waltz Medley"—both sides of Record A-3837—is going to set thousands of hearts and feet, too, going when the strains of "Love's Old Sweet Song," "Sweet Adeline" and the other immortal waltz tunes coax 'em into action.

COLUMBIA GRAPHOPHONE CO.
New York

LOS ANGELES

*Business in Good Shape—Developments Along Healthy Lines
—Latest Models Much Admired—Some Prominent Visitors*

LOS ANGELES, CAL., April 5.—Reports from talking machine dealers throughout the territory denote that business is keeping up very satisfactorily. There is, however, some concern at the shortage of rain, which condition seems to extend all over the State, and a dry year, with bad effects to the farmers, is feared.

Vocalion Record General Manager Here

O. W. Ray, general manager of the Vocalion record division of the Aeolian Co., was in Los Angeles early last month. Mr. Ray, who had visited most of the important cities of the country on his transcontinental trip via Chicago, Detroit, Denver, San Francisco, etc., expressed himself as much gratified with conditions everywhere, and especially pleased with the Red Record representation obtained in Southern California through the efforts of the distributors, the Munson-Rayner Corp.

Sonora Demand Big

Bent Davies, Southern California representative of the Magnavox Co., Sonora distributor, returned last week from an extended trip over his territory. He states that 85 per cent of his orders are now for period console types, and that it is difficult to supply the demand. Mr. Davies reported that the Blomberg Jewelry Co. and the Mission Drug Co., of Pomona, have installed Sonora departments.

The L. M. Barker Furniture Co., of Fresno, has also obtained the Sonora agency.

New Edison Models Much Admired

O. A. Lovejoy, Los Angeles manager of the Edison Phonographs, Ltd., reports that the recent arrival of the first two carloads of the new baby consoles was a matter of great satisfaction to dealers, as a number of them have been already sold to customers.

Sales Manager Wilson, of the Carl G. Strock Co., Santa Ana, exclusive Edison dealer, was in Los Angeles last week and reported very good business in his territory and a demand for the new console models far exceeding their expectations.

John R. Lewis, who for the past two years has been with the Phonograph Corp. of Manhattan, and who has had a long experience in the Edison phonograph business, has been

engaged by Manager Lovejoy as a traveler.

The Long Beach Music Co., which recently succeeded the Haughton-Campbell Piano Co., has secured an Edison agency in Long Beach, and will occupy new quarters on American avenue early this month, where it will have exceptionally attractive warerooms.

Cheney Advertised by Billboards

The Munson-Rayner Corp. has arranged for one hundred large billboards with which it will advertise the Cheney phonograph. These billboards will be placed at intervals on El Camino Real, the celebrated 500-mile highway, which runs from San Diego to San Francisco.

Important Connections for Swanson Portable

E. M. Runyon, manager of the Swanson Portable Phonograph Distributors of this city, manufacturer of the Swanson portable phonograph, has just returned to Los Angeles after an extensive trip, which included a visit to practically every jobbing center in the United States. Mr. Runyon reports that Swanson jobbers are anticipating an unusually active Spring and Summer business and that business conditions throughout the country are sufficiently encouraging to make the prediction that 1923 will be a banner year for the phonograph industry. Mr. Runyon appointed as Swanson jobbers quite a number of prominent concerns in the leading trade centers who are planning to feature this portable.

Victor Representative at Conference

R. P. Hamilton, special Pacific Coast representative of the Victor Co., made a fast journey across the continent last month, in order to attend a conference at headquarters in Camden. He has already returned to Los Angeles and is working again among Victor dealers, by whom he is very highly regarded.

Visits Southern Part of State

E. R. Darvill, sales manager of the Munson-Rayner Corp., Swanson jobber for California, accompanied by his accessory salesman "Tom" Rockwell, has just returned from a trip through the southern part of California. They are enthusiastic regarding the demand for Swanson portables and appointed many new dealers.

Philip T. Clay in Los Angeles

Philip T. Clay, president of Sherman, Clay

& Co., Pacific Coast distributors, accompanied by Andrew C. McCarthy, treasurer, visited Los Angeles last month. He called on a number of Victor dealers during his stay here, receiving very satisfactory accounts regarding business.

Phonograph Manufacturer Here

Oscar Mehorney, president of the Stout, Mehorney, Smith Trust, who is interested in the Strand phonograph, arrived here last month, and spent some time with J. J. Grimsey, local manager of the Walter S. Gray Co., California distributor of the Strand phonograph.

Cheney President Here This Month

E. R. Darvill, salesmanager of the Munson-Rayner Corp., Cheney phonograph distributor, is leaving for San Francisco early this month. He states that Professor Forrest Cheney will arrive in Los Angeles on April 22 and spend about six weeks in California.

Headquarters for Okeh Records

W. C. Fuhri, of the General Phonograph Corp., paid a visit to Los Angeles in the latter part of last month, accompanied by W. E. Henry, who is well known throughout the Pacific Coast. The latter has been appointed factory representative of the Okeh records and will establish headquarters in Los Angeles.

Brunswick Dealer Becomes Impresario

J. C. Padgham, of Padgham's Brunswick Shop, Santa Ana, arranged for a concert in his city with Theodore Karle, Brunswick artist, as soloist. The concert was attended by a large audience, which enjoyed the magnificent singing of this distinguished tenor. Mr. Karle received an enthusiastic ovation. Mr. Padgham states that he has received many letters of thanks from Santa Ana citizens for bringing Theodore Karle to their town, and he feels that his efforts have been well repayed.

Plan Welcome for Opera Star

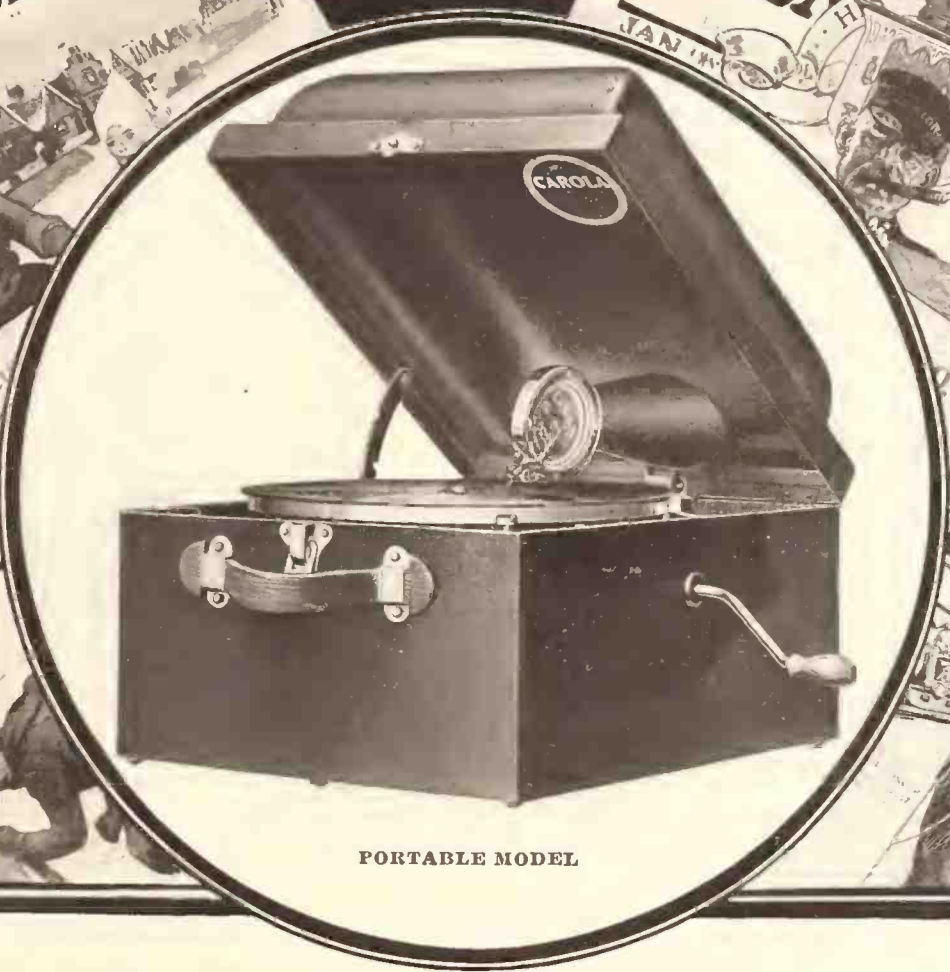
Police Chief Oaks is to extend an official welcome for the city to Dorothy Jardon, prima donna of the Chicago Grand Opera Co. and Brunswick artist, on her arrival here to-morrow morning via the Southern Pacific. Miss Jardon, it is said, is the only woman in America holding a police captaincy. She won this distinction in New York City by lending her assistance for the annual police drills and exhibitions during the last few years. She is coming here for a limited engagement at Loew's State Theatre. Motion pictures are to be made of Chief Oaks and Miss Jardon, and will be shown at Loew's here and the three hundred other Loew houses in America. Brunswick dealers are planning a special reception of their own for this artist.



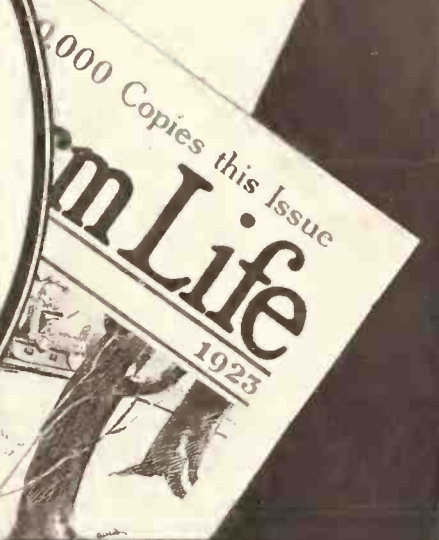
For Los Angeles
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
845 S. Los Angeles St.

E. P. Simpson, Branch Mgr.



PORTABLE MODEL



The New CAROLA



The Nightingale of Phonographs

NATIONALLY ADVERTISED TO 9 MILLION PEOPLE

In February we announced the new CAROLA models. Since then over eight hundred additional new Carola dealers have placed orders with us and repeat business is increasing very rapidly.

This new CAROLA is all that we claim for it—the best phonograph value on the market today.

The new PORTABLE is a dandy—see it once—listen to it half a minute—

and you will be sold by doing a quantity business with it at the remarkably low price of \$20, with a long margin of profit for you.

Remember, it will play any standard Disc record up to twelve inches, as well as the average machine selling for \$150.00. Certainly this should interest your trade and we will be very glad to give you additional information upon request.

and we will be very glad to give you additional information upon request.

SPECIFICATIONS

The Motor—Exclusive Carola product—Heavy cast frame—no spur gears—self-lubricating—noiseless action—easy adjustment—standard 14-foot spring—plays full 12-inch record one winding—used on all new Carola models.

Reproducer—and tone arms—full-sized exclusive Carola construction—guaranteed to equal those found on machines costing many times price.

Amplifier—Special Carola design giving great volume—may be regulated and played when closed.

Size and Weight—Cabinet models, 11x13x31 with top open—weighs about 17 pounds. Portable model, 11x13x9—weighs about 15 pounds.

Finishes—Cabinet models in acoustic metal finished in Mahogany or Old Ivory.

Retail Price East of \$20⁰⁰
 the Rockies, all models
 except Polychrome . . . \$20⁰⁰
 Polychrome . . . \$25.00
 LIBERAL DEALER DISCOUNTS

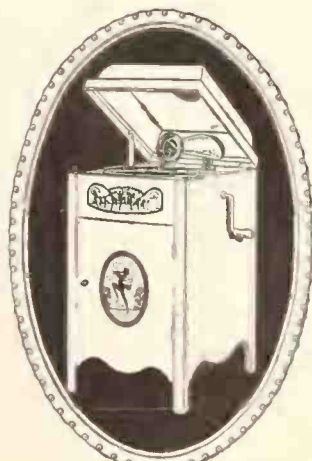
SPECIFICATIONS

nickel trimmings—and Polychrome, gold fittings. Portable finished in jet black with nickel trim.

Special—Ample record storage space in all models. Packing—Cabinets in single cases. Portables—four to a case.

ALL PARTS STANDARDIZED AND INTERCHANGEABLE.

Send for dealers' approval proposition.



IVORY MODEL

The CAROLA COMPANY

410 Lakeside Ave., N. W.
 CLEVELAND, OHIO

NEW YORK
 118 E. 28th Street

CHICAGO
 30 N. Michigan Ave.

The Waltz Sensation for 1923

Goodnight!

Watch this Baby GROW!

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



RESIGNATION OF M. H. WHEAT

Sales Manager for W. H. Reynolds, Victor Wholesaler of Mobile, Returns to Chicago

MOBILE, ALA., April 3.—M. H. Wheat, for the past two years in charge of the sales activities of W. H. Reynolds, Victor wholesaler of this city, has resigned that position and is returning to his former home in Chicago where he plans future activities. Mr. Wheat has been long connected with the talking machine trade, handling both the Victor and Brunswick lines in the course of his career. He has not announced his future plans.

C. W. LUDWIG TO OPEN BRANCH

New Store Will Be Opened in Rochester, N. Y.—Sonora to Be Featured

ROCHESTER, N. Y., April 9.—C. W. Ludwig & Sons, Inc., this city, will open on or about April 15 a branch store on the corner of Main and Gibbs streets, directly opposite the new Eastman School of Music and Theatre. This store will feature the Sonora phonograph and will be one of the finest in Rochester.

The Ludwig Co. was one of the pioneer Sonora dealers in this State and has been remarkably successful in handling the Sonora line. It has placed a large number of these instruments in and around Rochester. William C. Ludwig has long been connected with the musical interests of Rochester, being an accomplished violinist and a popular personality.

WINS ORDER IN COMPETITION

New Edison Store, North Tonawanda, N. Y., Places Instrument in Local School, Following Vote of Pupils After Demonstration

NORTH TONAWANDA, N. Y., April 7.—The Tonawanda High School, of Tonawanda, N. Y., chose the New Edison for school use after a competitive test. A committee of two young ladies and one young man from the school recently called at the New Edison Store, of Curt C. Andrus, and arranged, after a thorough demonstration by Mr. Andrus, to have the New Edison sent to the school, where a test of the Edison and another instrument of well-known make, which was witnessed by about 500 students and teachers, was staged. After the demonstration a vote of the students was taken and about five of the 500 voted in favor of the other instrument while the remaining 495 voted in favor of purchasing the New Edison. The school, therefore, purchased a \$200 Edison phonograph and paid cash for it. Mr. Andrus considers this a wonderful victory for the New Edison and it will lead to increased New Edison sales in the homes of many of the students who heard the test. Mr. Andrus has conducted seven tone-tests in the past seven years in the Tonawandas with excellent results.

TAKES ON THE BRUNSWICK LINE

Reinhardt, music dealer, 23 South Main street, Memphis, Tenn., recently added the Brunswick line. Small goods are also featured.

ATTRACTIVE COLUMBIA DISPLAY

Sioux City Newspaper Features Columbia Product in Exceptionally Fine Window—Schmoller & Mueller Responsible for Display

STOIX CITY, IA., April 5.—The merchandising window of the Sioux City Journal recently carried a very artistic display of Columbia mer-

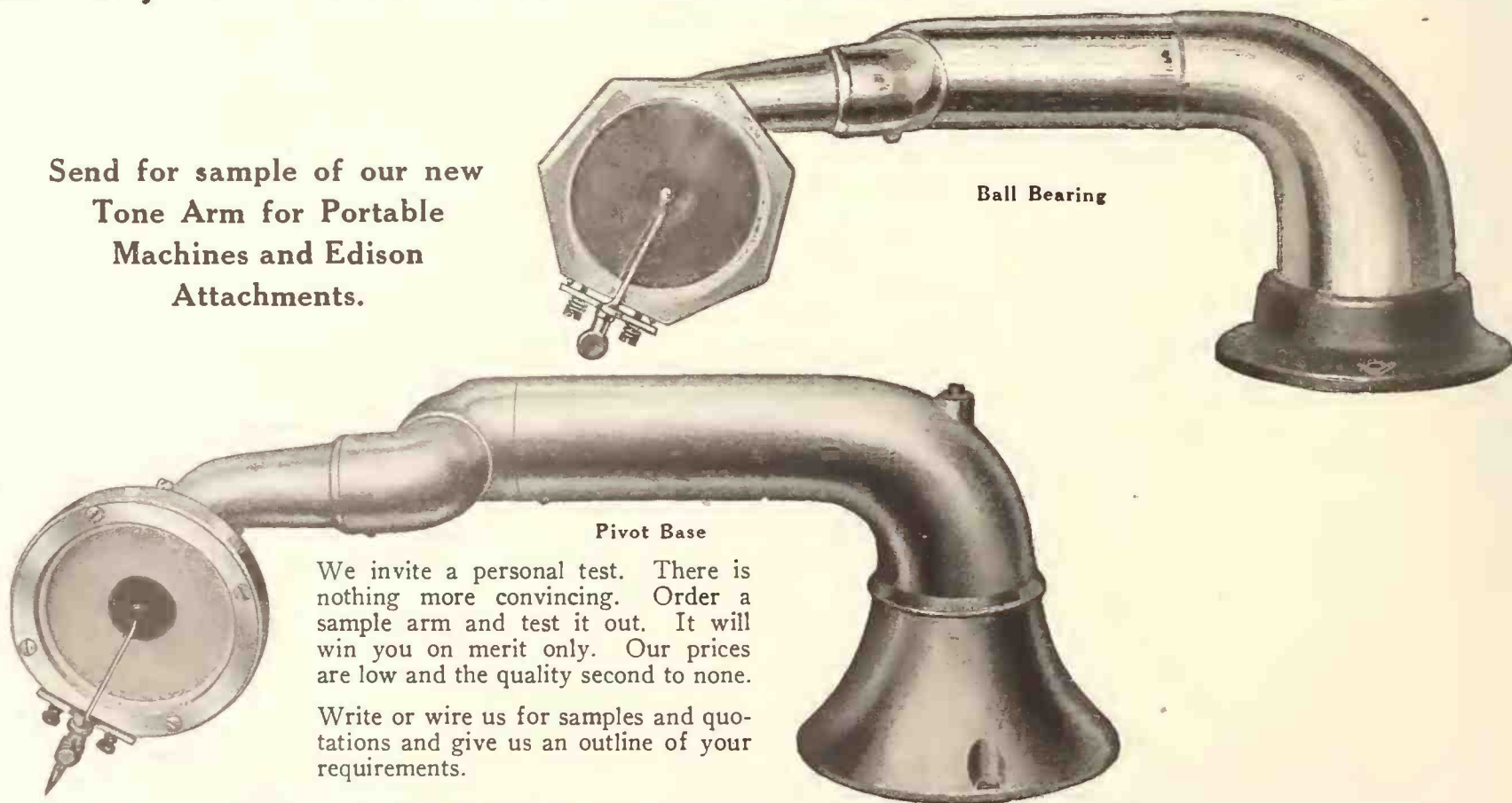


Schmoller & Mueller Co.'s Attractive Window chandise. It was through the efforts of the Schmoller & Mueller Co., of this city, well known Columbia dealers, that this display was made possible. This enterprising dealer prepared all of the necessary material, including the centerpiece, featuring Louis Graveure, exclusive Columbia artist, and the display cards were lithographed in eight colors. The background was effectively arranged, and the window won the favorable comments of all passers-by.

THE EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Positively Create that Richness and Fullness of Tone Combined with Perfect Reproduction.

Send for sample of our new
Tone Arm for Portable
Machines and Edison
Attachments.



We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

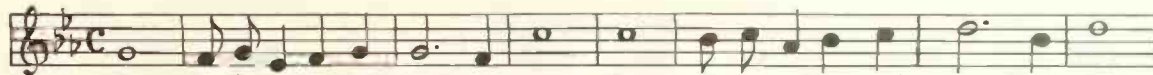
THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High-Grade Tone Arms and Reproducers

W. J. McNAMARA, President

Cable Address "Emphono"



Oh, La-dy Luck, won't you smile on me? I've wait-ed so long and pa-tient-ly,

LADY LUCK

A GEM SONG FROM THE NEW MUSICAL COMEDY

"UP SHE GOES" by the writers of "IRENE"

Music by Harry Tierney

Lyrics by Joseph McCarthy

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

ALBANY

Baker Music House, Inc., Expanding—Two New Incorporations—Trade Changes and Activities

ALBANY, N. Y., April 7.—The Baker Music House, Inc., dealer in Columbia, Starr, Sonora and Brunswick phonographs and records, has greatly expanded its business in the past several months and has nearly completed the sale of 5,000 shares of preferred stock of the par value of \$50 and 2,500 shares of common stock of no par value. The preferred stock has paid 8 per cent and the common stock \$4 a year, and extra dividends have been distributed from time to time. F. A. Brown, general manager, has made a special effort to place much of the new stock in the rural sections for the purpose of developing trade in the territory outside the cities. "Every stockholder means a booster for the company and we have endeavored to distribute the shares as widely as possible," said Mr. Brown. The net profits of the business in 1922 showed a large increase over 1921 and were the cause of increasing the capital stock. The officers of the company, who, since the first of the year have devoted their energies to the promotion of the business, are C. F. Baker, president; Eugene Oaster, secretary, and James Kelly, treasurer.

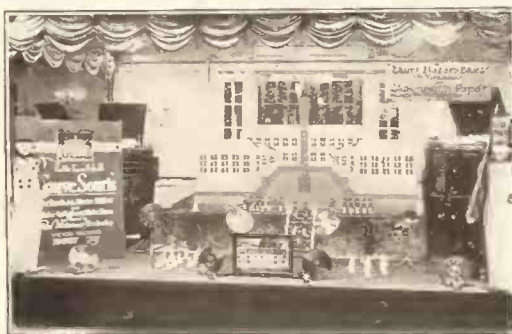
The American Phonograph Co., Edison distributor, this city, has been busy supplying a steadily growing demand for Edison phonographs and records. The prestige of this line in the large territory covered by the American Phonograph Co. is making it one of the leaders here and the confidence of dealers is indicated by the substantial orders being received.

Stockman's Eighty-sixth Street Music Shop, Inc., has been incorporated at the office of the Secretary of State to deal in talking machines and musical instruments. The capital stock is \$10,000 and the principal place of business is New York City. The directors are M. Stockman and I. Stockman, New York, and M. Cohen, Brooklyn.

The Usinga Disc Corp. has also been incorporated to manufacture phonographs and parts, with a capital stock of \$5,000. The principal place of business will be in Brooklyn and the directors are Charles C. Hasin, Max Abrahams and D. P. Golenpaul, all of Brooklyn.

Al Edelstein, proprietor of the Strand Temple of Music, has returned from New York City, where he made extensive purchases of the latest models of talking machines, including an additional record section to hold 10,000 records. Mr. Edelstein is enthusiastic over the Victor period art models and predicts a big sale of them. He is a pioneer advocate of the benefits resulting from unique and attractive window displays and relies on them as sale promoters. A recent display advertising the "Parade of the Wooden

Soldiers" attracted attention throughout the city and Mr. Edelstein says it resulted in phenomenal sales of the record. He was the first Albany



"Parade of the Wooden Soldiers" Window merchant to use color screens in his windows and his weekly displays are the most unique and original seen in Albany.

Jay Collins, formerly connected with Story & Clark, of Pittsburgh, Pa., has been appointed manager of the branch store of the Baker Music House, Inc., at Utica, N. Y. He succeeds A. W. Holgate, who has established a new business for himself. The Baker Co. has branch stores in Watertown, Hudson, Glens Falls, Plattsburgh, Schenectady, North Adams, Mass., and Bennington, Vt., and agencies in eight smaller places.

L. A. Alverson, Albany pianist and trombone player, has been elected secretary of the Thomas Music Stores, Inc., to succeed Edgar S. Van Olinda, resigned. The new Serenade and Bar-

carolle models of Sonora phonographs are being received in stock, as well as the latest Victor models. The store has a large rural trade, but the bad weather and roads the past month have curtailed business from outside the city.

The Pommer Music Shop has completed the first year of the inauguration of its music department. The Pommer shop was opened a year and a half ago with the exclusive sale of



Artistic Pommer Music Shop

Brunswick phonographs and records. The store is equipped with Selrex record listeners.

DEVINE OPENS IN CINCINNATI

Charles H. Devine, who formerly was manager of the Aeolian Co. in Cincinnati, has opened a store of his own which is located on Fourth street, in that city.

"Opportunity"

says

Make plans now for your future SUCCESS and PROFIT. Grasp THIS opportunity—one that will give you the leadership in your community.

SELL THE NEW EDISON

The SUPERIORITY of its music reproducing qualities is acknowledged by all.

In DESIGN and ARTISTIC APPEARANCE it has never been approached.

In PRICE, there is an Edison to fit the purse of everyone.

At certain points we desire additional representation. Would you like to know more about an EDISON FRANCHISE, and its possibilities?

Write today and let us give you the complete details.

AMERICAN PHONOGRAPH CO.
707-09 BROADWAY, ALBANY, N. Y.



BALTIMORE

General Revival of Business Creates Optimism in Trade Circles —Shortage in Several Instrument Styles—News of the Month

BALTIMORE, Md., April 7.—The talking machine business here the past month has been much better than that of the corresponding month of last year and considerably ahead of that of the previous month this year. This is the report from the jobbing houses generally, whose only complaint is inability to get machines to supply orders already booked, which not only restricts business but prevents taking on many new accounts before being able to take care of old customers.

This is particularly true of the E. F. Droop & Sons Co., which firm, according to Manager Roberts, has never been able to fully supply the demand for Nos. 80 and 210 machines. "We have had all we can do to keep our trade supplied and for that reason have not gone after new business for some time," said Mr. Roberts. "I can't see any business in taking on new accounts when it is impossible to supply the demand of your old trade. We have been oversold on the 80 and 210 models practically ever since they were put on the market and we never get them any nearer our warehouse than the curbstone.

"I was up to the Victor factory last week looking over the new models," continued Mr. Roberts, "and am very enthusiastic over them. They are going to be wonderful sellers and I only hope the factory will be able to supply us promptly after the machines are put on the market."

Cohen & Hughes, Inc., another Victor jobbing house, also reports business as very good the past month, as well as being oversold on a number of models, but hopes to be able to catch up with deliveries during the present month.

T. P. Smith is another newcomer with Cohen & Hughes and has taken charge of the account and collections department.

I. Son Cohen, head of the firm, who was just on the point of leaving to try out his new Lincoln sedan on a trip to Washington when The World representative called, stopped long enough to say that the Washington branch was also doing an excellent business and business generally was improving.

Mr. Parks has just returned from a trip to Virginia seaport towns and reports a revival of business in most lines, especially in shipping, which has been rather dull since the first of the year.

A. M. Calais, who has been representing the Columbia in western Maryland and parts of Virginia, has been transferred to his old territory in North Carolina. The Virginia territory has been taken over by H. W. Dutton.

C. F. Shaw, head of the local Brunswick agency, has only one complaint to make about

business and that is inability to get goods already booked, especially on the York, which type of machine has been oversold at this branch ever since it was put on the market. Mr. Shaw said business generally in this territory had been very good so far this year and he looked for a continuance through the entire Summer, judging from business conditions throughout the South.

The J. P. Caulifield Co., Inc., distributor of the Edison, has no complaint to make about the talking machine business, especially on the William and Mary period model, which is meeting with a big sale in this section.

The Strand is another machine that is being featured by a number of retailers and meeting with a good reception, according to general re-

T. R. CLARK WITH COHEN & HUGHES

Appointed Sales Manager of Baltimore Headquarters of Prominent Victor Distributor—Completes Organization

BALTIMORE, Md., April 6.—With the announcement of the appointment of T. Ralph Clark as manager of sales at the Baltimore headquarters of Cohen & Hughes, Inc., Victor distributors, this progressive firm has thoroughly completed its organization for 1923. Dating back from last October, at which time this long-established company was incorporated, I. Son Cohen, president of the company, has carefully gathered about him men of high caliber, well trained in the talking machine field and particularly well fitted for the particular duties which are theirs.

T. Ralph Clark, the latest member of the Cohen & Hughes organization, is widely experienced in Victor merchandising, having been connected for a number of years with the Penn Phonograph Co., in Philadelphia. Mr. Clark assumed his new duties as manager of the Baltimore headquarters the first of the month.

The executive staff of the Cohen & Hughes organization now consists of the following: I. Son Cohen, president; William Biel, secretary and treasurer; E. J. Totten, general sales manager; Leslie Lore, sales manager of Washington; T. Ralph Clark, sales manager of Baltimore, and the traveling staff consisting of A. B. Wertheim, V. S. Taylor, James Robinson and L. A. Randall.

I. Son Cohen, chief executive of the organization, of course, needs no introduction to the trade. It is due to his ability and untiring efforts that the company has grown to its present large proportions. Sharing the executive work with Mr. Cohen is William Biel, who has been connected with the organization since last Oc-

ports of merchants throughout this territory.

The Okeh records, which are being featured by several stores here, are popular with the public. The William La Bai Music Co., 210 West Franklin street, for instance, has an attractive window display of the April releases of the Okeh records. Distribution of the Okeh records at present is being made through the Philadelphia branch, but it is said that a local branch will shortly be opened here.

Columbia Wholesalers, Inc., which was recently formed to wholesale Columbia products in this and adjoining States, is now settled at its headquarters at 205 West Camden street. These headquarters are advantageously located within a block of the B. & O. terminal and recent shipments received from Columbia headquarters, New York City, have provided substantial stock. The organization consists of W. S. Park, president; L. L. Andrew, vice-president, and William H. Swartz, secretary and treasurer. Mr. Parks reports that this new organization has done considerable business from the very first and is very enthusiastic over prospects for the balance of the year.

tober, and his exceptional business ability has already had a favorable effect in the conducting of the business.

In addition to the building up of the personnel Cohen & Hughes, Inc., have not neglected material preparation. The entire record department has been refitted with new metal shelving and tables and all modern devices that will facilitate the sale of orders and expedite their delivery. Mr. Cohen states that record stocks are now complete to a remarkable degree and expects that 1923 will prove an exceptional record year.

DOING BIG BUSINESS IN THE SOUTH

Edison Department of Sterchi Bros. & Fowler Enjoys Growing Demand

CHATTANOOGA, TENN., April 9.—The Edison phonograph department of Sterchi Bros. & Fowler, Inc., wholesalers, has been enjoying a better business during the past month than for some time, according to J. T. Leaman, manager of this branch of the business. Sales have increased steadily and the outlook is bright, says Mr. Leaman, who is aggressively pushing this line with much success. Sterchi Bros. & Fowler are one of the largest manufacturing, importing and jobbing concerns in the South and, in addition to the phonograph interests, pianos, furniture, etc., are handled.

H. B. BAGGETT IN NEW POST

Herman B. Baggett has just been appointed manager of the Bedford Music Shop, 1253 Bedford avenue, Brooklyn, N. Y., of which A. Bersin is proprietor. Mr. Baggett was formerly manager of the Ormonde Shop on Fulton street. The Bedford Music Shop handles the Victor.

Store Equipment

of

Quality and Design

Hearing Rooms
Record Racks
Service Counters

Ask us about
our
new Sheet Music Rack

Display Cases
Musical Instrument
Cases, etc.

ZIMMERMAN BITTER CONSTRUCTION CO.

Offices, Factories and Warerooms—325-327 East 94th Street

New York City

Telephone: Lenox 2960



I. SON COHEN
President



WILLIAM BIEL
Secretary and Treasurer



E. J. TOTTEN
General Sales Manager



LESLIE LORE
Sales Manager, Washington



T. RALPH CLARK
Sales Manager, Baltimore



Baltimore



Washington

A TIE-UP THAT MEANS EFFICIENCY PLUS

An intangible quality such as service must be judged, first by the organization rendering it, secondly, by the men who are the component parts of that organization and lastly by what this service is and does.

In visualizing Cohen & Hughes Victor Service herewith, we are proud to present the personnel of the organization—every man highly trained and well fitted for his particular duties. We call attention to the two large headquarters, one in Washington, the other in Baltimore—each one a great Victor distributing unit in itself. Combined they effect a service of such magnitude that it is hard to define.

COHEN & HUGHES, INC.

Victor Wholesalers

BALTIMORE, MD. WASHINGTON, D. C.



A. B. WERTHEIM



VICTOR S. TAYLOR



JAS. ROBINSON



L. A. RANDAL

Travelling Sales Staff

RECORD SALES VOLUME ENJOYED IN BROOKLYN

Record and Machine Sales Exceed Expectations—Long Island Phonograph Co. Inaugurates Series of Sales Conferences—Company in New Home—Morris Wharton in Attractive New Store—Other Leading Trade Activities

The talking machine trade in the Brooklyn and Long Island section of metropolitan New York during the month of March experienced one of the largest sales of machines and records ever enjoyed in this territory. Talking machine business went far beyond expectations and sales were evenly divided between the upright models and the popular console type which has been much in vogue during the last two years. Contrary to the much-discussed opinion that the console type machine was in greater favor than the upright was the large sale enjoyed in the upright model, and talking machine dealers accordingly are reordering upright types in large quantities from their respective jobbers. Record business has been more than gratifying and sales of all classes of records have kept cash registers ringing since the first of January, and dealers are all of the opinion that this phase of the trade has struck its normal pace and that all indications point to a prosperous year in all departments of the business. Of course, dealers realize that record business is of vital importance, as it represents a quick turnover and quick profits. Therefore, every effort to increase the sale of the high-priced records, particularly the operatic and standard numbers, is being made, and, accordingly, sales of this class of records have increased materially.

Start Series of Sales Conferences

The Long Island Phonograph Co., Sonora jobber for Brooklyn and Long Island, has inaugurated a series of sales promotion conferences with its dealers, which will continue, it is expected, throughout the coming year. It is planned to hold these conferences at the offices of the company in Brooklyn at least once a month, but to give them a proper send-off during the month of March dealers were invited to attend one each week, in order to give every one of the dealers a chance to be present. These are being held in conjunction with the Sonora Phonograph Co. of New York, and at every meeting officials of the company were present to address the dealers and discuss matters of interest in the merchandising of the

Specialize

MAKE YOUR SHOW WINDOW PAY YOUR RENT. FEATURE A DIFFERENT RECORD EVERY WEEK. MAKE YOUR WINDOW DISPLAY DISTINCTIVE AND OUT OF THE ORDINARY, SO THAT IT IS BOUND TO BE NOTICED.

YOU WILL FIND IT WILL PAY YOU.

AMERICAN TALKING MACHINE CO.

BROOKLYN, N.Y.
VICTOR WHOLESALE



Sonora in this important district of metropolitan New York.

On each occasion George E. Brightson, president and general manager of the Sonora Phonograph Co., gave the dealers a very interesting talk on the possibility offered to dealers in the merchandising of the Sonora phonograph. He expressed his warm appreciation in being able to meet the dealers personally, and he also spoke at some length on the practice of price-cutting and stated emphatically that Sonora dealers in metropolitan New York who were resorting to this method of securing business would in the end be the losers. He stressed the importance of giving customers service in the upkeep of their machines after the sale had been consummated, and said that this point should be given the earnest consideration of every Sonora dealer in the country.

R. H. Keith, president and general manager

of the Long Island Phonograph Co., was chairman of the meeting and addressed the dealers, asking them for their co-operation in order that the Long Island Phonograph Co. might be able to more efficiently serve them. J. J. Schratweiser, sales manager of the company, spoke to the dealers on future plans of the Long Island Phonograph Co., outlining several new features designed to help Sonora dealers in this territory.

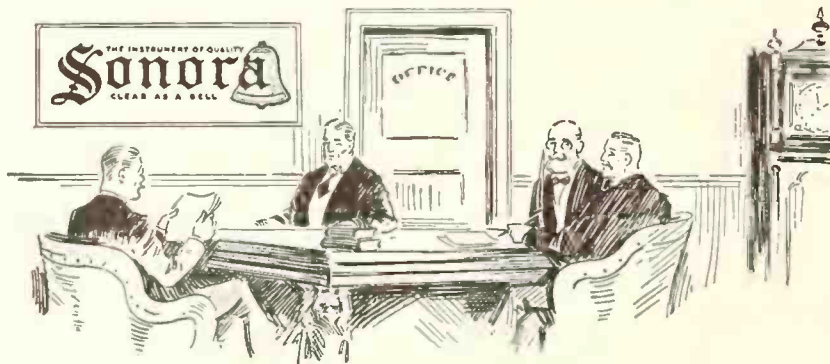
Frank Coupe, vice-president and sales manager of the Sonora Phonograph Co., delivered an address on production plans of the Sonora company, asking dealers to place their orders as far in advance as possible, to enable the Sonora company to produce enough machines to meet all demands. Frank Goodman, assistant to Mr. Coupe, then addressed the dealers and spoke about the co-operation which the Sonora company is endeavoring to give them, and that plans for the coming year are being prepared that will prove of material help to dealers.

One of the most interesting talks given to dealers was that of E. D. Coots, of the Sonora Phonograph Co., who gave a detailed explanation of the technical makeup of the Sonora tone arm, reproducer, amplifying horn and the general construction of the instrument. He outlined the large expenditure entailed in experimental work which the Sonora company was carrying on and emphasized the importance of every dealer familiarizing himself with this technical information.

After the meeting the entire group of dealers was entertained at luncheon and all went back to their respective stores convinced that meetings of this kind, where dealers could get together and listen to these interesting discussions, were of great value to themselves.

Long Island Phonograph Co. Moves

The Long Island Phonograph Co., Sonora jobber for this district, has moved from the present quarters at 150 Montague street, where it has been located for the past two years, to new offices at 17 Hanover place, Brooklyn. The new offices are in the Lane Bryant Building, easily accessible from all sections of Brooklyn, representing one of the finest wholesale distributing plants in the East. R. H. Keith, general manager of the company, has had this new move in mind for some time past, as the company's increasing business demanded better and more commodious quarters. A feature of the new quarters is a large display-room where the entire Sonora line will be exhibited in a high-



THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

The Highest Class Talking Machine in the World

Our dealer plan of action
is to serve with satisfaction.

Long Island Phonograph Co., Inc.

Sonora Distributors for Brooklyn and Long Island

150 Montague Street, Brooklyn, N. Y.

Telephone Main 4186

class manner. A complete showing of dealer service material will be made here and dealers are urged to make use of these sales helps. "This feature," stated Mr. Keith, "we consider of utmost importance, and we intend to so arrange our plans as to give dealers a maximum service in every detail. Invitations will be sent out to the trade in general, announcing this new move and asking dealers to inspect the new headquarters."

J. J. Schratweiser, sales manager of the company, in commenting on business for March, stated with much enthusiasm that figures for this period were 70 per cent larger than for the same period last year, and from all indications the demand for Sonora merchandise in this territory will be greater this year than ever before in the history of the company.

C. W. Keith, vice-president and treasurer of the company, who has been spending the past few weeks enjoying the warm climate of Florida, is back after a most enjoyable vacation.

Morris Wharton in New Home

Morris Wharton, popular talking machine dealer, is now located in a new and up-to-date store at 2735 Atlantic avenue, where he has erected one of the finest retail talking machine establishments in this section of Brooklyn. Mr. Wharton was formerly at 2741 Atlantic avenue, where he has been located for some time past, but due to the increase in business found it necessary to secure larger quarters. In his new store he has installed complete new equipment of the most modern kind and will be able to take care of his large clientele in a far more satisfactory manner than ever before. Mr. Wharton handles the Sonora line.

L. F. Barg Now Sole Owner

The Crescent Hill Music Co., Inc., of 7725 Third avenue, Brooklyn, N. Y., has just recently been dissolved and will now be known as the Crescent Music Shop. Louis F. Barg, one of the incorporators of the company and who formerly owned the store himself, recently purchased the interest in the company held by Alex. Ullman. Mr. Barg and Mr. Ullman have conducted the business jointly for the past two years, but from now on Mr. Barg will be sole proprietor. This store is one of the finest in this section of Brooklyn, and Mr. Barg has built up a successful business there, where he has made many friends.

Attractive Sonora Window Display

The Wissner Store, at 55 Flatbush avenue, recently carried one of the most attractive window displays which this store has ever had, which was executed by Wm. Hawkins, manager of the talking machine department. The window featured a Sonora Bardini period type phonograph, one of the highest priced talking machines on the market, which retails for \$3,000. The entire window was placed in darkness and



SERVICE

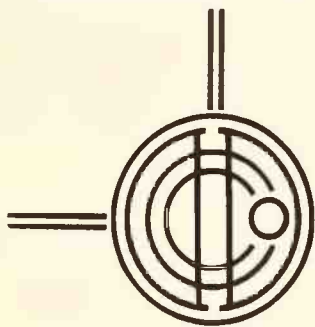
Our service to Victor retailers does not end with an equitable distribution of Victrolas and records.

We extend every effort to meet the territorial problems of the retailer. They are often thus enabled to meet situations that a mere delivery of their quota of goods would not solve.

G. T. WILLIAMS CO., Inc.

272 Flatbush Ave. Ext.

BROOKLYN
NEW YORK



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



Doehler Die-Cast Zinc and Aluminum Alloy
Phonograph Reproducers.

Metallurgical and chemical research is continually bringing new developments in metal alloys with new properties and new values—suggesting new possibilities in die-casting economies.

Doehler engineers are in constant touch with these new developments, and Doehler customers are among the first to be advised and to secure the advantages of these latest results of scientific study—all to the end that each Doehler Die-Casting shall be the utmost in value.

DOEHLER DIE-CASTING CO.

BROOKLYN, N.Y.
TOLEDO, OHIO.

the Bardini model placed directly in the center, while a spotlight, which was placed directly over it, played its rays on the machine. The effect of this novel display was unusually attractive and created considerable interest from passers-by. As a result many inquiries were received and many sales were made, in addition to a large list of prospective purchasers which this window attracted to the store.

M. M. Palcher Buys Margaret Shop

The Margaret Shop, at 306 Seventh avenue, was purchased this month by M. M. Palcher, who will conduct this store under the name of "Music Land." Mr. Palcher is well known in the talking machine retail trade in Brooklyn, and was formerly connected with Maillard's Music Shop, where he made for himself an enviable reputation as a salesman. Mr. Palcher carries several makes of machines, including the Sonora phonograph.

American T. M. Co. Busy

The American Talking Machine Co., Victor wholesaler for this section of metropolitan New York, reports that business during the month of March was exceedingly good and that dealers are ordering all types of uprights and, of course, many of the new console models which the Victor Co. recently introduced. The demand for the portable type has been very good and orders in anticipation of a brisk Summer business are being received. R. H. Morris, general manager of the company, is very optimistic over the outlook and stated that dealers are sparing no effort to get as much business at this time as they possibly can and, from all indications, retail business will be better than last year in every respect.

Chas. Offerman, who covers the Long Island territory for this wholesaler, reports that dealers in his territory are making plans for a large Summer business, and that their stock of machines and records is better at this time than it has been for many months past. He is spending considerable time with his dealers in mapping out sales campaigns which they are plan-

ning to inaugurate this month and which, no doubt, will produce splendid results.

Geo. Riley Opens Victor Shop

A new exclusive Victor store was recently established in the Richmond Hill section of Brooklyn, at 11612 Liberty avenue, by Geo. Riley, well known in the retail trade of metropolitan New York, having been connected with the trade in executive capacities for many years past. With his thorough knowledge of Victor retail merchandising this store, no doubt, will shortly be well known in Brooklyn.

Drive on Red Seal Catalog

The G. T. Williams Co., Inc., Victor wholesaler, is continuing the campaign it inaugurated some time ago on the Red Seal catalog. Dealers have shown a ready response to the suggestions of adding to the volume of these sales. The wealth of material found in this exclusive Victor list is so comprehensive in character as to include material appealing to all tastes and it is bound to result in sales.

Orchestra Grows in Favor

Maine M. Rountree, who has been conducting several concerts with his orchestra in dealers' stores during the past Winter, is finding his orchestra in demand more and more each week. During the month of March Mr. Rountree made several bookings for his orchestra and, from indications, it will be kept busy for some time.

R. Benton Buys Cedarhurst Branch

Walter S. Phillips, who has conducted a talking machine store at Cedarhurst, L. I., for many years past, recently sold the stock and good will of the company of which he was president to Robert Benton, of Lynbrook. Mr. Benton already has a store at Lynbrook, L. I., and he plans to operate the two stores under his personal supervision. The Cedarhurst store will change its name from the Phillips Music Shop to the Benton Music Co. It is planned to make several alterations in the Cedarhurst store, where Mr. Benton intends to spend considerable of his time during the next six months, in order to place it on a sound basis.

IN DES MOINES

Dealers and Jobbers Co-operating in Plans for Music Memory Contest—Business Prosperity Creates Optimism—Month's News

DES MOINES, IA., April 4.—Des Moines dealers and jobbers are reporting a very good business, both in talking machines and records, for the first three months of 1923. Harger & Blish, jobbers for Edison phonographs and records, state that March business was 25 per cent better than that of the same month last year. For the first three months of the year business has been 60 per cent better than for the same period last year, according to Mr. Blish.

H. B. Sixsmith, of Mickel Bros., jobbers in Victrolas and records, reports that dealers are receiving the new Victor No. 400 with much enthusiasm. There seems, however, to be a decided preference for the new 405 model.

On Tuesday, April 2, Mickel Bros. held a luncheon at the Harris-Emery tea room for the managers of Victrola departments in local retail stores. The record girl from each store was also in attendance. The advance list of Victor records for May was played over. George E. Mickel, of Omaha, was present and gave a short talk. About sixteen were in attendance at the luncheon.

The Dunning Co., distributor of Starr phonographs and pianos and Gennett records, has taken on two portable machines, the Outing and the Charmaphone. Efforts of the sales force will be concentrated on these machines during the Summer and vacation months.

Through the co-operation of the jobbers and local dealers the Des Moines Register has announced a music memory contest. The object of the contest is to educate the public to recognize and appreciate the best music. The contestants are to be divided into two groups, Class A and Class B. Class A will consist of persons sixteen years of age or over, while Class B will include any entrants under sixteen. Aside from the fact that professionals are excluded, the contest is open to anyone. Twenty-five selections have been made as the basis of the contest. These will be played by theatre orchestras, concert groups and bands in the time before the final contest. The date for the final contest is to be announced later and at that time the contestants will listen to parts of the selections and be called upon to identify the selection and the

composer's name. Some attractive prizes have been offered as follows: Mickel Bros. Co., two complete sets of the Victor contest records; Harger & Blish, two complete sets of Edison contest records; Jones Piano Co., credit voucher for \$25; Davidson's Furniture Store, credit voucher for \$25; DeWitt Jones, credit voucher for \$25; Massey Piano Co., two credit vouchers, \$10 each; Chapman Bros., two prizes of six records each; Des Moines Music Co., credit voucher for \$15; L. Ginsberg & Sons, credit voucher for \$15; Haddorf Music House, credit voucher for \$10. These prizes are in addition to two grand prizes of \$100 each offered by the Register.

The Victor School of Salesmanship was held in Des Moines for four days last month. The school was declared by those who attended to be the best and biggest that the Victor Co. has ever held in Iowa. F. A. Delano was in charge of the school and brought out many selling points of the Victrola and Victor records. About sixty Iowa dealers or their representatives were in attendance.

The L. A. Murray Co., Davenport, Ia., Victrola dealer, is remodeling its store and will add a line of small goods and pianos.

PAULE JEWELRY CO.'S NEW QUARTERS

Prominent Burlington, Ia., Edison Dealer Reopens Attractive Building After Extensive Alterations and Improvements

BURLINGTON, IA., April 6.—The most modern ideas in merchandising fixtures are in evidence in the recently reopened and remodeled store of the Paule Jewelry Co., Edison phonograph and jewelry dealer of this city. Although the main business of the company is the merchandising of jewelry the phonograph department has developed to such an extent that the entire second floor of the three-story building is devoted to these instruments. A large record department on this floor offers the shopper an extensive selection of records and the handsome record demonstration booths in which are electrically operated instruments are

**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

Donahoe & Donahoe, of Ft. Dodge, Ia., with the aid of Belle Hendrix Smith, of Mickel Bros., Des Moines, gave a series of very interesting and instructive lectures on music appreciation, which were largely attended.

L. Ginsberg & Sons, of this city, will erect a large addition to their six-story furniture store. It is the plan to use the entire first floor of the new addition for a new and enlarged talking machine department. When completed Ginsberg's will have one of the finest departments in the Middle West.

Rasmussen Music Co. is a new Edison dealer at Aberdeen, S. D.

C. R. Quade, of Ames, Ia., one of the oldest Edison dealers in the State, was a recent visitor to Harger & Blish headquarters here.

Miss Eva Hall has been secured to manage the Victrola department of the Iowa Mercantile Co., at Newton, Ia.

another feature. On the third floor is a special phonograph department in which are filed thousands of cylinder records, for the many people in Iowa who still use this type of instrument.

The entire store is a model in improvised fixtures. The entrance and the spacious windows are especially artistic in design, attracting instant attention of passers-by. In connection with the reopening of the Paule Jewelry Co.'s store the local newspapers devoted considerable space to descriptions of the various departments. One paper devoted a complete section to this concern, which was entitled "Paule Jewelry Co. Section," on the first page of which appeared a brief history of the development of the Edison, and one entire page was given over to an advertisement of the various Edison instruments.

EFFECTIVE TIE-UP WITH THEATRE

Schlegel's Rexall Drug Stores Utilize Windows, Advertising and the Theatre Itself in Complete Link-up With Moving Picture.

DAVENPORT, IA., April 6.—Schlegel's Rexall Drug Stores, operating two stores in this city, which feature the Edison machines and records, recently staged a tie-up with a local theatre which was both unusual and successful in attracting attention to the merits of the Edison line. The tie-up was prepared when the moving picture, "When Knighthood Was in Flower," was shown at the Capitol Theatre. An Edison instrument, to which was attached an amplifier, concealed behind the screen, played twice during each performance of the picture, accompanied by the orchestra or organ. Another Edison phonograph, a William and

STYLUS BARS

(Any Style)

Stylus Bar and Mfg. Co.

Clague Rd.

Bay Village

OHIO





H E A R

IOWA
CORN
SONG

CRITERION QUARTETTE



OKOBOJI
WALTZ

Feldhanns Orch. - E.C. Horne

TWO BIG IOWA HITS

OUT TODAY

HARGER & BLISH

Des Moines, Iowa




Mary model, was placed in the foyer of the theatre with an artistically prepared card, bringing out the idea of the play. A spotlight directed at the card and phonograph brought both out in sharp relief and attracted attention toward this exhibit.

Another important feature of this tie-up was the extensive advertising of the concern during the time the picture was shown. The ads, which appeared in the local newspapers, featured the play and the period designs which it is possible to secure in the Edison, as well as the reproducing quality of the instruments. Window displays in both stores, linked with the picture, were also resorted to.

This is a fine example of how dealers can cash in on local events by thorough co-operation of all the publicity forces at their command. The results are always worth time and money spent because the cumulative effect eventually brings a big return.

UNIQUE EDISON WINDOW DISPLAY

Revolving Platform, Operated by Water Power, for Displaying Phonographs. Attracts Instant Attention to the Various Edison Models

FAIRFIELD, IA., April 7.—A window display stand which is unique in that it is operated by water power, can be regulated to any speed desired, and has the advantage of being large enough to hold a number of instruments at one time, is attracting considerable attention to both the Jericho & Easton drug store, 50 North Main street, this city, and to the Edison line of phonographs which the concern is featuring.

It is a well-known fact that people like to look at a moving display of any description and this particular exhibit is exceptionally effective because passers-by can examine the various styles of Edison instruments without entering the store merely by watching those on the slowly revolving platform. The display has proved a money-maker for Jericho & Easton.

"SPEED-RITE" MOTOR ANNOUNCED

Cliff Electric Corp. Planning Big Publicity Drive in Behalf of This New Product

The Cliff Electric Corp., New York City, is introducing to the trade this month a new electric motor for phonographs, which is called the "Speed-rite," and which has met with a very cordial reception by talking machine men who have inspected its construction and performance. S. A. Jacobs, president and general manager of the company, is making plans for a publicity campaign on this product which will reach every talking machine center in this country and Canada. "In the short time that we have had the 'Speed-rite' motor on the market," stated Mr. Jacobs, "we have been able to interest several large manufacturers who are to use them as a part of their regular machine equipment."

This new motor has many distinctive features and it weighs less than the average spring motor now in use. Perhaps the most desirable feature of the motor is the fact that its construction has no belt or spring governor weights that would tend to affect the uniform speed of the motor when in operation. This feature, stated Mr. Jacobs, absolutely guarantees a uniform speed under all conditions. It is also entirely self-contained, making it noiseless while playing.

The company has prepared some very attractive literature in the way of folders and broadsides which it is planned to distribute widely throughout the trade for general distribution among prospective purchasers of talking machines and also to those people who already own machines who will be interested in the purchase of an electric motor to take the place of the motor which they now have.

VICTOR DEALERS VISIT ORMES, INC.

During the past few weeks C. L. Price, vice-president and general manager of Ormes, Inc.,

**REVOLUTIONARY!
Automatic DUR-A-PRESS**



1 Girl Does the Work of 4 Men
4 Perfect Records per Minute

DUR-A-PRESS CORPORATION
15 West Park Street Newark, N. J.

and J. J. Davin, sales manager of the company, have been entertaining quite a number of out-of-town dealers. Some of these callers made their first visit to the new Ormes offices and, needless to say, they were keenly enthusiastic regarding the handsome quarters this jobber now occupies. Among the recent visitors were Wm. Curtis, of the Curtis Art Co., Waterbury, Conn., which is the successor to the A. B. Clinton Co., and which recently opened up a handsome Victor establishment; J. Harper Fulkerson, owner and general manager of the Fulkerson Music Co., Carbondale, Pa.; Mr. and Mrs. J. P. Littleton, Pittsfield, Mass., and James Donnelly, South Norwalk, Conn., all well-known talking machine dealers.

Fischer



Phonograph

The Soul of Harmony

Reg. U. S. Pat. Office

Three New
Attractive Models
Ready for Delivery

Perfect Tone Reproduction
Exclusive Designs
Unusual Finish
Beautiful Figured
Walnut and Mahogany



Rosemary

Height 34 1/4"
Width 32 1/2"
Depth 21"

Mahogany and Walnut

\$135.00



Peter Pan

Height 35 1/4"
Width 18 1/4"
Depth 20 1/2"

Mahogany and Walnut

Owing to convenient dimensions this model is packed two to a case for shipping.

\$100.00



Isabelle

Height 34 1/4"
Width 35 1/4"
Depth 21"

Mahogany and Walnut

\$185.00

Write for Catalogue, Prices and Terms

MAYER BROS. & BRAMLEY, INC.
417 West 28th St. New York City

PORTLAND MERCHANTS ENJOY GROWING TRADE

Members of Oregon Music Trade Association Hear Alex. McDonald's Message Regarding June Convention—Jobbers Add Many New Dealers—Local Visitors—Month's News

PORTLAND, ORE., April 6.—Alex. McDonald, of New York, member of the executive board of the National Association of Music Merchants of America, was a local visitor during March and was the guest of the Oregon Music Trades Association. Over sixty members of the Oregon Music Trades Association and guests assembled to meet Mr. McDonald and to receive the message he brought to them concerning the June convention. E. B. Hyatt, president of the Oregon Association, acted as toastmaster.

Mr. McDonald gave an interesting talk, making a strong appeal to everyone to attend the Chicago conventions in June, pointing to the benefits to be derived from attending the sessions. For those unable to attend the convention Mr. McDonald suggested that the trade papers be read on subjects brought up during the convention.

M. Davis, district manager of the Brunswick-Balke-Collender Co., whose territory covers Oregon, Washington, Idaho and northern California, announces the following new Brunswick dealers placed during the past month: Weinstein Mercantile Co., at Burns, Ore.; Pioneer Pharmacy, Pe-Ell, Wash.; Kerr's Vanity Store, St. Helens, Ore.; M. L. Vial, Weiser, Idaho; Seiberling-Lucas Music Co. and Vern Wenger Talking Machine Co., both of Portland; Wiley B. Allen Co.'s new store at Kelso, Wash., Mr. Lacey, manager, which will carry the Brunswick exclusively.

Edison Phonographs, Ltd., 484 Everett street, Edison jobber, has been doing a steadily growing business during the past month. This concern, which has charge of the Edison interests here, is one of the best-known wholesale organizations on the Pacific Coast, and the confidence in which the Edison phonographs and records as well as the concern engaged in wholesale distribution are held is indicated by the large business being done by this concern.

All of the Brunswick shops are displaying the new Brunswick small console, Royal, retailing at \$115. It is creating quite a stir among the buyers, and dealers anticipate a big demand.

The phonograph department of Meier & Frank has been given the exclusive Portland agency for the Sonora. Wm. Hodecker, manager, is greatly pleased over this addition to his line of Victor, Edison and Columbia machines. E. E. Graham, representative of the Magnavox Co., of San Francisco, Pacific Coast distributor of the Sonora, negotiated the deal.

Wm. Morton, of Sherman, Clay & Co., San Francisco, during a visit to the Portland branch, gave excellent sales talks on speeding up service, increasing Red Seal record sales, construction of phonographs, etc.

R. M. Bird, of San Francisco, manager of Sherman, Clay & Co.'s wholesale talking machine department, was also a visitor.

Elmer Hunt, local manager of Sherman, Clay & Co., wholesale, here, reports March business very good in his territory with dealers all reporting better business.

John T. Ray, who sells Brunswick and Victor machines in conjunction with his drug business, has purchased the Irvington & Alameda Pharmacy, in this city. He has leased large store-rooms adjoining and is equipping an elaborate

YOUR OPPORTUNITY FOR 1923 WILL YOU GRASP IT?



Manufacturers, assemblers and large dealers are now planning to offer something new and distinct to the trade, for the fall and holidays; they should investigate the merits of this new invention, which is compact, efficient and admirably adapted for all styles of cabinets and table machines.

Your cabinets can be changed in many ways that will add to the attractiveness and the sales value.

Write today and learn more about this advanced new method in phonographs.

MERSMAN & COMPANY

OTTAWA, OHIO

phonograph department, which he will occupy about May 1.

Erma Ewart, manager of the Brunswick and Victor record department of the Wiley B. Allen Co., has added the management of the Q R S roll department to her list of duties.

Charles T. Corbin, general manager of the Bush & Lane Piano Co., of Seattle, was a visitor at the local store recently.

The Warren Music House, of Pendleton, Ore., Victor and Edison dealer, has been purchased by Jack Mulligan and J. Robinson.

P. J. Heintz, manager of the Victrola department of Powers Furniture Store, reports the sale of the larger machines, both in the upright and console models, taking the lead during March and early April.

C. F. Lizer has been added to the Victrola department of Sherman, Clay & Co.

Elain Eastman, who for the past seven years has been associated with the talking machine business in Seattle, Los Angeles and Chicago, has been added to the record sales force of the Wiley B. Allen Co.

Recent visitors included Stanton Rowell, owner of the Music & Photo House, of Grants Pass, Ore., Brunswick and Victor dealer, and Paul B. Norris, manager of the Brunswick and Victor departments of the Stiff Furniture Store, of Salem, Ore.

G. W. Johnstone, formerly connected with the W. G. F. Scythe Music Co., Ltd., of Regina, Saskatchewan, has been added to the sales force of the Reed French Piano Co.

HOCKETT CO. INCORPORATED

BELLEFONTAINE, O., April 7.—Incorporation papers have been received by the Hockett Music Store Co. in this city. The incorporators are: President, E. Fink; first vice-president, E. T. Kelley, second vice-president, A. Fink; secretary, B. Rice, and manager-treasurer, H. R. Brewley. The company is incorporated for \$15,000. Talking machines, etc., will be handled.

FEATURES "FATE" IN SPOOKY WINDOW

The Ormond Music Shop, 1314 Fulton street, recently had one of the most attractive window displays yet seen in a Brooklyn retail talking machine store. The window featured the Victor record of "Fate," played by Paul Whiteman's Orchestra. The entire background and sides of the window were covered with a jet black crepe paper, while the word "Fate" in bright red was painted on a poster which was placed in the center of the window. A red light, hidden in a front corner of the window, played continually on the different sections of the black crepe paper and changed intermittently from red to white, giving the entire window a very spooky effect. "This window," stated Herschenroder Bros., who are proprietors of this store, "created a large demand for this record and stimulated the sale of many other records as well. We plan each month to carry an effective window display on some particular record, and on each occasion it has proved a very desirable sales stimulator, attracting many new people to our store." The Ormond Music Shop, through unusually progressive publicity methods, has become a most popular store.

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



Our ILLUSTRATED CATALOG No. 35, with illustrations in colors of Artificial Flowers, Plants, Vines, Trees, etc., MAILED FREE FOR THE ASKING.

FRANK NETSCHERT, INC.
61 Barclay St. New York, N. Y.



For Portland
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
46-48 Fifth St. A. R. McKinley, Branch Mgr.

AMBEROLA PRICES ARE REDUCED

Substantial Reductions Made in List Prices of Both Amberola Phonographs and Records

ORANGE, N. J., April 2.—Thomas A. Edison, Inc., announced that as of this date the list prices on Amberola phonographs are reduced as follows: Amberola 30, \$41.00 to \$30.00; Amberola 50, \$68.00 to \$50.00; Amberola 75, \$100.00 to \$75.00; all Amberol records from 60c to 35c.

The bulletin to dealers announcing the revision in prices, issued by the Edison Co., read in part as follows: "With this return to pre-war list prices on Amberola phonographs and to less than pre-war list prices on Amberol records, you are offered a merchandising proposition incomparable with low-priced talking machine products.

"If you now deal in Amberola goods you will, no doubt, be much enthused by this announcement and you will, no doubt, go after Amberola business with renewed interest. Your farmers, trades-people and wage-earners are your natural customers for Amberola goods, and it will be to your interest to inform them of these new prices with the slightest possible delay."

NEW RECORD CLEANER ANNOUNCED

Philadelphia Badge Co.'s New Product, "K-Nob-O," Has Unique Features

PHILADELPHIA, PA., April 5.—The Philadelphia Badge Co., which is the manufacturer of the well-known Velvaloid record cleaner, has developed an improvement on this cleaner for which many merits are claimed, both as an advertising medium and as a useful sales accessory for the talking machine retailer.

This new cleaner is called the "K-Nob-O" and embodies all the qualities of the Velvaloid cleaner plus special added features. A needle box is set in the center of the top which will hold any number of needles up to 300. The knob, which is easily removed, will not come off unless properly lifted. The knob contains advertising matter, both on the top and underneath. It also answers as a container for used needles when turned upside-down. In addition, discarded needles may also be dropped through two holes provided at the top. The reception space for used needles is large and will accommodate many hundreds. It is expected that the "K-Nob-O" cleaner will prove quite popular to both distributor and dealer as an advertising novelty, and it will also have a far-reaching effect in increasing the sales of needles in larger quantities. It is also stated that this cleaner is fully covered by letters patent in both the United States and Canada and that the new features are protected by patents pending.

AUDIOPHONE POPULARITY GROWS

The Cabinet & Accessories Co., Inc., New York City, distributor of talking machine accessories, reports excellent success with the Bristol Audiophone and Audiophone junior, which have become one of the popular numbers of its line. Increasing numbers of metropolitan dealers have bought the audiophone not only for record demonstration and announcement purposes, but for re-sale as well. Among recent purchasers of the Audiophone are the Ritz Music Shop, New York City; the Winterroth Piano Co., Union Square, New York; Lee Eng, well-known New York Chinese Victor dealer, and the Union Phonograph Co., Brooklyn, N. Y.

James B. Landay, vice-president of Landay Bros., Inc., New York, is back at his desk after a brief vacation at points in the South.

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

MAKING STRONG FIGHT AGAINST FREIGHT RATE INCREASE

Music Industries Chamber of Commerce and Leading Manufacturers Combine in Protest Against Proposed Fifty Per Cent Increase in Less Than Carload Rate on Machines

Following several meetings of the representatives of the principal talking machine and record shipping interests in the country a brief has been submitted by Alfred E. Smith, general manager of the Music Industries Chamber of Commerce, protesting the proposed 50 per cent increase in freight rates for talking machine products shipped in less than carload lots. This protest was made at the conference which was held with the classification committee of the American Railway Association on April 10 in New York. In addition to Mr. Smith, who was the spokesman for the industry, officials of the large companies were also present, including Victor, Edison, Columbia, Brunswick, Sonora, Aeolian, General, etc.

This proposed increase, if put through and finally allowed by the Interstate Commerce Commission, will, of course, place a very severe additional burden of expense on the retail talking machine dealers throughout the country.

The manufacturers and the Chamber of Commerce are, therefore, going to exert every possible means to defeat the attempt to increase these rates.

If the efforts recently made before the committee of the American Railway Association should not prove successful at the conferences which will be held in New York, Chicago and Atlanta it is quite probable that an organized effort will then be made to have every retail talking machine merchant in the country individually protest such an increase to the Interstate Commerce Commission.

Naturally, most shipments from manufacturers to jobbers are in carload lots, and the less than carload shipments are, therefore, a matter of primary interest to the retail dealers. The proposed increase involves a change from "first-class" to "first-and-a-half" class, which means, as has been stated above, an increase of 50 per cent.

1923 EDISON RECORD CATALOG

Carefully Classified List of Edison Records for Use of Phonograph Owners Just Issued

The 1923 catalog, entitled "Edison Records," recently was issued by Thomas A. Edison, Inc. It is a volume of some 160 pages bound in blue paper cover, stamped in blue. It includes as supplementary features a portrait of Thomas A. Edison, Inc., a list of artists whose art has been recorded by Thomas A. Edison, Inc., the list prices of Edison records and an insert entitled "Thomas A. Edison's Re-Creation of Music," together with a full-page illustration of each standard model of the New Edison and the price thereof. At the end there are several blank memorandum pages entitled "Records I

Intend to Purchase," for the convenience of the public.

The records themselves are classified carefully and include such listings as dance records, piano records, violin records, Hawaiian records, vocal records (other than operatic, sacred, foreign songs, vaudeville and comic), operatic records, orchestra records, trios, quartets and quintets, band records (other than dance), saxophone records, cornet and accordion records, vaudeville records, comic songs, recitations and foreign records, such as Croatian, Finnish, French, Spanish and Cuban, German, Polish, Hebrew and Yiddish, Bohemian, Russian, Italian, Latin, Serbian, Danish, Norwegian, Swedish, Welsh. This catalog is undoubtedly one of the most comprehensive and artistic ever prepared by Thomas A. Edison, Inc.

WHY SHOULD YOU SELL

The *Modernolette*



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

Modernola Sales Corp., 929 Broadway, New York, N. Y.
 General Phono. Corp. of New England, 142 Berkeley St., Boston, Mass.
 General Radio Corp., 624-8 Market St., Philadelphia, Pa.
 General Radio Corp., 806 Penn Ave., Pittsburgh, Pa.
 Talking Machine Co., 97 E. Main St., Rochester, N. Y.
 Wm. Volker & Co., Third & Main, Kansas City, Mo.
 Stewart Sales Co., 502 Occidental Bldg., Indianapolis, Ind.
 D. L. Whittle Music Co., 1213 Elm St., Dallas, Texas.
 Turner Music Co., 412 E. Douglas Ave., Wichita, Kansas.

Retail Price —East of Mississippi River—\$35.00
 —West of Mississippi River—\$40.00

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

MODERNOLA COMPANY
 Office and Factory, Johnstown, Pa.

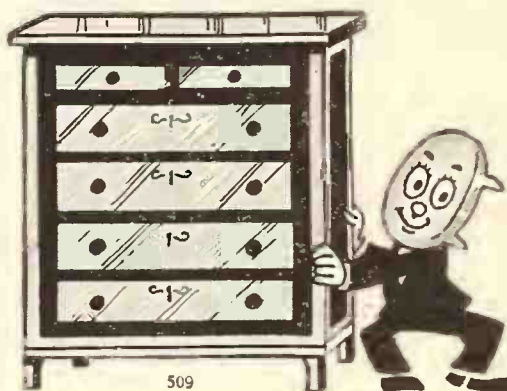
THE MODERNOLA SALES CO., Inc.
 Room 209—1340 Broadway New York, N. Y.



DOMES of SILENCE

"Better than Casters"

Made under Patent No. 995758 which has been vigorously contested and sustained by the Court of Appeals. Any infringers and those involved in the manufacture, sale or use of same will be liable for prosecution and subsequent damages.



Adaptability

Furniture will go anywhere on **DOMES of SILENCE**. Furniture equipped with these slides is equally at home on wood floors, rugs, linoleums or carpets.

They give complete satisfaction on any floor under any condition.

This perfect adaptability is one of the strongest features of **DOMES of SILENCE**—one of the features that makes them perfect footwear for furniture—one of the features that makes them better than casters.

This quality of adaptability is but one of the strong qualities offered by **DOMES of SILENCE**. Remember there are five other features:

- Economy
- Silence
- Invisibility
- Simplicity
- Service—Long wear

These are the factors that mean perfect footwear for furniture.

DOMES of SILENCE Division

Henry W. Peabody & Co.
17 State Street, New York City

In all your Talking Machine orders

Specify **DOMES of SILENCE**

"Better than Casters"

MADE IN SIX SIZES SUITABLE FOR ALL KINDS OF FURNITURE



Extra Heavy
Size—1 1/8 in.



3/8 in.



3/4 in.



5/8 in.



1 1/2 in.



3/8 in.

Reg. U. S. Pat. Off. No. 995758 which will be strictly enforced.

P-270

*What we say above about Furniture applies also
to Phonographs*

Record Pressing

Under the management of an internationally experienced record authority

Latest Improved Hydraulic Equipment

Record Pressing of the very highest quality for a few responsible manufacturers

It will be to your interest to investigate

SANDERS, Inc.

Springdale, Conn.
Near Stamford

Phone, Stamford 3980

AREA OF PROSPERITY GROWING

A. H. Curry, of Thos. A. Edison, Inc., Reports Marked Business Improvement During Month

In chatting with *The World*, A. H. Curry, head of the phonograph division of Thos. A. Edison, Inc., stated that Edison business in the New England States has shown a marked improvement in the last thirty days and that the area of prosperity is being rapidly extended to the West. Mr. Curry, who has just returned from a two weeks' trip to Texas, said that conditions in that State are better than ever, and that the early planting of cotton and the oat crops already up show tangible evidence of the optimism and confidence which prevail throughout the South at the present time.

YOUTHFUL MANAGER IS SUCCESSFUL

Marvin Rosenblatt, in St. Louis, Is, at Nineteen, Manager of Two Music Stores

St. Louis, Mo., April 6.—One of the youngest, if not the youngest music store manager in the trade, is believed to be Marvin Rosenblatt who, at the age of nineteen, is managing successfully two music stores, one at Semple and Easton streets, and the other on West Florissant avenue, handling pianos, talking machines and Okeh records.



Marvin Rosenblatt

When Mr. Rosenblatt was fifteen years old he induced his father to open a music department in his general store and the venture proved so successful that two years later Mr. Rosenblatt, Sr., sold out his drygoods store and has since devoted himself to conducting a music store exclusively. Arrangements are already under way for opening up a third store and several others are in prospect.

PLAYER-TONE TO OCCUPY NEW HOME

Well-known Pittsburgh Manufacturer Will Be Located in His Own Building May 1—Ample Space Available for Phonograph and Furniture Distributing Activities

PITTSBURGH, PA., April 7.—The Player-Tone Talking Machine Co., of this city, manufacturer of the Player-Tone phonograph and also prominent in the furniture manufacturing and distributing field, will occupy, beginning May 1, a new building at 632 Grant street, near Seventh avenue. For several years past this company has been located at 967 Liberty avenue, but the rapid growth of its business made this space inadequate, and for some time past I. Goldsmith, head of the company, has been looking for quarters to permit the more efficient management of the business.

In its new building the Player-Tone Talking Machine Co. will have available 25,000 square feet of space, which will be used as a factory, display room, stock rooms and for assembling purposes. The entire ground floor is now being handsomely decorated for the display of Player-Tone phonographs, as well as the furniture lines which the company manufactures and distributes. It is planned to carry a good-sized stock for local distribution among the dealers in this territory.

With its increased facilities the company will institute aggressive plans in behalf of its furniture business, and the dealers in this territory will undoubtedly welcome the news that deliveries can be made promptly from a local concern. Its furniture activity, however, will in no way interfere with the manufacturing and merchandising of Player-Tone phonographs and Mr. Goldsmith states that he will devote even more time and effort to the production of these instruments than in the past. Incidentally, the company's Player-Tone sales for the first three months of this year are ahead of 1922, with prospects for the remainder of the year equally satisfactory.

NEW UNICO REPRESENTATIVE

M. E. Lyle to Represent Unit Construction Co. in the South—Headquarters in Atlanta

PHILADELPHIA, PA., April 6.—Announcement is made by the Unit Construction Co., of this city, that M. E. Lyle will represent the company in the Atlanta territory, comprising Georgia, Florida, Alabama, North Carolina and South Carolina, also Chattanooga, Tenn., and vicinity. Showrooms and offices will be maintained by Mr. Lyle in the Moore Building, Atlanta, where a comprehensive exhibit of Unico equipment will be displayed for the benefit of the dealers in this district. Mr. Lyle, through his trade experience of many years, is particularly well qualified to extend the advantages of Unico sales and engineering service to all dealers in the five Southeastern States.

VISITS EDISON LABORATORY

Otis Skinner of Bangor, Me., Visits Orange to Arrange for Concert Next Season

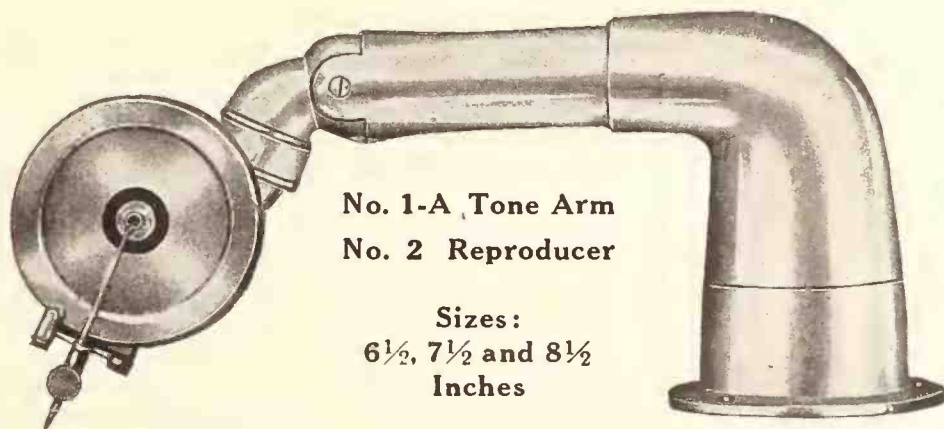
Otis Skinner, Edison dealer at Bangor, Me., was a recent visitor to the Edison laboratories. He reported an unusually good Edison business and was most optimistic about the future. He visited Orange for the purpose of arranging a concert for next Winter by Vasa Prihoda, the brilliant violinist and Edison artist.

DECA-DISC OWNS PATENT OUTRIGHT

The Deca-Disc Phonograph Co., of Waynesboro, Pa., manufacturer of the Deca-Disc phonograph, which plays ten records continuously, is now the owner of the patent covering this type of machine. The company formerly made this instrument under a license contract, but with the issuance of the patent on March 23 the concern exercised an option to purchase the patent outright from the inventor, and it is now the property of the company exclusively.

MAKE IT SELL—

Equip Your Portable with This Real Selling Point



Catalogue and Prices on Request

MUTUAL PHONO PARTS MFG. CORP.

149-151 LAFAYETTE STREET

NEW YORK CITY

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

*Hundreds of Phonograph Dealers
Are Making Daily Profits*

from

Sheet Music

IN addition they find Sheet Music brings customers to the store for Talking Machines, Records and Player Rolls.

Sheet Music Requires Small Investment.

It has a Quick Turnover.

New stock can be received overnight.

Fills an unused space in the store.

No additional clerks — It sells itself.

*The investment in Sheet Music is
so small that you owe it to yourself
and customers to investigate*

WITHOUT OBLIGATION

Ask me!



E. C. MILLS, *Chairman*
M. P. P. A. ---56 West 45th St., NEW YORK

I Ask You!

Name.....

Street.....

City.....

GLEANINGS *from the* WORLD *of* MUSIC

DANCE ORCHESTRA NOT VITAL TO MELODY "PLUGGING"

Development of New Type of Organization in Theatrical Attraction Shows New Trend in Arrangements Preserving Melody—Modern Renditions Highly Appreciated by Public

There are more than a few indications that modern dance orchestras are not so necessary as a medium for the exploitation of melody compositions as some would have us believe. Naturally, they are used and will continue to be used as an available vehicle for the popularization of songs in dance form. But making special arrangements for orchestra use, encouraging, or even allowing the making of such arrangements upon their own part (which is seemingly unwise) is, apparently, unnecessary in the case of melody compositions.

Following the entry of the Paul Whiteman Orchestra into vaudeville over a year ago and the booking by the large circuits of such successful organizations as Paul Specht's and Vincent Lopez' Pennsylvania orchestras, there has been a noteworthy addition to the ranks of musical combinations styling themselves syncopated symphonists, etc., in both large and small houses, all of which are meeting with unusual success.

These play popular numbers with the melody remaining intact, without the changes and novelties heretofore introduced by most of the dance orchestras. In New York alone there have been as many as six or eight such orchestras playing vaudeville houses in one week, the demand for their services at times being so heavy as to make it necessary for the more successful to play two houses in one night.

In addition to playing the popular melody fox-trots as originally written, they also include several standard works in every program. When playing the classics it is true that they give the touch of the modern to the rendition, but the selections are in no way mutilated and they certainly meet public approval as the repeated encores show.

It is the orchestras that are filling the theatres—they are booked at large salaries because they bring audiences. Most of the combinations are from eight to twelve men, so the weekly payroll is quite substantial.

Either there is a large public that is not interested in dancing or dance orchestras, who up to these new bookings of musical combinations have had no opportunity of hearing the modern orchestra, or there is a considerable number of people who feel the vaudeville style of rendition is a great improvement over that heard in the dance hall.

There are several other merits in the theatre attraction organization over the dance-hall orchestra from both the music publishers' and the public's standpoint. It is more intimate, for one thing, and by any one of several methods it lets its audiences know the title of the numbers played.

At a recent vaudeville performance, out of the entire program played by a leading orchestra, the only number that received no response was a novelty played in what would be termed dance rhythm at its loudest and best.

Whether or not the above situation means much or little as to the trend of the public taste, the additional orchestra combinations playing to other than the normal dance public should be welcomed by the trade.

Further evidence of improvement in musical taste, particularly as it applies to theatre audiences, was demonstrated recently with the appearance of Nahan Franko and his own symphony orchestra at the Palace Theatre, New York's leading vaudeville house.

The management of this theatre also contemplates further appearances of symphony orchestras. Arrangements are being made with Hugo Riesenfeld for the appearance of an orchestra of sixty pieces. This appearance has been delayed somewhat by internal differences in the various musicians' local unions.

GALLAGHER AND SHEAN CONTEST

Jack Mills, Inc., to Hold Nation-wide Contest for Verses for Song

According to an announcement of Jack Mills, Inc., music dealers throughout the country will shortly be informed of a "Gallagher and Shean" contest to be conducted in every city throughout the country and to the winners of which \$5,000 in cash prizes will be awarded. Advertisements in local newspapers will carry details of the contest by the terms of which prizes will be awarded to those writing the best "Gallagher and Shean" verses in each town, the music dealers of the city acting as judges. Gallagher and Shean themselves will make the final decision as to the verses which will be used by them in the "Ziegfeld Follies." Those winning prizes will also receive an autographed photograph of the famous team.

NEW QUARTERS ATTRACT TRADE

New Feist Offices in Chicago Aid Work in That Territory—Feist Numbers in Balaban & Katz Moving Picture Theatres in Chicago

CHICAGO, ILL., April 7.—While the finishing touches were being added to the new quarters of Leo Feist, Inc., which recently moved to the Ashland Block, the Chicago office announces that its latest hits are running 100 per cent strong. Two popular writers in the Chicago branch, Ned Miller and Chester Cohn, writers of "Why Should I Cry Over You," have written an equally popular number in "Crying for You." This number is being featured throughout the country and it is predicted it will be one of the big hits. Recently the Balaban & Katz houses featured several Feist numbers in their "Jazzmania" program, as follows: "Runnin' Wild," "You've Got to See Mama Every Night" and "Wonderful One."

PUTTING OVER A SONG TITLE

Unique Plans Worked Out in Clover Gardens With "Down by the Old Apple Tree"

The desire on the part of music publishers and the public alike for the display of titles in some manner by dance orchestras when rendering a selection has been met by a good many such organizations which frequently display the titles on the regular program. A new move in putting over the title, as well as the melody of a song, a distinct innovation, was recently inaugurated by Harry Pearl, manager of the Clover Gardens, New York, who featured the Edward B. Marks Music Co. number, "Down by the Old Apple Tree." In the center of this magnificent ballroom a splendid reproduction of a large apple tree was placed on the dance floor, close by a barrel overflowing with rosy-cheeked apples which were given gratis to the dancers as they passed by. It scored big.

NOW IT IS "FANCY NANCY CLANCY"

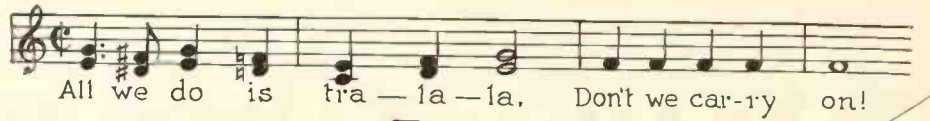
Pease and Nelson, the writers of "Peggy O'Neil," "Pretty Kitty Kelly" and other Irish successes, have written another offering in the same class, entitled "Fancy Nancy Clancy," which has been accepted for publication by Leo Feist, Inc. The number, although only recently released, has been quite active wherever demonstrated. Press notices describe it as "one of those sweet little Irish ballads in waltz time."

"Stories" "Stories" "Stories"

BEING PLAYED AND SUNG FROM COAST TO COAST



Ready Soon for Phonographs and Player Pianos
J.W. JENKINS SONS MUSIC CO. ~ Kansas City Mo.



DON'T WE CARRY ON

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

© LEO FEIST INC. N.Y.C.



REMICK SONGS STRONG ON COAST

I. E. Sklare Receives Good Orders on Trip Through Northwest—Nellie L. Torgler With Lipman, Wolfe & Co. as Manager

PORTLAND, ORE., April 5.—I. E. Sklare, manager of the Portland Remick Song & Gift Shop, spent ten days recently visiting the sheet music dealers of Spokane, Seattle, Vancouver and several other cities, in the interests of his firm and reports having received many orders for "Shedding Tears Over You," "Falling," "I'm Just a Little Blue," "When Will I Know," "Sweet One," and "Rocky Mountain Moon." Mr. Sklare says that O. G. Olsby has again taken charge of the Seattle branch as manager, after spending several months in California.

The Liberty Theatre of Portland featured "When Will I Know" with attractive slides, while Roy Alexander, tenor, sang the song, making a big hit, accompanied by Henri Keates on the Wurlitzer organ. It was also featured at the Hippodrome by Cappen's Jazz Orchestra.

When Kathleen Benoit Campbell resigned as manager of the sheet music department of Lipman, Wolfe & Co. to take charge of the Louis Mack store on Broadway, Nellie L. Torgler was placed in charge of the department. Miss Torgler is a talented musician, holds a B. M. degree from the interstate branch of the Chicago Conservatory of Music and is a teacher and concert pianist of ability.

SPECHT RECORDS IN DEMAND

Paul Specht's "Georgians," who are making "blue" and "jazz" records for the Columbia Graphophone Co., are having unusual success with their recordings, according to all reports. Some of their newest releases are "Nothing But," from the Irving Berlin catalog; "Chicago," from the Fred Fisher, Inc., catalog; "Sister Kate," from the Clarence Williams Music Co. catalog, and "Way Down Yonder in New Orleans," from Shapiro, Bernstein & Co.

STODDARD NEW EMERSON ARTIST

Harry Stoddard and His Orchestra Sign Contract With Emerson Phonograph Co.—Plan Intensive Publicity Campaign

Harry Stoddard and His Orchestra, which for the past two months has played for the Keith vaudeville circuit in the metropolitan district,



Harry Stoddard and His Orchestra to Make Emerson Records

and which will shortly play a return engagement at the Palace Theatre, New York, has been signed by the Emerson Phonograph Co. to record exclusively for Emerson records. This musical combination has been one of the most popular of the orchestras heard in vaudeville this season. It features modern symphonic syncopations and in addition makes a specialty of the more popular classics.

The Emerson Phonograph Co. will exploit this new addition to its recording staff on a wide scale and an intensive publicity campaign to the trade and buying public will be arranged. The addition of this orchestra gives the Emerson Co. two modern musical combinations which

will make monthly releases of dance records. The other organization is known as Anton Lada's Louisiana Orchestra.

BERLIN EXPLOITS SOUTHERN SONG

Irving Berlin, Inc., is exploiting through professional channels a new Southern ballad entitled "Down Among the Sleepy Hills of Ten-

nessee." It is heard frequently in vaudeville and from present indications will be a bigger success than "Tucky Home." The words are by Joe Young and Sam M. Lewis and the music by George W. Meyer. The Berlin song, "You Know You Belong to Somebody Else" (So Why Don't You Leave Me Alone), continues to be one of the biggest successes of the present season, closely followed by "Dearest," and the novelty, "You Tell Her—I Stutter," which is growing steadily in demand.

Some one has said: "A fool and his money are soon parted." However, that person is no fool who invests in good advertising.



RITZI MITZI

A Happy Snappy
Fox Trot Song

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

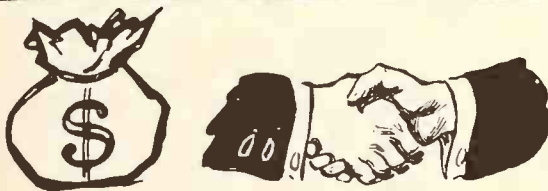


© LEO FEIST INC. N.Y.C.



The House That "JACK" Built

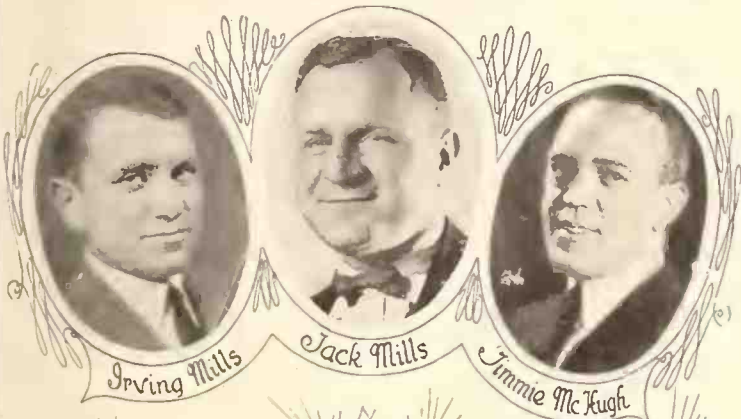
JACK MILLS Inc.



This is the house that JACK built.

These are the bricks that fashioned the house that JACK built.

These are the things that made the bricks that fashioned the house that JACK built.



Here are the Lads who thank those things that made the bricks that fashioned the house that JACK built.



Here are the Stars that brighten the faces of the Lads who thank those things that made the bricks that fashioned the house that JACK built.



Here are the batteries that light up the stars that brighten the faces of the Lads who thank those things that made the bricks that fashioned the house that JACK built.

JACK MILLS, Inc. MUSIC PUBLISHERS 152-4 West 45th ST., NEW YORK, N.Y.

BEAUTIFUL HARMONY **FOX-TROT SONG**

WHEN WILL THE SUN SHINE FOR ME

BY **BENNY DAVIS** WRITERS
AND **ABNER SILVER** OF **ANGEL CHILD** "SAY IT WHILE DANCING"
"CARRY ME BACK TO MY CAROLINA HOME"

M. WITMARK & SONS - Publishers - Witmark Building - NEW YORK

NEW JACK MILLS CATALOG OF SONGS

"Ballad Beautiful" Composed of Selected Numbers for Concert and Home Use

Jack Mills, Inc., recently announced a new catalog of songs to be marketed under the title "Ballad Beautiful." These are all carefully



Clara Edwards

selected numbers suitable for concert and simple enough in style to be available for home use. The most important contributor to this new series is Clara Edwards, a composer of note, whose numbers, "Happiness," "'Tis Enough," "The Little Shepherd Songs," are now in preparation. The numbers have been featured from manuscript by the following concert artists: Florence Macbeth, Lenora Sparks, Margaret Romaine, Clara Deeks, Vera Ross and others.

The new song, "Out Where the Blue Begins," by Bert Grant, James Francis McHugh and George Graff, Jr., has also been placed in the above catalog, together with "The Memory of a Song," by Worten David and Horatio Nicholls, a British ballad success recently taken over by the Mills organization for American distribution, and which was originally published by the Laurence Wright Music Co., London, Eng.

"FATE" GETS WINDOW PUBLICITY

New Oriental Fox-trot Published by M. Witmark & Sons and Recorded by Victor Co. Vigorously Exploited by Dealers

The recent release by the Victor Talking Machine Co. of the record "Fate," by Paul Whiteman and His Orchestra, has resulted in a large number of windows being devoted to the display of the record and advertising material. "Fate" is an oriental fox-trot published by M. Witmark & Sons, and the rapid manner in which it was accepted as one of the big hits of the season marked it as an unusual novelty.

The various window displays, of which two from the metropolitan district are herewith re-



"Fate" Window of Emanuel Blout, New York produced, supplementing the other publicity arranged for the number, added considerably to "Fate's" popularity. With the dance enthusiasts a record by the Whiteman Orchestra al-

ways receives immediate attention and when the number is of the novelty type it pays the re-



How W. Waldman, New York, Featured "Fate" tailor to place the publicity material in a prominent position of his store.

NEW FEIST NOVELTY NUMBER

"Don't We Carry On?" Finds Instant Favor With Vaudeville Performers

"Don't We Carry On?" is the title of a new novelty comedy song by Cliff Friend and Sidney Clare, which has been accepted for publication by Leo Feist, Inc. The number, on being heard in the professional department of the above publishing house, found instant favor with vaudeville singers and from present indications "Don't We Carry On?" will be heard on practically every program, as the number of performers using the song is being added to at a rapid rate.

Novelty songs either achieve popularity very quickly or die. "Don't We Carry On?" promises to be quite popular.

Slow stock turnover cuts profits. Too slow turnover spells f-a-i-l-u-r-e.

THE MELODY FOX TROT SONG

GONE

BUT STILL IN MY HEART

by **BENTON LEY** Writers
and **LEE DAVID** of **"ROMANCE" "WOND'RING" ETC**

M. WITMARK & SONS - Publishers - Witmark Building - NEW YORK

DOWN BY THE RIVER



A HOT COON SONG
WITH A GREAT FOX TROT MELODY

BY CREAMER & LAYTON

PUBLISHED BY
JEROME H. REMICK & CO.
CHICAGO NEW YORK DETROIT

"BAMBALINA" IS THE BIG HIT OF "THE WILDFLOWER"

This Song, From Arthur Hammerstein's New Musical Play, has Become Widely Popular and Is Being Played by a Large Number of Orchestras Throughout the Country

Following the opening of Arthur Hammerstein's new musical play, "The Wildflower," the New York critics hailed as instantly popular the song "Bambalina." Shortly after a similar statement was made by a number of professional managers and, subsequently, its popularity was again emphasized by the various mechanical reproduction companies' efforts to obtain copies for manufacturing talking machine records and player rolls.

"Bambalina" is being played frequently by a large number of orchestras and these are constantly being added to. As a song, naturally, it will only be heard for a time in the show.

A song of this caliber, directly after the Lenten period, should add considerably to the music counter's general activity and sales totals. While there is seemingly no dearth of meritorious pop-

ular songs, still "Bambalina" has taken its place as one of the outstanding novelties. It is understood that late in April or early in May it will simultaneously be released by practically all the talking machine record and player roll companies. The orchestras at that time will all be making it a program feature. Various other supplementary activities will be arranged and "Bambalina" will receive unusual publicity.

From a sheet music angle it should have a very large and wide sale. It is so simple that a mere child can play it. A tune with a chord effect, with frequent repetition, seems to sell the melody to all those who hear it. As a novelty it has what many numbers of such caliber frequently miss—simplicity. Some of our greatest novelties were large sellers, despite the fact that they were difficult for the average pianist to play, but no such fault can be found with "Bambalina."

The fact that it will be sung only in "The Wildflower" will further make it necessary for its admirers to purchase copies. This, too, will make it impossible for the melody and song to become stale before the trade can cash in substantially.

Harms, Inc., is the publisher. The book and lyrics for "The Wildflower" are by Otto Harbach and Oscar Hammerstein 2nd, and the music is by Vincent Youmans and Herbert Stothart. Other songs in the production are "Wildflower," "Good-bye, Little Rosebud," "April Blossoms" and "If I Told You."

DUNCAN SISTERS ON PACIFIC COAST

Following one of the most successful vaudeville tours in the East, the Duncan sisters recently left for the Pacific Coast, where they are booked for a two weeks' engagement at the Orpheum Theatre, San Francisco. Among the songs they are singing with success is "Down by the Old Apple Tree," and this is to be included in their program during their stay on the Pacific Coast. They have also decided to use the march success, "Parade of the Wooden Soldiers," in song form in their program. Following their San Francisco engagement the Duncan sisters will appear for a number of weeks in Los Angeles. The Edward B. Marks Music Co. is the publisher of the above numbers.

NEW BERLIN NOVELTY SONG

Among the novelty songs recently added to the catalog of Irving Berlin, Inc., is a number by Alex Gerber, Bud Green and Ray Henderson. It is entitled "I Thought I'd Die." The song is proving quite popular with vaudeville performers and should be one of the active novelties during the Summer months.

TWO BIG STASNY "HITS"

The A. J. Stasny Music Co., 56 West Forty-fifth street, New York City, has inaugurated an intensive Spring campaign on two numbers, both of which have shown some popularity in song and instrumental form. They are "Panama Twilight," a waltz described as the successor to "Rio Nights," and "Sun-Kissed Rose," a new fox-trot song.

NEW BURKE AND HERSCHER SONG

Joe Burke and Lou Herscher, writers of "Wake Up, Little Girl, You're Just Dreaming," have written another song entitled "My Pal," which has been accepted for publication by Leo Feist, Inc. The number is said to be one of the best songs this team has written.

ELEANOR



The pretty melody fox trot song that is rapidly rising among the best counter sellers. No dealer can afford to be without a good stock of copies.

Now is the time to display this hit—attractive streamers and extra title pages enclosed with all orders on request.

Published by

SAM FOX PUB. CO.

The Arcade
CLEVELAND, O.

158-160 W. 45th St.
NEW YORK CITY

The recognized
WALTZ HIT
of the
OLD and NEW WORLD!

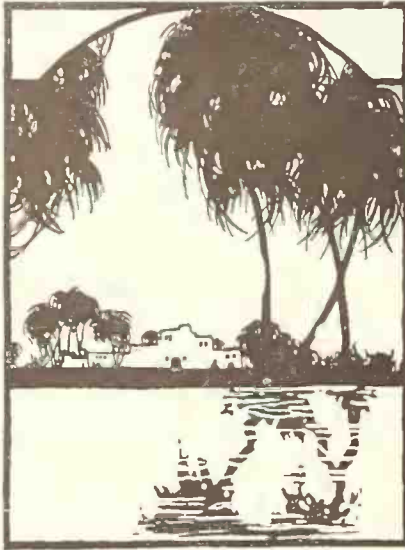
SONG VERSION BY
BALLARD MACDONALD

JUST FOR TO-NIGHT
(NUR EINE NACHT)

PUBLISHERS OF THE WORLDS ORCH.
MILLION DOLLAR FOX-TROT 25¢
SONG HIT BAND \$1.00
"PARADE OF WOODEN SOLDIERS"

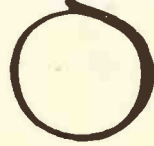
SPECIAL ORCH. JUST FOR TO-NIGHT 25¢, BAND 50¢
MUSIC RECORDS, ROLLS ON SALE EVERYWHERE

Edward B. Marks Music Co.
225 WEST 46th ST, NEW YORK



PANAMA TWILIGHT

Successor to "Rio Nights"



Beautiful
Hawaiian
Waltz Song

A. J. Stasny Music Co. Inc.
New York

A. J. STASNY MUSIC CO.

56 West 45th Street, New York

TUCKER USES WITMARK SONGS

Well-known Vaudeville Artist Using Three Numbers From Catalog of That House in Present Act at the Keith Theatres

Sophie Tucker, one of vaudeville's favorites, who is headliner at the Keith theatres this year, has paid a pretty compliment to the



Sophie Tucker

worth of M. Witmark & Sons popular-standard catalog. She picked out not one, but three of the current numbers sponsored by that company and is now singing all three of them with success. The songs are "Vamping Sal," whose doing as the "Sheba of Georgia" Miss Tucker relates in an inimitable way; "If You Go, You'll

Come Back By and By," a typical Sophie Tucker number, and "When Will the Sun Shine for Me?," an exceptionally tuneful fox-trot ballad. "Vamping Sal" and "If You Go" are written by Henry Creamer and Lew Pollack, and the sunshine song is by Benny Davis and Abner Silver. These numbers seem to make a strong appeal to Sophie Tucker's admirers.

FEATURES FOX NUMBERS IN WINDOW

Nathan-Dohrmann Exploits Fox Numbers Recorded in the Victor Catalog

The Nathan-Dohrmann Co., San Francisco, Cal., one of the most successful retail establishments in that city, which handles Victor goods exclusively, recently co-operated with the Sam Fox Publishing Co., of Cleveland, O., and gave an exclusive window display to records the numbers of which are from the Sam Fox catalog. The display shown here-with was a most artistic arrangement and had particular value, showing in any Fox numbers.

In the background can be seen four placards with a personal message from the orchestra leaders of the leading San Francisco theatres: Gulia Ormay, of the New Portola Theatre, on "Romany Love"; Paul Ash, of the Grenada Theatre, on "Swanee Smiles"; Ben Black, of the California Theatre, on "Romany Love," and J. Harry Lewis, of the Imperial Theatre, on "Swanee Smiles."

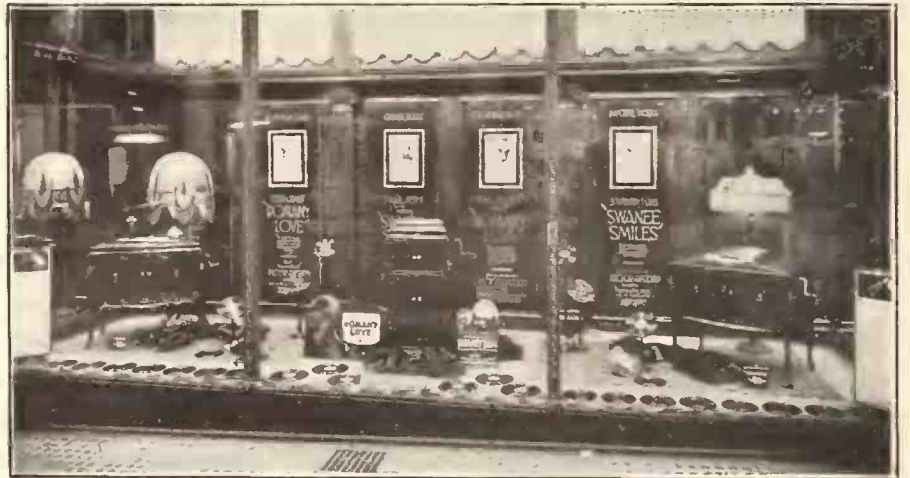
The sluggard is a mile behind the times.

NEW LEO FEIST, INC., NUMBERS

Among the new songs added to the catalog of Leo Feist, Inc., are "Blue Hoosier Blues," "Ritzi Mitzi," "Rose of Brazil," "I Know What It Means to Be Sorry," "Snakes' Hips" and "Don't We Carry On?" These numbers have all been selected for the Spring campaign of the Feist organization and in addition to being introduced in vaudeville will be heard frequently on the dance floor during the coming months.

ARTIST'S APPEARANCE AIDS SALES

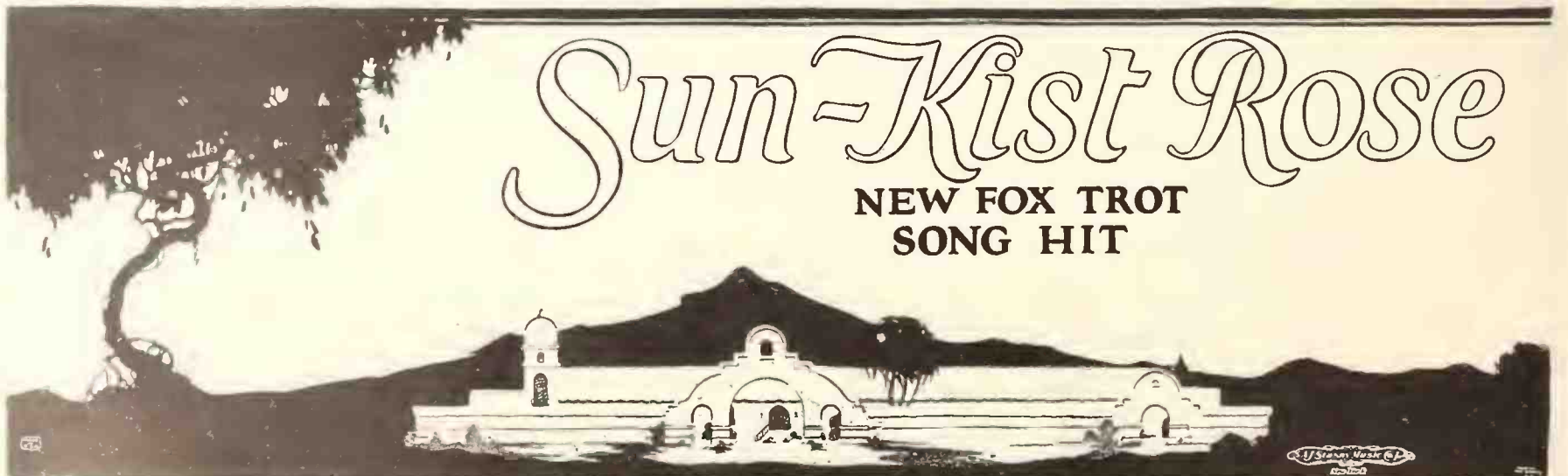
WICHITA, KANS., April 7.—The Innes-Cosgrove Music Co., Edison dealer, this city, reports that



Nathan-Dohrmann Features Fox Numbers

Carolina Lazzari, the eminent contralto and Edison artist, achieved a phenomenal success on March 26 when she appeared in Wichita as soloist with the St. Louis Symphony Orchestra.

Immediately after Miss Lazzari's appearance there was a great demand for Lazzari records, which again indicates to dealers the importance of tying up aggressively with the concert appearances of artists. The time and trouble spent in doing this is well worth while in view of the stimulated business.



Sun-Kist Rose

NEW FOX TROT
SONG HIT

A. J. STASNY MUSIC CO.

56 West 45th Street, New York

**BIGGEST SPRING
PROFIT-MAKER
IN YEARS**

**WILL BE OUT
ON EVERY RECORD
& WORD-ROLL
ABOUT MAY FIRST**

BAMBALINA

**SOCIETY'S OVERNIGHT
FOXTROT SENSATION
From "WILDFLOWER"**

Refrain
Slow and mechanically

When we're danc - ing at the fair we have to watch and

The image shows musical notation for the refrain of the song 'Bambalina'. It consists of two staves: a vocal line on a treble clef and a piano accompaniment line on a grand staff (treble and bass clefs). The tempo and mood are indicated as 'Refrain' and 'Slow and mechanically'. The lyrics 'When we're danc - ing at the fair we have to watch and' are written below the vocal line. The piano part features a rhythmic pattern of eighth and sixteenth notes.



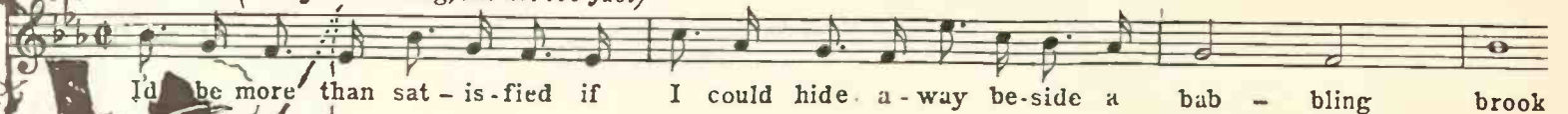
**ORDER LIBERALLY
THE DEMAND
WILL BE TREMENDOUS**

**HARMS, INC.
62 W. 45TH ST.
N. Y. C.**

BESIDE A BABBLING BROOK

by the writers of "CAROLINA IN THE MORNING"

REFRAIN (In rhythmic swing, but not too fast)



I'd be more than sat - is - fied if I could hide a - way be - side a bab - bling brook



PUBLISHED BY
JEROME H. REMICK & CO.
CHICAGO NEW YORK DETROIT

FOX TROT BALLAD
by KAHN & DONALDSON

SYBIL VANE AND POPULAR SONGS

Welsh Singer in Vaudeville Shows Popular Numbers Off at Their Best

Sybil Vane, the Welsh prima donna now playing the larger vaudeville houses in Eastern territory, is meeting with unusual success in her present tour. Among the songs she is pro-



Sybil Vane

gramming are "Kiss Me Again," "A Dream," "My Buddy," and the big success from the Irving Berlin, Inc., catalog, "You Know You Belong to Somebody Else (So Why Don't You Leave Me Alone?)"

It has often been said that the average popular song has little or no real merit. This is disposed of by the fact that many music lovers think otherwise in purchasing hundreds of thousands of copies of the more popular works.

Popular songs are generally sung by popular singers and vaudevillians, many of whom have not a voice to speak of and for that reason most songs in vaudeville are never heard at their best.

To hear Sybil Vane sing "You Know You Belong to Somebody Else (So Why Don't You Leave Me Alone?)" takes from it the ordinary popular stamp and places it in what is generally described as a popular high-class ballad, which would seem to prove that it is the way a song is rendered that makes it popular, semi-popular or high-class.

SPECIAL VICTOR RECORD RELEASE

Eight Interesting New Records, Seven From May Supplement, Placed on Sale April 14

The Victor Talking Machine Co. has just announced the special release of eight new records, seven of them taken from the May Supplement, and the other from the supplement that follows. The chief feature of the release is the recording by Ignace Jan Paderewski, the famous pianist, of the Hungarian Rhapsody No. 2, it requiring two twelve-inch records to carry the full composition. Gigli also appears on the list with a new record, "O Paradiso," from Africana.

The five remaining records are of popular numbers and include "No One Loves You Any Better Than Your M-A-double-M-Y," sung by Murray and Smalle, accompanied by the Virginians, and "Don't Think You'll Be Missed," sung by Aileen Shanley and accompanied by the Virginians. The Benson Orchestra of Chicago is heard on an interesting record, on one side of which is "Starlight Bay" and on the other "Think of Me," both fox-trots. Still another record bears "Farewell Blues" and "Apple Sauce," fox-trots, played by the Virginians. Whiteman and His Orchestra are represented

with "Crying for You," and on the other side of the same record is "Sunny Jim," played by Confrey and His Orchestra. The last of the series is "Whoa, Tillie, Take Your Time" and "You Know You Belong to Somebody Else," both fox-trots, played by the Virginians.

It was so arranged that the records were made available to the retail trade in time to be placed on sale on Saturday, April 14.

CO-OPERATES WITH THE PUBLISHERS

C. Bruno & Son, Inc., Prepares Attractive Window Cards Featuring Popular Numbers for Dealers' Use—Attracting Wide Attention

C. Bruno & Son, Inc., Victor wholesaler, New York, has for some time been co-operating with the various music publishers in preparing large attractive window cards featuring certain of the popular numbers. These cards have been supplied together with streamers and title pages, enabling the dealer to arrange most effective windows on these popular songs which have proved a great success in stimulating both record and sheet music business. These displays Bruno has been moving from one dealer to another, giving each dealer the benefit of this valuable display service with absolutely no cost to him. At the present time Bruno has four displays on the very popular number "Fate," which were prepared in co-operation with M. Witmark & Son, publishers of this number. These displays are attracting a great deal of attention throughout the cities and territories in which they are being used.

The J. W. Jenkins' Sons Music Co. song, "Stories," is being played by hundreds of dance orchestras in all parts of the country. Many of the vaudeville singers are programming "Stories" and the publishers are supplementing this publicity by an intensive sales drive.

THE CARTOON CRAZE
The Spark Plug Song Hit

BARNEY GOOGLE

Comic Song and Fox Trot

PUBLISHED BY **JEROME H. REMICK & CO.** NEW YORK CHICAGO DETROIT

RECORDS THAT SELL

Down Among the SLEEPY HILLS of
TEN-TEN-TENNESSEE
Another Hit by the Writers of "Tucky Home"

ALAMOANA
The Sensational Hawaiian Dance Hit from the West

SOME DAY YOU'LL CRY OVER SOME ONE
(As I Have Cried Over You)
A Sure-Fire Hit

COME ON HOME
The Orchestra Favorite Dance Tune

NUTHIN' BUT
A Hot Tune by the Writers of "Hot Lips"

BY THE SHALIMAR
Featured by Orchestras Everywhere

IRVING BERLIN, Inc., 1607 Broadway, New York

GALLAGHER AND SHEAN TO ENTERTAIN T. M. MEN, INC.

Well-known Artists, Together With Will Rogers, John Steel and Others, Will Appear at Annual Entertainment and Dinner of Talking Machine Men, Inc., on April 25

Final notices have been sent out for the annual entertainment, dinner and dance of the Talking Machine Men, Inc., to be held at the Hotel Pennsylvania, New York, on Wednesday evening, April 25, and responses already in the hands of the committee give promise of the affair being one of the most successful yet held, from the standpoint of attendance at least.

The latest announcement, and a most important one, is that Gallagher and Shean, popular vaudeville headliners, now appearing in the "Ziegfeld Follies," have consented to attend the affair and entertain the talking machine men and their guests, as has Will Rogers and other stars of the "Follies."

In addition to Paul Specht's Orchestra, which will provide most of the music for dancing, it is announced that the Dixieland Jazz Band and the Memphis Five, two popular local recording organizations, will also furnish considerable

dance music, so that there will be little opportunity for keeping the feet still during the



Gallagher and Shean

evening, when revelry will hold full sway.

As already announced in The World, John Steel and his brother, Fenton, will be among the entertaining artists, as will Miss Westcott and Her Dancing Beauties in program of ballet, aesthetic and character dancing, and Miss Carol Stewart, daughter of Fred Stewart, head of the Victor department of Arthora, at Stamford, Conn., and a premiere danseuse of great promise. It is expected that before the twenty-fifth

other widely known and popular artists will be lined up by the committee.

It may be said in passing that those who anticipate a damp evening on the 25th will do



Will Rogers

well to bring their own rubbers, as such equipment will not be supplied by the committee.

NEW LOCATION FOR FOSTER PIANO CO.

The Foster Piano Co., Troy, N. Y., has removed from the location of the past ten years to a new store about a block further up the street. Rapid development of this-concern, which handles talking machines, made the move necessary.

ITALIAN Popular Music



AND



MONTHLY RELEASES

Distributed by

ITALIAN BOOK CO.

145 Mulberry St. New York, N. Y.

EQUALITY IS NOT AN ACCIDENT

The superior quality of our COTTON FLOCKS for record manufacture is the result of continual study of the manufacturer's requirements—diligent adherence to the use of raw materials which will produce the best flocks and scrupulous attention to every detail of their manufacture.

Numerous record manufacturers are profiting by the cleanliness and uniformity of our product through reduction in spoilage of records.

ARE YOU ONE OF THESE MANUFACTURERS?

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

OPENS NEW QUARTERS AFTER FIRE

Texas-Oklahoma Phonograph Co., Edison Jobber, Dallas, Tex., Opens Temporary Quarters and Continues Service Following Fire in Which Entire Stock Was Destroyed

DALLAS, TEX., April 7.—The entire stock of the Texas-Oklahoma Phonograph Co., this city, Edison distributor for the Southwest, was destroyed in a fire which broke out in the building located at 906-8 Commerce street, Dallas, on March 7. While the fire did not reach the first floor, on which the Texas-Oklahoma Phonograph Co. was located, the avalanche of water shot into the building completely ruined the phonograph and record stock.

A. H. Curry, vice-president of Thomas A. Edison, Inc., is president of the Texas-Oklahoma Phonograph Co., and O. G. Feltner is secretary and treasurer. Mr. Curry reached this city soon after the fire and for two weeks he and R. R. Karch, the Edison traveling representative, were busy adjusting fire losses and finding new quarters for the jobbing branch. Mr. Curry stated that his loss was considerable as he was not completely covered by insurance.

The new temporary home of the Texas-Oklahoma Phonograph Co. is located at 2025 Jackson street. The stock is rapidly being replenished and the Dallas Edison jobbing point is again ready to render prompt and efficient service to all its dealers.

UNICO DEMAND GROWS STEADILY

Many Concerns Place Orders With Unit Construction Co. for Extensive Equipment

PHILADELPHIA, PA., April 6.—The Unit Construction Co., of this city, reports that equipment orders have been steadily increasing since March 1.

Rayburn Clark Smith, president, points out that the upward trend of retail activity since January 1 has stimulated departmental expansion and improvement on the part of dealers in musical merchandise, which is reflected in the current demand for Unico service and Unico equipment.

As an example he mentioned, in a recent interview, the following concerns which have recently placed orders for extensive installations of Unico equipment: Forbes Meagher Co., Madison, Wis.; M. F. Housel Co., Williamsport, Pa.; Brunswick-Balke-Collender Co., Baltimore, Md.; Stolls Stationery Co., Trenton, N. J.; Yarling & Rayner Co., Youngstown, O.; Hanson Melody Shop, Beaver Falls, Pa.; Norwood & Co., Preston, Eng.; H. S. LeFavour, Salem, Mass.; O. J. De Moll & Co., Washington, D. C.; Geo. F. Folz, Brooklyn, N. Y.; E. E. Smith, Clearfield, Pa.; Cameron Piano Co., Allentown, Pa.; Ludwig Baumann Co., Newark, N. J.; Brunswick-Balke-Collender Co., Philadelphia, Pa.; Fulkerson Music Co., Carbondale, Pa.; the Aaron Co., Uniontown, Pa.; Kohler & Chase, San Francisco, Cal.

In addition to the above the following concerns have held formal openings of new Unico stores and departments during the past thirty days: Rothchild's Department Store, Chicago, Ill.; Mt. Pleasant Talking Machine Co., Washington, D. C.; O. G. Brown, Gloucester, Mass.; R. L. White Co., Cleveland, O.; Italian Music Co., Kansas City, Mo.; T. F. Hargis, Pocomoke City, Md.; Brunswick Shop, Jamaica, L. I.; Wolfe Music Co., Cleveland, O.; Mollett & Woller, Champaign, Ill.; Brunswick-Balke-Collender Co., Cleveland, O.; Pincus & Murphy, Alexan-

dria, La.; Madison Music Shop, Lakewood, O.; Jamaica Music Co., Jamaica, L. I.; Yarling & Rayner, Youngstown, O.; Robbins Piano Co., Columbus, O.

NO CHANGE AS RESULT OF SALE

Bush & Gerts Co. Still Holds Long Lease on Building in Dallas, Tex.

DALLAS, TEX., April 1.—Following the recent sale of the building occupied by the Bush Temple of Music, in this city, it is announced that there will not be any change in that institution as a result of the transfer of ownership for some years at least, owing to the fact that the lease held by the Bush & Gerts Piano Co. still has a long period to run. Not so long ago the Bush & Gerts Co. took a long lease on the building on Pacific avenue, adjoining the present Temple, and cut through on the various floors to make the extra space directly available to the interests in the older building.

EXPLAINS PHONOFILM TO ENGINEERS

Dr. Lee de Forest, Inventor of Talking Film Device, Describes Possibilities of This Apparatus in Improving Moving Pictures

Dr. Lee de Forest described to the New York Electrical Society, at the Engineering Societies Building, recently the development of a motion picture film that talks and renders music. A demonstration of the apparatus, which is called the "Phonofilm," was given.

Dr. de Forest speculated as to the future use in the theatre of the Phonofilm, described in *The World* some time ago.

"I claim," said Mr. de Forest, "that an entirely new form of screen drama can be worked out, taking advantage of the possibilities of introducing music and voice and appropriate acoustic effects, not necessarily throughout the entire action, but here and there where the effects can be much more startling, significant

and effective than is possible by pantomime.

"There are, moreover, many instances where the silent drama, as it actually exists to-day, can be improved by the introduction of spoken matter, where the action and sequence of so many silent dramas are to-day badly interrupted by the necessity of reading long and elaborate titles and explanations on the screen. The reading of lengthy letters, telegrams, etc., could frequently be far more effectively rendered by a clear, resonant voice spoken. It may be entirely off the scene and not necessarily by one of the principals."

EDISON TONE-TESTS IN ENGLAND

Helen Davis and Victor Young Booked for Series of Tone-tests in Great Britain

Word comes from abroad that Helen Davis, mezzo-soprano, and Victor Young, pianist, both Edison artists, have been booked for a series of Edison tone-tests in England. Miss Davis, or rather Mrs. Victor Young, is one of the most popular of the Edison tone-test artists. With her husband she planned to spend six months in Paris, but news of their fame as tone-test artists soon reached the Edison dealers in England and a series of tone-tests was therefore arranged for the British Isles.

MUSIC MEMORY CONTEST IN DULUTH

DULUTH, MINN., April 7.—Considerable interest is being manifested here in the second annual Music Memory Contest in the local public schools. The contest is under the direction of Mrs. Anne Dixon, musical director of the public schools, and it will last for a period of ten weeks. All pupils from the sixth grades in the public schools through high school are entered. The selections used in the contest are standard compositions, carried in stock in talking machine stores, sheet music establishments, etc., and, consequently, music merchants are enjoying a decided stimulation in demand.

YOU CAN WIN THE SALES-PENNANT

IN THE

PHONOGRAPH LEAGUE

WITH A LINE-UP

LIKE

THIS



TEXAS-OKLAHOMA
PHONOGRAPH CO.

DALLAS TEXAS



Brunswick
PHONOGRAPHS AND RECORDS

For Dallas
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
609-11 Main St.

A. Goldstein, Branch Mgr.

A New Home for Greater City

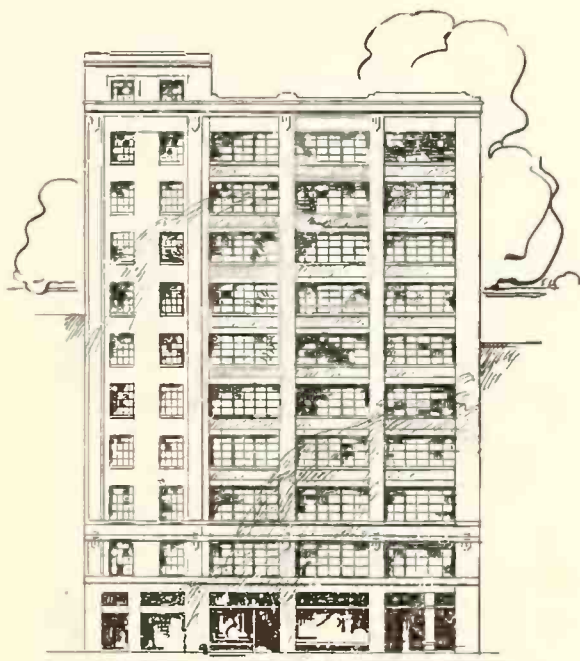
BECAUSE



HAS BECOME GREATER!

The constantly increasing popularity of the high quality Sonora, which has created unprecedented sales, together with the demands placed upon us by our large corps of energetic and aggressive dealers, has forced us to seek the large quarters pictured herewith. Here, at 234-242 W. 39th Street, we are opening up a Sonora distributing establishment which, due to its large, comprehensive facilities, will rapidly become known as the jobbing center of the New York talking machine trade.

Our move into larger quarters enables us to make an even greater improvement over the already well known, efficient and complete service which Sonora



Now Occupying the Entire 2nd Floor

234-242 W. 39th St.

Bet. 7th and 8th Aves.

New York City

dealers of New York and vicinity have been receiving at our hands.

Typical of this service is the new Period show room where dealers can bring prospects to view a complete line of these models. Then, too, the most complete service department in New York will be maintained, as well as everything else so necessary to taking proper care of our dealers.

Please consider this advertisement a personal invitation to *you* to visit our new plant. Come in any time. Let us show you around. See for yourself our remarkable expansion and the successful easy selling Sonora which has made this expansion possible.

New Telephone Numbers: Fitz Roy 1446-1447-1448

Greater City Phonograph Co., Inc.

Exclusive Sonora Distributors for

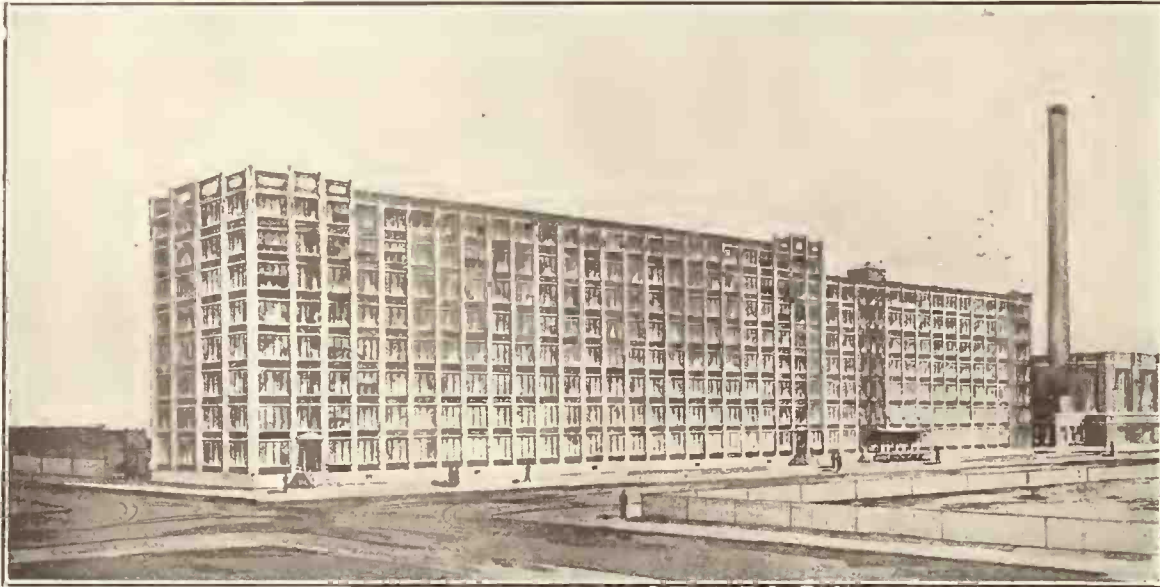
New York City, Staten Island and the Lower Hudson Valley

VICTOR RECORD FACTORY PLANNED FOR PACIFIC COAST

Formal Announcement Made of Plans for Erection of Record Producing Unit to Take Care of Requirements of Far West Trade—Rapid Progress on New Factory Addition in Camden

CAMDEN, N. J., April 5.—At the general offices of the Victor Talking Machine Co. here to-day the report of the company's intention to establish an auxiliary record manufacturing plant on the Pacific Coast was confirmed. The rumor has prevailed in the trade on the West Coast

is an eight-story structure of steel, concrete and glass, 436 feet long and 91 feet deep. Plans call for the completion of the building by July 1 and the consequent rearrangement of departments in other buildings will give the company badly needed additional production capacity.



The Mammoth New Addition to the Victor Plant at Camden, N. J.

for some time, and was substantiated to a large degree by statements made by Eldridge R. Johnson, president of the company, in the course of various addresses.

It was stated at the factory that the proposed new plant would be a complete unit for the production of Victor records, including recording studio, matrix department and special machinery for actual manufacture of records. No details as to the location or extent of the Pacific Coast plant are available at this time.

The new venture is calculated to improve the Victor Co.'s service as to the delivery of its products to the trade and public in the Western section of the country far removed from the main factory. It is not expected that the move will result in economies of production, but will undoubtedly overcome the many present difficulties of transportation and facilitate distribution. No changes whatever in the general policies of the Victor Co. are involved.

Incidentally, substantial progress is being made in the construction of the mammoth new addition to the Victor plant here, which, it is planned, will increase production materially when put in actual operation. The new building is located directly on the Delaware River and

The accompanying photograph is from the architect's drawing showing the new building as it will appear when completed, and gives an excellent idea of its immense size. It will be a fitting addition to the great Victor plant, which even now is little short of a city in itself.

NEW PEASE MANAGER IN BROOKLYN

H. F. Bieling Now in Charge of Flatbush Avenue Warerooms—Exhibit at Food Show

H. F. Bieling is now manager of the warerooms of the Pease Piano Co. at 34 Flatbush avenue, Brooklyn. Mr. Bieling has been connected with the Pease sales organization for the past seven years. B. B. Brooks, the former manager of the Pease Co., is now connected with the sales organization of Wissner & Sons, Inc., of Brooklyn.

Mr. Bieling, with the co-operation of G. Hoffmann, manager of the New York Pease warerooms, conducted an exhibition of the Pease instruments and talking machines at the Brooklyn Food Show at the Thirteenth Regiment Armory, which opened on March 5 and closed on March 17.

VAN VEEN & CO. VERY BUSY

Number of Prominent Dealers Having Ware-rooms Improved by Van Veen Installations

Continued activity is reported by Van Veen & Co., Inc., New York, manufacturers of talking machine wareroom equipment. Substantiating his optimistic report on conditions, Leon Tobias, secretary of the company, pointed out a number of prominent installations now being made.

In the headquarters of the Main & Market Co., Newark, of which George E. Tebas is proprietor, an extensive installation consisting of twenty-five hearing rooms, provision for 20,000 records, record counter, wall cases for musical instruments and sheet music racks and counters, was made. The entire installation is finished in French ivory and blue. The Greenland Music Co., Brunswick dealer in White Plains, N. Y., is having installed three hearing rooms, record racks, counters, wainscoting treatment, etc. The Samilton Victor Shop, College Point, L. I., has had installed four hearing rooms, record racks, counters and wainscoting treatment. Van Veen & Co., Inc., have also received the contract for the necessary alterations in the Brooklyn warerooms of the Pease Piano Co.

Mr. Tobias has just returned from an out-of-town trip and brought back with him the contract to fit out the new Stamford, Conn., store of the Alfred Fox Piano Co. with six hearing rooms, two machine demonstrating rooms, a complete music roll department, consisting of two roll demonstrating rooms and racks to hold 5,000 music rolls. A feature of this new store will be a combination record and small goods department thirty-four feet long with necessary counters and show cases for musical instruments. The walls of the display lobby, twenty-one feet long, will have paneled wainscoting. The installation will be finished in French gray enamel and decorated in the Louis XVI period.

Mr. Tobias also arranged for the installing of the booth equipment of the Curtis Art Co., of Waterbury, Conn., consisting of ten hearing rooms and record racks, making this one of the most complete stores in that city.

FRIEDA HEMPEL TO SING IN GOTHAM

Frieda Hempel, widely known soprano and Edison artist, is scheduled to appear at the Hippodrome, New York, Sunday evening, April 22, where she will give her famous Jenny Lind concert. Considerable interest is being manifested in music circles over this event. Miss Lind appeared in an Easter concert at Atlantic City, where she scored a big success.

The Madison Table or Portable Phonograph



As Table Model
Size 13 inches wide, 12 inches deep, 7½ inches high

THE MADISON

A Real Phonograph

Serving a Double Purpose

A Popular Priced Phonograph adapted for the home or outdoors giving all the service and pleasure of any Phonograph

Dealers Price

\$6.50 Each

\$8.50 In the Portable Case



As A Portable

Present distributors doing volume business. A few Jobbing territories still available.

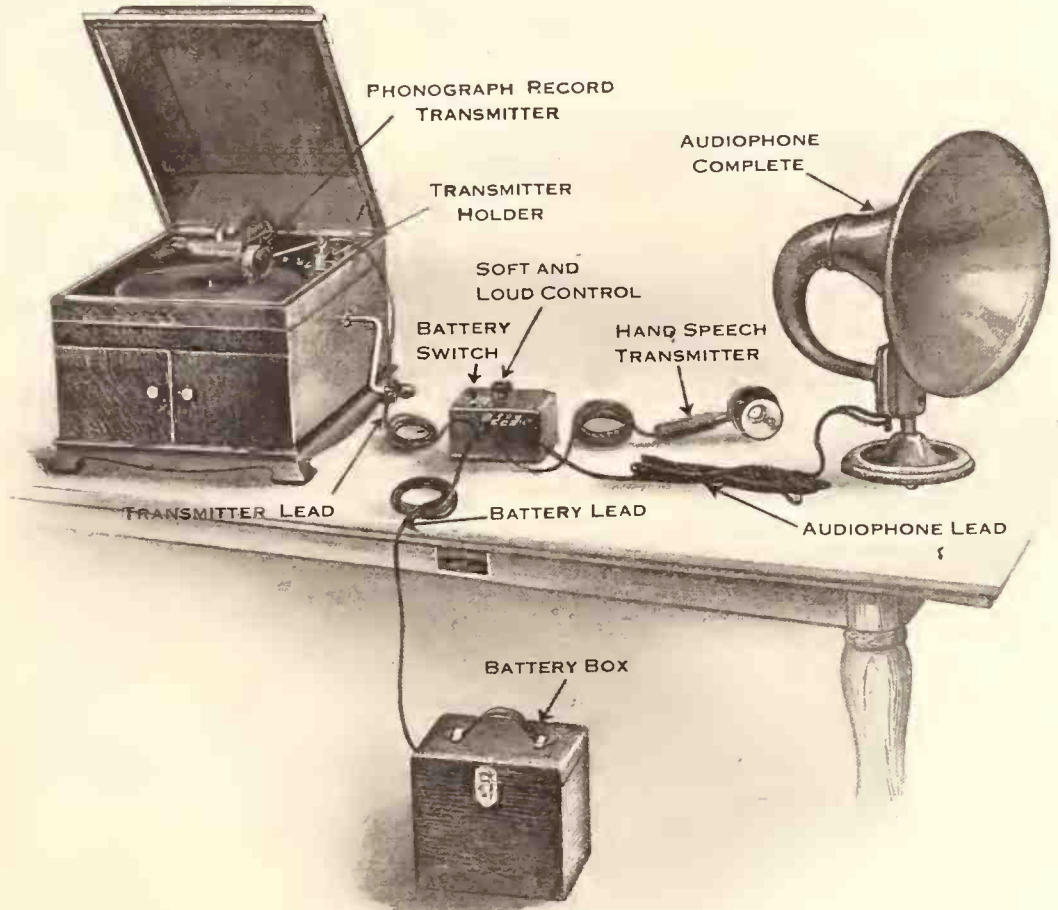
Particulars on Request.

MADISON MUSIC COMPANY

114 East 28th Street

New York

BRISTOL'S TRADE MARK AUDIOPHONE LOUD SPEAKER



Audiophone Sr.

Horn 15" diameter
Weight 10 pounds
Finish—Bronze

Price—\$32.50
F. O. B. Waterbury

Audiophone Jr.

Horn 11" diameter
Weight 7 pounds
Finish—Bronze

Price—\$22.50
F. O. B. Waterbury

Compact

Artistic

No Distortion
of Tone

Free from
Mechanical
Effects

Rugged
and Simple
Construction

For RADIO

The Audiophone loud speaker is a device for converting electrical energy into loud sound and it requires about one watt to give full volume. When arranged with three stages of amplification, the third stage of high voltage, the Audiophone will give volume enough to be easily heard in a room seating 500 people provided that the received signals are audible in the head phones when attached to the detector.

Every detail in its construction is complete. No batteries or other accessories are required. To use, it is only necessary to connect with the receiving set by means of wire leads. Weighing about ten pounds the Audiophone is easily portable. The receiving set can be installed in any inconspicuous place and with sufficient length of wire lead, the Audiophone can be located in any convenient spot and moved about at will.

Dealers selling radio equipment are invited to write for our booklet on the Bristol One-stage Power Amplifier

The Audiophone has already provided good profits to dealers everywhere. It will pay you to investigate our proposition. Send for our free literature.

For the Talking Machine

it reproduces and amplifies the records with the same undistorted tone, big, mellow and clear, just like the original voice or instrument. It also eliminates surface noise.

For the talking machine there is a complete outfit which provides not only an excellent article of resale, but an efficient and interest-compelling means of record demonstration as well.

This outfit can be instantly attached to any phonograph without mutilating or changing in any way the original phonograph instrument. The necessary Reproducer Outfit complete, includes the Control Box, Audiophone, Hand Speech Transmitter, Phonograph Record Transmitter, Battery Box, together with the necessary leads for connecting the units. These are all clearly shown in the above illustration.

The scope of the phonograph used in connection with the Audiophone is greatly increased; for use in the home, club house, school, hotel, dance hall, theatre, etc.

Especially for dance music the Audiophone has been received with great favor. Where it is desired to use the equipment in large halls to supply dance music, two or more Audiophones may be connected instead of one, and located at any desired distant points.

Five standard dry cell batteries are required to operate the equipment. These will last for several weeks under ordinary operating conditions. Space for a sixth battery is provided in the battery box, to be used to boost the voltage when the other batteries are partially run down.

For announcement purposes there is a hand speech transmitter.

- Bristol Audiophone Phonograph Record Reproducer Outfit Complete Price \$82.00
- Bristol Audiophone and Hand Speech Transmitter Outfit Complete Price \$82.00
- Complete Outfits for Both Phonograph and Speech Price \$102.00

THE BRISTOL COMPANY

WATERBURY, CONN., U. S. A.

BRANCH OFFICES

Boston New York Philadelphia Pittsburgh Detroit Chicago St. Louis San Francisco

REAL LEADERS

For Progressive

BUYERS

WATCH OUR ADS IN THE TALKING MACHINE WORLD

FOR **Exceptional**

VALUES

In Phonographs and Records

Write at once and tell us your needs

PHONOGRAPH JOBBERS CORPORATION

105 West 20th Street

New York City

WASHINGTON

Leslie Lore With Cohen & Hughes, Inc.—O. J. DeMoll & Co. Expand—Experiment of Effect of Radio on Record Sales—The News

WASHINGTON, D. C., April 9.—Business ahead of normal for this time of the year, and a big demand for console models of talking machines, were the main features of the talking machine business in Washington during March and early April. Most dealers declare themselves very well satisfied with business in general, all reporting good Winter sales and prospects of an increased Summer trade.

Leslie Lore has taken over the position of sales manager of the local office of Cohen & Hughes, Inc., Victor distributors, succeeding Mr. Harris, who has started in business for himself, opening the Mount Pleasant Music Shop, at 3310-12 Fourteenth street, Northwest, where a full line of Victor machines and records will be carried.

O. J. DeMoll & Co. have expanded their talking machine department to include a complete line of Victor machines and records in addition to the Aeolian line previously carried. Public announcement of the new line has been made, but the formal opening is being postponed until completion of remodeling operations now going on in the record and booth sections. A number

of new booths with improved facilities are being installed.

Harry C. Grove, of Harry C. Grove, Inc., reports a demand for the Columbia records of Ted Lewis' Orchestra as a result of the recent appearance of the band at one of the local theatres.

The appearance in Washington lately of such artists as Heifetz, Cortot, Chaliapin and Morini has greatly augmented Red Seal record sales, according to R. H. Kelly, manager of the Victor department of Woodward & Lathrop.

Ansell, Bishop & Turner, Inc., Victor dealers at 1221 F street, N. W., are featuring medium-priced machines at present with good sales reported. Charles J. Turner, vice-president and manager, states that records are selling very well, with machine sales practically the same as this time last year.

Washington music dealers have not felt any depression in the sale of records as a result of radio broadcasting as yet. The Radio Corp. of America is now installing a high-power set in the northwest section of the city, and by June will "be on the air" with programs, which,

it is promised, will be very much better than those now offered.

Local dealers are interested in the results of the recent radio conference at the Department of Commerce, an account of which appears in another section of this issue of The World.

A very interesting experiment, which would determine the effect of radio broadcasting upon the sale of records, has been carried on by the Arthur Jordan Piano Co., Inc., in conjunction with station WJH, operated by White & Boyer, of this city. Since WJH started broadcasting the Jordan Co. has furnished the station with the latest records, as they are received. As these records are played over the air, they are preceded by an announcement that they are furnished through the kindness of the piano company, and their titles and numbers are given. According to Frank H. Kimmel, manager of the Arthur Jordan Piano Co., this service on the part of his company has been absolutely barren of any results so far as can be determined, only two inquiries having been received which could be directly traced to the broadcasting.

E. R. JOHNSON HOME FROM COAST

President of Victor Talking Machine Co. Returns From Transcontinental Trip

Eldridge R. Johnson, president of the Victor Talking Machine Co., returned to the headquarters of the company in Camden on Monday, April 2, after a transcontinental trip, in the course of which he spent considerable time on the Pacific Coast and also made a general survey of the business situation throughout the country.

TIE UP WITH VOCALION ARTISTS

Cluett & Sons, Live Troy, N. Y., Dealers, Active in Pushing Vocalion Records

TROY, N. Y., April 9.—Emil Coleman and His Montmartre Orchestra, Vocalion artists, are scheduled to play in this city April 20 at the big college dance of the season, the Rensselaer Polytechnic Institute Soiree, held annually by the sophomore class. Interest in the records made by this organization is lively, according to Cluett & Sons, prominent local Vocalion dealers, and their appearance here will add much to their popularity. Cluett & Sons have a special window display featuring these dance recordings.

Miss Sadie Laskey, of the credit department of Cluett & Sons, was the recipient of a chest of silver from her fellow-employees recently on the eve of her marriage.

Charles F. Cluett, president of Cluett & Sons, recently sailed for Havana, Cuba; Porto Rico and other points.

Amos E. Russell, of Cluett & Sons, has been appointed musical director of the Masque of Troy. This organization plays about thirty engagements each season.

© 1923 L.F.I.C.

I can see a cab-in by the riv-er, Where the weep-ing wil-lows sigh and quiv-er,

Come Back To The

Mississippi Shore

A Rippling Waltz Melody

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



THE ORSENIGO PERIOD PHONOGRAPH



CLOSED VIEW

BELMONT

One of our latest models,
made in walnut; carvings
by hand.



OPEN VIEW

Every possible detail is embodied in the construction of this cabinet to make its appeal to the customer who is exacting in the furnishings for the home.

THE ORSENIGO COMPANY, Inc.

*Showroom: 383 Madison Avenue
New York City, N. Y.*

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



An Ebony Jazz Tune -

Runnin' Wild

As Big a Hit as "HOT LIPS"

An entirely New - and different rhythm - A Sensational Dance tune - and just as good as a Song

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

COLUMBIA ADVERTISING EFFECTIVE

Newspaper Campaign Wins Commendation of Dealers—Public Attracted by Position of Flag

The advertising department of the Columbia Graphophone Co. has received many letters of commendation from Columbia dealers throughout the country regarding the newspaper campaign inaugurated by the company some time ago. This campaign is noteworthy for the use

ROSA PONSELLE
the matchless soprano of the Metropolitan, was never in more glorious voice than when she sang the "Ernani Involami" from Verdi's
Ernani
for Columbia Record
98028
This is the amazing aria with which Ponselle recently thrilled the Metropolitan.
\$1.50
At Columbia Dealers

Columbia
New Process
Records

New Columbia Newspaper Ads

of three-inch advertisements which are designed in such a way that they cannot fail to catch the eye of the newspaper reader.

In order to get an efficient layout for this advertising, the Columbia advertising department found it necessary to reverse the flag on the popular "note" trade mark in order to make room for the proper display of the copy. It is an interesting commentary on this newspaper campaign that a great many music lovers have advised the Columbia Co. that the "note" in their advertising is turned upside down, but, of course, this reversal in shape is intentional.

Robert Benton, formerly with the Lynbrook Music Shop, has purchased the Victor retail business of Walter S. Phillips in Cedarhurst, L. I., and will hereafter conduct this business under the name of the Benton Music Shop.

A. Silberberg, North Main and Commerce streets, Memphis, Tenn., is featuring the Vitrola in some artistic window displays.

PERIODS SHOWN IN NEW VICTROLA

Several Early English Decorative Periods Represented in Case Designs of Three New Art Model Divided Top Instruments

In connection with the wide interest and enthusiasm aroused in the trade by the announcement of the last three additions to the line of Victrolas, there has been considerable speculation among both wholesalers and retailers as to the exact decorative periods represented in the several cabinet designs.

In answer to a number of inquiries the Victor Co. has offered the following information regarding the periods represented in the several cases. Number 400, for instance, is a combination of Sheraton, Hepplewhite and Adam; Number 405, of William and Mary, Jacobean and Early English, and Number 410, of Chippendale, Queen Anne and Georgian. It is emphasized that the models will harmonize well with the general run of furnishings of the periods named, but that if absolutely true period interpretation is required, special models are always available to customers in the custom-made Victrolas.

BRUNSWICK ACTIVITIES IN SEATTLE

Business Makes Big Gains—New Agencies Opened—Artists Make Local Appearances

SEATTLE, WASH., April 4.—The Seattle Brunswick branch is more than doubling its business over the same months last year, according to E. A. Borgum, district manager of the phonograph division.

M. Payette, Brunswick dealer in Aberdeen, Wash., recently sold eight Tudors in one day. The population of Aberdeen is 13,000 and Mr. Payette has two trucks out at all times working his territory.

Fred Straub, Brunswick dealer at Hoquiam, Wash., has recently acquired the services of Fred Mills, songwriter and cornet soloist.

The Mulholland Melody Shop has acquired the Brunswick franchise in the city of Port Angeles.

Gus Gelles, of Anchorage, Alaska, will represent Brunswick in Alaska in the future.

G. E. Finnegan, Brunswick dealer in South Bellingham, just recently sold twelve Brunswicks to fishing boats which comprise a fleet engaged in halibut and whale fishing every Winter on the coast of northern Alaska.

M. W. Davies, popular music dealer at Cle

Elum, Wash., recently added the Brunswick line. Corskie Bros., at Harrison, Idaho, are also new Brunswick dealers.

Brunswick artists who have visited Seattle recently include Josef Hoffman and Irene Williams, and Theo. Karle is due for an early appearance, as well as Richard Bonelli.

NAME OF SHELTON PERPETUATED

The Shelton Electric Co., New York City, manufacturer of the Shelton electric motor for the talking machine, reports that its factory is very busy taking care of this important end of the business. The Shelton name will be conspicuously featured in the new thirty-two-story apartment hotel now in the course of construction at Forty-eighth street and Lexington avenue, to be known as the Shelton. This hotel has been named indirectly after W. Gentry Shelton, president of the Shelton Electric Co., and it is interesting to note that electrical equipment will consist principally of Shelton motors and appliances.

REGINA

PHONOGRAPH DE LUXE

The instrument of incomparable tone, that plays any record better than you have ever heard it played before.
Complete line of table, upright and console models.

Prices to the Trade Range from
\$8.50 to \$125.00

Cabinets of beautiful design and finish, improved motor equipment.
Dealers write us: The Reginas now in homes are making lots of friends; people come in and ask for them. Watch us increase our sales.
Cash in on the Regina; now is the time. Also Regina Music Boxes with or without phono attachment.
Regina Hexaphones and Mandolin orchestrons.
Regina tune discs and parts for any instrument ever manufactured by the Regina Co.

Send for particulars on territory arrangements.

The Regina Phonograph Co.
MANUFACTURERS
RAHWAY NEW JERSEY

Brunswick
PHONOGRAPHS AND RECORDS

For Seattle
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
1919 Second Ave.
L. S. Bacharach, Branch Mgr.

Ogden's Sectional Phonograph Store Equipment



— STANDARDIZED —

Costs less than carpenter work.

Produced economically in great quantities—sold to you as you need it. Every part accurately made to fit the other. You can keep adding to your equipment as your business grows or knock it down and move it to your new quarters.

UNLEVEL FLOORS are provided for as each Pilaster and Section is supplied with Patented Capstan Levelers instantly adjusting to a perfect level. (Spirit Level also supplied)—WALL PILASTER adjusts to fit any size Base Board and Wainscot rail.

OUR HIGH PRICE COMPETITORS say "It can't be done"—but it is being done every day and the dealer is saving hundreds of dollars on every installation.

WE POSITIVELY GUARANTEE

ANY MAN AND A BOY for helper without carpentry experience can assemble a 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.

Price of Ogden's Sectional Units

Record rack, No. 1-S, each.....	\$48.00
Paneled ends, each.....	6.00
Record sales counter, No. 1-S, each.....	90.00
Record sales counter, No. 2, each.....	72.00

FINISHES:—GENUINE ENAMEL
White, Old Ivory and Gray

Ogden's Complete Modern Store

PRICES OF COMPLETE EQUIPMENT

PLAN NO. 1—2 Record Sections, 1 Sales Counter, 1 6x6 ft. Booth.....	\$330.00
PLAN NO. 2—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths.....	520.00
PLAN NO. 3—2 Record Sections, 1 No. 1 Sales Counter, 1 6x6 ft. Booth.....	366.00
PLAN NO. 4—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths.....	552.00
PLAN NO. 5—2 Record Sections, 1 Sales Counter, 1 6x9 ft. Booth.....	378.00
PLAN NO. 6—3 Record Sections, 1 Sales Counter, 2 6x9 ft. Booths.....	570.00

Costs less than carpenter work. Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself."

Send a pencil sketch of your store indicating where you want Record Racks and the amount of stock, location of Counters and Booths and we will submit a Blue Print and estimate for equipment which you can install any evening and be "Up To Date" next day.

New Model No. IX-A

You-Nit Cabinet Stand

K. D. For Victrola No. IX-A



Fulfills every Cabinet requirement for the Home with Portable advantages. Makes an "Outfit" at an "IN-BETWEEN" price and sells your IX-A's.

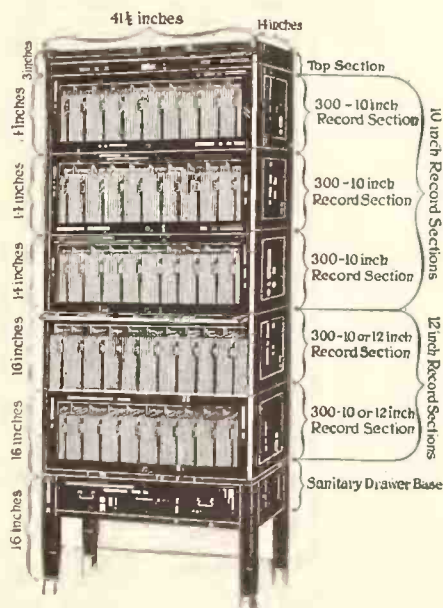
Get a sample mailed to-day, subject to return the minute you see it if not satisfactory.

PRICES

Solid Select Mahogany and Quartered Oak, \$6.50

Mahogany Finish and Plain Oak, \$5.50

Packed 1 to a Mailing Carton. Wt., 18 lbs.



RECORD CABINETS (Sectional Models)

Fits any space for any size Stock and helps you grow through Service.

PRICES

No. 2 Tier of Sections for 1,500 Records, \$46.50

No. 1 Tier of Sections for 1,500 Records, \$59.25

Finishes: Oak, Mahogany and Genuine Enamels



STANDS for Portables and Tables for surplus Record Files, Plant Stands, etc., bring you many new customers.

Write for Radio Folder illustrating and pricing Radio Cabinets and Panels easily sold at a profit.

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

All Prices Subject to Market Conditions and Change Without Notice

DETROIT

All Lines Sell Briskly—Console Models Continue to Grow in Popularity—Dealers Add New Lines

DETROIT, MICH., April 7.—The first three months of this year have been excellent for talking machine dealers, both downtown and in the neighborhood sections. Machines have been selling very briskly and record business has been exceptionally good. Compared to last year, sales are easily 50 per cent better.

Dealers are finding collections better than they have at any time in the past year. This is due mainly to the fact that Detroit is having a wonderful industrial boom at present, every factory working. On top of this the Retail Credit Men's Association during March conducted a campaign urging people to "pay up" and keep their credit standing good with the merchants. This proved very successful and had a great moral effect on many people who were in arrears.

The console models are gaining in popularity every day and retailers find that people are asking for finishes to match their woodwork. Mahogany and walnut are the most favored colors. The new schedule of prices, which lists some models at \$200 and under, meets the pocketbook of the average buyer and it is an easy matter to sell the console over the upright now that the prices are about the same. One dealer told the writer that he believed that before another year 60 to 75 per cent of talking machine sales would be of the console.

C. H. Grinnell, manager of the talking machine department of Grinnell Bros., has returned from his Florida trip, looking more fit than ever before. He states business is splendid and that merchandise has been coming through promptly, as a result of which the firm has been taking excellent care of its customers.

Weil & Co. are changing their line of talking machines and in the future will handle the Brunswick. The Henry S. Doran Co. is another retail firm that has added the Brunswick line recently, giving them the Victor and the Brunswick. There are now four firms downtown handling the Brunswick—J. L. Hudson Co., the Brunswick Shop, Henry S. Doran and Weil & Co.

S. E. Lind, of the Lind & Marks Co., Vocalion dealer, is very optimistic about the future, based on sales for the first three months. "It is considerably ahead of last year and we are adding new accounts right along," he declares. "The fact that we are getting re-orders from our customers is proof that general business is good and also that they like our line."

Okeh records are a big seller in Detroit. They are handled by at least two dozen dealers. Finzels Orchestra, a local organization, has made quite a number of records for Okeh, which

A Phonograph Line That Will Speak For Itself

The
POOLEY
PHONOGRAPH

EXCELS BY COMPARISON

Natural tone reproduction.
Skilled and scientific construction.
Unusual fineness and beauty of finish.
Authentic and beautiful designs.

ALL POOLEYS ARE ONE IN THESE QUALITIES

Eight console models and one upright, beautiful in design and workmanship—so absolutely silent in operation that nothing is lost when the record is being played—it reproduces exactly the original music.



Size: 8"x14"x15"

The Master of Movable Music

Brown, Mahogany and fumed oak. Surprising tone volume and clearness, durable, dependable, compact and convenient.

Always everything a Portable Phonograph can be, and at a popular price—\$37.50.



Style No. 220
Price, \$100

Height, 34 inches
Length, 33 inches
Depth, 21 inches

"One handle handles it"

Outing

TALKING MACHINE

ATTRACTIVE PROPOSITION TO OFFER DEALERS

WRITE OR WIRE US

C. L. MARSHALL COMPANY

Wholesale Distributors

MICHIGAN AND OHIO

Detroit, 514 Griswold Street.

Cleveland, 328 Superior, W.

are in big demand. The C. L. Marshall Co. is the local jobber.

The Arnold Johnson records made for the Brunswick are big sellers in Detroit at the present time. Johnson's band played a long engagement in Detroit last Fall and Winter, leaving to play three weeks for the Balaban & Katz Theatres in Chicago.

The daily concerts on the radio over the Detroit News and the local broadcasting stations stimulates sales of talking machine records, as most of them are by various bands and orchestras who play the latest and most popular selections.

The Phonograph Co., of Detroit, Edison distributor for this territory, in common with jobbers in other lines, is enjoying an excellent demand at the present time, and from all indications the remainder of this year presents an inviting prospect from the standpoint of prospective increase in business. Edison recordings are steadily growing in popularity, as are the phonographs.

The Robinson-Chen Furniture Co., which now operates four retail stores in Detroit, is handling the Cheney talking machine line at all of its branches. In the downtown section the Cheney is sold exclusively by the J. L. Hudson Music Store.

The Detroit Music Co., which handles the Columbia line of phonographs and records, is doing a big business. This store is kept open

evenings and Manager Smith states that business is better than it has ever been.

Manager Quinn, of the Brunswick Shop, reports the sale of a great many high-priced machines. "It seems that people will pay the price if you have what they want, but it must be quality and it must be different," he remarked. "We are catering to the very best trade and we find it is no trouble to get the price. And another thing—there is a lot of business to be had—it is just a question of the proper advertising and the proper sales policy."

BRUNSWICK WITH KOHLER & CHASE

Prominent Pacific Coast Merchants to Handle Brunswick Machines and Records in All Their Stores—An Important Agency

SAN FRANCISCO, CAL., April 9.—Announcement has just been given out by Brunswick representatives here that Kohler & Chase, whose headquarters are in this city and who also conduct an extensive chain of Coast stores, have taken on the Brunswick line of talking machines and records for their establishments at San Francisco, Sacramento, Oakland and San Jose, Cal.

The Shaffer Music House, Oil City, Pa., has purchased from Delahoyde & Wuller, music merchants of that city, the local agency for Victor talking machines and records.

After all there is only one EDISON

The first phonograph was the invention of America's foremost genius—Thomas A. Edison.

Through all the stages of the development of the phonograph, Mr. Edison has always led the way.

The New Edison is his latest achievement in this field and he considers it his greatest invention.



Write us for our latest agency proposition

The Phonograph Company of Detroit

Distributors for Michigan and Northern Ohio

1560 Woodward Avenue

DETROIT

HAPPENINGS IN THE DOMINION OF CANADA

BUSINESS REMAINS BRISK IN THE TORONTO TERRITORY

Canadian Phonograph Manufacturers' Association Holds Annual Meeting and Elects Officers—Dealers Push Health Records—Interesting Demonstration at Made-in-Canada Exhibit—The News

TORONTO, ONT., April 7.—Miss Helen Ames, who is in charge of the phonograph department of R. S. Williams & Sons Co., Ltd., this city, gives a very good report on the recent sale of Victrolas. Sales were particularly active in the higher priced machines. Miss Ames is assisted in her department by Miss W. LeRoy and Miss Mae Guy, to whom has fallen the distinction of making the first sale of a Victrola 230 in Canada. L. W. Boothe, manager of the record department of this house, and formerly a traveler on the staff of His Master's Voice, Ltd., has just made another addition to his many service aids. He has rearranged his stock and has placed strips of varnished wood down the sides of the bunks. On these slips he has placed the number of each record in figures large enough to be read very quickly by the staff, and in this way has been able to speed up service to his customers.

The annual meeting of the Canadian Phonograph Manufacturers' Association took place here recently. The chair was occupied in the absence of the president by S. J. Cook, vice-president. Occasion was taken at the meeting of welcoming to Canada and to the Association fold A. C. Valeur, who, as already mentioned in these columns, has taken up the managing directorship of Sonora Phonograph, Ltd. The election of officers for the ensuing year resulted as follows: President, S. J. Cook; vice-president, A. C. Valeur; secretary-treasurer, Jas. G. Merrick. Exhibition committee: W. B. Puckett, chairman; E. C. Scythes and W. D. Stevenson. Finance and membership committee: Thos. Nash, chairman; A. L. Robertson and F. A. Trestrail. Legislation committee: W. D. Stevenson, chairman; C. H. Weicker and O. C. Dorian. Nominating committee: F. A. Trestrail, chairman, Thos. Nash and O. C. Dorian.

On a recent Saturday afternoon and evening Mr. Mullen, manager of Gerhard Heintzman, Ltd., His Master's Voice-Victor dealer in Kitchener, put on a practical demonstration of the Victor Health Exercises. Two girls and two boys went through the exercises in the large window of the store and, in order that the public might get the full benefit, a Magnavox was used.

In conversation with A. C. Valeur, whose appointment as manager of Sonora Phonograph, Ltd., King and Bathurst streets, was reported in a recent issue of *The World*, he remarked that there are indications of a steady return to a better volume of sales for Sonora dealers throughout Canada. Mr. Valeur pointed out the pressing necessity for concentrating sales effort on short terms. "The average man of the consumer class," said he, "does not desire to continue in debt for a long period of time, but is rather desirous of getting instalment accounts wiped off when he is given the right encouragement by the salesman to do so."

Probably the most interesting attraction at the Made-in-Canada demonstration sale recently held by the T. Eaton Co., Ltd., was that of pressing His Master's Voice-Victor records in a space adjoining the company's phonograph department on the fifth floor. There the public saw a completely fitted up made-in-Canada hydraulic equipment pressing records. Two men in white suits, with the His Master's Voice trade marks across their shoulders, were in charge.

It was only a few issues ago that *The World* announced that the Starr Co. of Canada was bringing out a series of special 85-cent records, to be known as the Gold Seal series. A few of

these have already made their appearance and are creating many friends among the phonograph owners of Canada.

For some months the Starr Co. of Canada, Ltd., London, has been marketing the "Pal" portable phonograph in Canada with remarkable success. It has now secured the sole distribution rights for all Canada for this instrument.

B. R. Law, for seven years connected with the house of Heintzman & Co., Ltd., latterly as assistant manager, has been appointed man-

ager of Brunswick Hall, on Yonge street, this city.

E. A. Rea, Woodstock, Ont., put on a drive recently on His Master's Voice-Victor Health sets and disposed of twenty sets in very short order. Mr. Rea's plan was to get after the business men of the town, particularly those who belong to the Y. M. C. A.

D. A. Tait, of Oshawa, has arranged with the management of the Regent Theatre, in Oshawa, to lend the theatre a Victrola, in return for which the theatre shows slides advertising His Master's Voice-Victor records. The Victrola is used in the theatre every night. In addition Mr. Tait has a record booth in the lobby of the theatre for the sale of records.

LATEST NEWS HAPPENINGS IN MONTREAL AND VICINITY

Berliner Company Holds Annual Carnival—Co-operation of Talking Machine Trade in Music Week Felt in a General Stimulation of Business—Aggressive Tactics of Dealers Win

MONTREAL, QUE., April 9.—A very enjoyable affair recently took place here when the employees of the Berliner Gramophone Co., Ltd., with their friends, held their annual dance and euchre at the company's factory. Those who preferred dancing found plenty of floor space and a good orchestra to provide the music. Those who preferred the less active amusement of euchre were to be found grouped at the long rows of tables, where there was keen competition for handsome prizes.

J. R. Hall, manager of Revillion Wholesale, Ltd., of Edmonton, accompanied by Messrs. Frank Pepper and Harper, has returned to the West from a business visit to Toronto, Montreal, New York and other Eastern centers. The Revillion firm are exclusive Starr dealers in phonographic products, and while East visited the Compo Co.'s laboratories and saw how music is transferred to Starr records.

On the day of the Provincial elections in Quebec Province M. L. Dohan, Edison agent in Quebec City, ran the following appropriate copy: "Elected by acclamation—Edison—King of Phonographs. Among all the candidates for public favor there was developed very little opposition to the election by acclamation of the Edison as phonograph par excellence in the house of the majority of music lovers," etc.

A. B. Pollock, manager of the General Phonograph Corp. of Canada, Ltd., Kitchener, Ont., was a recent trade visitor to Montreal.

"New dealers are being established at a good rate for the Clarion phonograph," said Mr. Heavysege, manager of the R. S. Williams & Sons Co., Ltd., "and we are delighted with our prospects in this direction." Wholesale business in Edison phonographs and re-creations has been most encouraging during the past two months."

A Columbia artist of note coming to Montreal shortly is Leon Rothier, who has made some excellent Columbia records.

On the back cover of every monthly supplement sent out by the various His Master's Voice

dealers in Canada, under the caption "A Suggestion," appears the following: "Somewhere in your vicinity there is a hospital, orphanage or some other institution that would gladly have your old records. There are many records in your list that may be old to you, but would be new to the inmates of these institutions. Why not clear out your old records to-day and send them to one of these institutions?"

Lavigueur & Hutchison, the big piano house in Quebec City, recently joined the ranks of His Master's Voice dealers.

Music Week, March 11-17, was duly acknowledged by the trade and good results have followed. His Master's Voice stores held daily recitals (free to all) in their main concert hall from 3 to 4:30, where splendid programs, embracing selections by leading Victor artists, were given to overflowing audiences. Other local dealers likewise observed the Week by giving demonstrations and recitals to large audiences.

The Melody King's Dance Orchestra, featuring His Master's Voice record No. 216397, "Music" and "Burning Sands," recently appeared in person at Brown's Talking Machine Shop. Upwards of 400 persons were present with standing room at a premium.

TRADE ACTIVITIES IN WINNIPEG, MAN.

New Departments Opened—Local Appearance of Artists Boosts Record Sales—The News

WINNIPEG, MAN., April 7.—Manager Walker, of the music department of the Hudson's Bay Co., has recently had a radio department installed under his supervision. A head set has been fitted to the tone arm of a Victrola No. 25, with the result that the customers on the third floor are regularly treated to splendid concerts.

The visit of Captain Plunkett's "Dumbbells" revue to Winnipeg occurred simultaneously with the release of Al. Plunkett's record "Shuf-

(Continued on page 163)

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

WILL MARKET RECORDS IN MEXICO

Strong Record Co. Closes Arrangements for Distribution in Mexico—Large Initial Order—Emphasizing Foreign Selections—Announces Release of New Record Catalog

The Strong Record Co., 206 Fifth avenue, New York City, which recently announced the release of a new catalog of standard and popular records to be marketed at a standard retail price, announces that it has closed arrangements for wide distribution of its product in Mexico. The initial order from that territory called for a shipment of 5,000 records and is to be supplemented as the catalog is enlarged. In



Ivan Frank, the Celebrated Tenor

addition the sales department reports the appointment of several hundred dealers for domestic distribution.

The Strong record is placing particular emphasis on foreign selections and in the production of these has secured high-calibre artists who are particularly equipped for recording and for rendering particular selections.

Among these is Ivan Frank, who specializes in German light opera selections. He has appeared in concert in many parts of the United States and is also well known in South America. Lucie Westen has also been secured by the Strong Co. Miss Westen has a soprano voice and the records she has made have met with the approval of musical critics. Abe

Schwartz is the leader of an orchestra which has long been noted for its rendition of Jewish music. The Strong records produced under his direction are already in demand. Supplementing the Jewish catalog are songs by Abraham Moscowitz, well-known Jewish singer, whose baritone voice is admirably adapted to reproduce the humorous melodies of Israel.

In the more popular catalog the Strong Co. will release a series of dance selections each month. These are rendered by musicians of ability, each an adept on one or more instruments, whose records will be marketed under the trade name "Our Sensation Dance Orchestra."

TRADE ACTIVITIES IN WINNIPEG, MAN.

(Continued from page 161)

fin' Along." This particular selection was featured in the song and met with a very favorable reception. Winnipeg dealers took advantage of the show to prominently feature record No. 216390 and, as a result of their combined efforts, considerable interest was created.

E. J. Symons, of Janssen, Sask., Victor dealer of that town, passed through Winnipeg on his way home after a brief visit to Chicago and other Eastern cities.

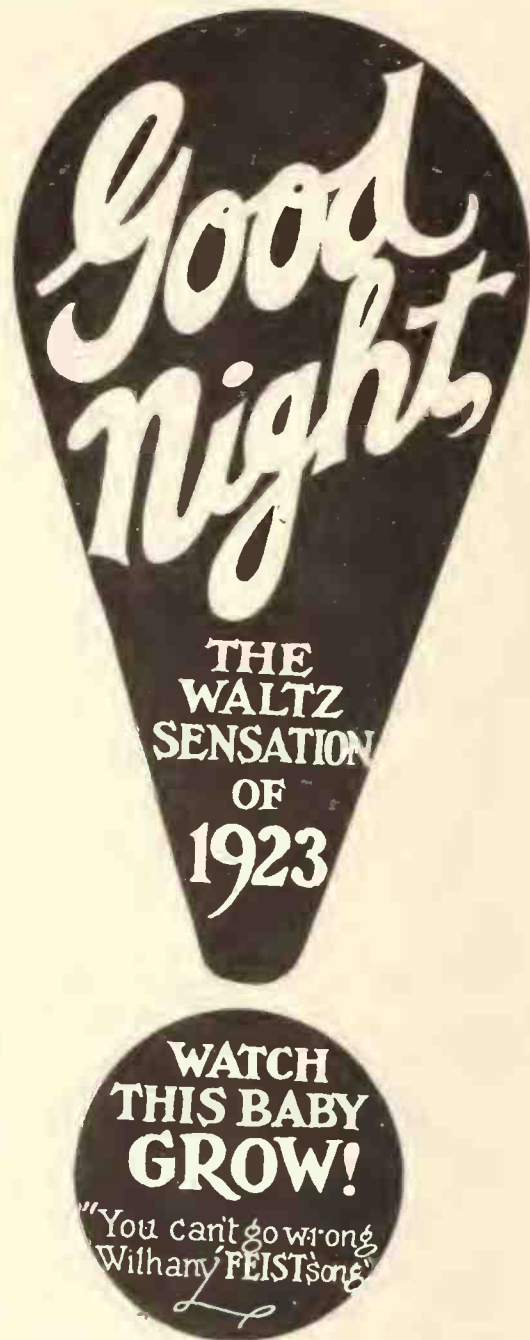
A recent addition to the list of His Master's Voice dealers in Regina is E. A. Jolly, of South Railway avenue.

Miss Jeane Morel, who has until recently been employed by the Blue Bird Song Shop, has joined the staff of the Art Music Co., of Edmonton.

In recognition of having sold over 800 Brunswick phonographs at retail Matthews Music House, Calgary, Alta., has secured the exclusive agency there for Brunswick phonographs and records. In view of the fact that less than five years ago the Brunswick had never even been heard of in Canada the above mentioned fact is immediately recognized as a notable achievement.

Cameron McLean, famous Scottish baritone and exclusive Columbia artist, was recently the featured singer at the Allen Theatre, this city.

The Berliner Gramophone Co., manufacturer of His Master's Voice-Victor records, recently staged a window-dressing campaign for Victor dealers throughout the Dominion and two Calgary music houses received first and second prizes in this competition. C. B. Clarke, Victor dealer, won the first prize; The Heintzman Co. ("Ye Olde Firme"), also of Calgary, was second. A firm in London, Ont., was third.



NEW BANNER RECORD POPULAR

Jewish Record of Gallagher and Shean Having Wide Sale—Plaza Music Co. Plans Sales Campaign on Popular Vocal Numbers

The Plaza Music Co., manufacturer of Banner records, recently released a Jewish record of Gallagher and Shean, and this special number is having a wide sale in the larger cities, where there is considerable Jewish population. The May list of Banner records carries seven dance selections, one Hawaiian, two standard numbers and four vocal. These latter will be particularly featured by the sales department of the company in a drive to further the sale of records in song form.

The Plaza Music Co. has found that the dance selections sell with little or no effort and the dealer, therefore, in putting energy behind vocal popular numbers, as well as standard selections, creates additional sales.

New demonstration rooms have been opened on the ground floor of the Alberta Piano Co., Ltd., Calgary, Alta.

—TROUBLES—

The best constructed horn—the most efficient motor—the finest material and most excellent workmanship cannot "hold" a sale or create repeat business and prevent

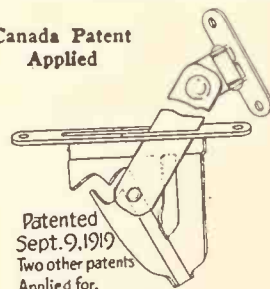
—COME BACKS—

A poorly constructed automatic stop, or a weak drop hinge or unstable invisible hinge will destroy all the greater talking points or advantages of your entire engineering ability and carefully built merchandise. A CARD WILL BRING INFORMATION WHICH WILL BE A REVELATION TO YOU.

SHERBURNE MANUFACTURING COMPANY
948 Penobscot Building (Address Dept. 4) Detroit, Mich.

SECOND YEAR SUCCESSFUL LEADER

Canada Patent Applied



Patented Sept. 9, 1919
Two other patents Applied for.

flexible and bent.

Samples on request.

The Most Dependable and Inexpensive Lid Support on the Market

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

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.
G. L. LAING CO., Canadian Distributor
41 Richmond St., East, Toronto, Ont.

A. C. ERISMAN CO.

174 Tremont St.
Boston, Mass.

BRISTOL & BARBER CO.

3 East 14th St.
New York, N. Y.

IROQUOIS SALES CORP.

210 Franklin St.
Buffalo, N. Y.

STERLING ROLL & RECORD CO.

137 West Fourth St.
Cincinnati, Ohio

STEWART SALES CO.

502 Occidental Bldg.
Indianapolis, Ind.

ARTOPHONE CORP.

1103 Olive St.
St. Louis, Mo.

MARTIN WEISS CO.

Dallas, Texas

UTICA GIFT & JEWELRY SHOP

Utica, N. Y.

TAMPA TALKING MACHINE CO.

Tampa, Fla.

GENERAL PHONOGRAPH CORP.

15 West 18th St.
New York, N. Y.

CABINET & ACCESSORIES CO., Inc.

3 West 16th St.
New York, N. Y.

"One handle handles it"

Outing

TALKING MACHINE CO., Inc.

MOUNT KISCO, N. Y.

Our Jobbers 22 Strong Will Serve Dealers

WRITE THEM TO-DAY



No need to fear for the future—our business is built on as good a foundation as its

FIREPROOF HOME



EXPORT

CHIPMAN, LTD.

NEW YORK LONDON

MONTREAL
WELLINGTON
SYDNEY
MELBOURNE
PERTH

CABLE ADDRESS:
CHIPMONK, NEW YORK

HAVANA
MEXICO CITY
BUENOS AIRES
RIO DE JANEIRO
SANTIAGO
DE CHILE

CONSOLIDATED TALKING MACHINE CO.

227 West Washington St.
Chicago, Ills.

Branch: 1121 Nicollet Ave.
Minneapolis, Minn.

W. S. GRAY CO.

942 Market St.
San Francisco, Cal.
SEATTLE---PORTLAND---LOS ANGELES

GEO. C. ULRICH & CO.

56 Estey Bldg.
Philadelphia, Pa.

VOCALION CO. of OHIO

328 Superior St., West
Cleveland, Ohio

C. L. MARSHALL CO.

514 Griswold St.
Detroit, Mich.

J. K. POLK FURNITURE CO.

294 Decatur St.
Atlanta, Ga.

THE DUNING CO.

303 Second St.
Des Moines, Ia.

DAVENPORT PHONO ACCESSORY CO.

Davenport, Ia.

ARTOPHONE CORP.

203 Kansas City Life Bldg.
Kansas City, Mo.

STARR PHONOGRAPH CO.

634 Grant Street,
Pittsburgh, Pa.

The Waltz Sensation for 1923

*Goodnight!*Watch
this Baby
GROW!

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

COLUMBUS

*Central Ohio Retail Merchants
Convene—C. A. Williams Elected
President—The Month's Activities*

COLUMBUS, O., April 9.—C. A. Williams, of the Williams Music Store, Zanesville, was elected president of the Central Ohio Retail Dealers' Association at its second annual meeting held at the Hotel Deshler, this city, on Wednesday, April 4. Another Zanesville man, in the person of O. E. Callander, secretary and manager of the Spence Music Co., 21 North Fourth street, was elected secretary. E. M. Levi, manager of the Victrola department of the Otto B. Heaton Co., this city, was elected vice-president, and M. L. Phillips, Mt. Gilead, was re-elected treasurer.

An executive committee, consisting of three members, was also elected at this time. The members who have been elected to serve on this committee are: Carl S. Wilkins, Elite Music Store; E. A. Bowron, Caldwell, and C. C. Baker, C. C. Baker Music Store.

Mr. Williams announced to the delegates present that he intends to instruct the secretary to call a big meeting of Victor dealers in the near future. At that meeting a program in which prominent educators and business men will participate will be offered. According to Mr. Williams, the executive committee is already working out plans whereby the meeting will be the most important ever held not

only in central Ohio, but in the entire State.

The latest developments of the Ohio State Music Memory Contest were brought to the attention of the delegates by T. T. Frankenberg, this city. Mr. Frankenberg also pointed out to his audience the many advantages which are to be derived from organizations.

Many of the broadcasting stations are cooperating with the Ohio State Department of Education in the State-wide Music Memory Contests. On Wednesday evening, April 4, an interesting program, consisting of the reading of a paper written by Robert J. Coleman, educational lecturer of the Victor Talking Machine Co., and fifteen selections of the music memory list were broadcasted over Station WPAL, of the Superior Radio & Telephone Equipment Co. Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., 211 North Fifth street, read the paper by Mr. Coleman, who, on account of illness, was unable to broadcast his speech. "The Music Memory Contest is undoubtedly the biggest and most far-reaching movement for better music ever attempted," stated Mr. Coleman in his address. "Of all arts music has probably the most universal appeal. In war times it is the medium through which men are moulded into a unified fighting machine and through which those who remain at home keep spirits high. It is the builder of that elusive and necessary thing—morale. In times of peace, too, we find music on all sides of us," read the address in part.

Three of Ohio's foremost educational institutions have taken the lead in offering prizes for the individual competitors in the State Music Memory Contest. Ohio Wesleyan University,

Delaware, O.; Cincinnati Conservatory of Music, Cincinnati, and the Morrey School of Music, Columbus, have each promised a scholarship in music in their respective institutions for the young people with the highest records in the final contest on April 28.

J. E. Slingluff, of Slingluff's Victrola Store, Masonic Temple Building, Cambridge, reports that keen interest is being manifested by both teachers and school children in the Music Memory Contest in his community. In fact, interest is running so high that Mr. Slingluff has offered a number of Victrolas as prizes to the schools which will make the best showing in the preliminary contest in each county.

O. E. Soderberg, Victrola dealer, Sandusky, O., has just announced that he has booked the Eight Famous Victor Artists to appear in his city on April 12. The concert will be given at the Sandusky High School auditorium.

The Blatt Music Store, 133 South High street, this city, and one of the most prominent music merchandisers in this section of the State, was destroyed by fire recently. The damage to building and stock is placed at approximately \$80,000 by R. F. Blatt, proprietor.

One of the greatest musical successes of this season was the Paderewski concert given at the Memorial Hall on Tuesday, April 3. Every seat in the hall was filled and standing room was at a premium. So well pleased was the vast audience with his program that at 10.35 o'clock an added program began and the concert-goers lingered until after 11 o'clock to hear more of his renditions. Many of them even gathered around the stage, clamoring for more. They kept this up and got four added numbers. As



ST50
H37W40D23



ST53
H37W40D23

A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of
Cabinets Without
Equipment.

Write for Prices

It will pay you to investigate
our proposition.



ST9
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

Natural Voice Phonograph Co.
ONEIDA, NEW YORK

Over 500,000 Gold Seal Repeaters Sold During 1922



The BIGGEST \$100
WORTH OF PLEASURE YOUR MONEY CAN BUY



The Repeater That is Here to Stay

Patented Feb. 29, 1916; Nov. 10, 1916; May 2, 1922. Other U. S. Patents Pending.

GOLD SEAL CO., Inc.
105 West 40th Street, New York, N. Y.

an evidence of his interest in the Ohio State Music Memory Contest he played his "Minuet in G," which is one of the numbers on the Music Memory list, during the course of the evening.

Miss Hazel Underwood, well known in Columbus music circles, and for a number of years connected with the music department of



the Morehouse-Martens Co., has joined the sales force of the Spence Music Co., 67 East street. This store deals exclusively in Victrolas and Victor records.

A very attractive display featuring Brunswick phonographs and records appeared in the Robins Piano Co. window recently.

The F. & R. Lazarus Co., High and Town streets, one of the largest and best-known department stores in central Ohio, has opened a Victrola department. George L. Roth, formerly with the Morehouse-Martens Co., will manage this new department for the Lazarus Co. It is the policy of Mr. Roth to give the public a full choice of records.

This department is located on the fifth floor of the Lazarus Building. It is attractively decorated and patrons will, no doubt, find it pleasant to deal there.

Len Metzger, who has been interested in musical instruments of various kinds while living in Zanesville, is now in charge of the Victrola department of Stewart Bros.

Recent visitors to the Perry B. Whitsit Co., wholesale jobber of Victrolas and Victor records, included: W. E. Summers, Washington; C. H. Kelly, Kelly Bros., Wellston, and Carl B. Meade, Coshocton.

An exhibit of Victrolas, Victor records and literature, published by the educational department of the Victor Talking Machine Co., was shown at the Ohio State University during the meeting of the Ohio State educational conference. Mrs. Esther Reynolds Beaver, of the Perry B. Whitsit Co., was in charge.

EFFECTIVE OKEH DISPLAYS

Blue's Music House Uses Timely Window Displays—Okeh Artists Featured to Advantage

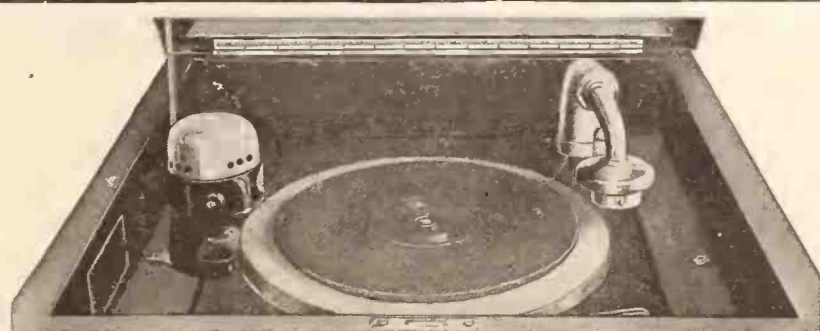
James K. Polk, Inc., Atlanta, Ga., distributor of Okeh records, received recently an interesting photograph from Blue's Music House,



Attractive Okeh Window Display

Montgomery, Ala., well-known Okeh dealer. The window on this particular occasion carried a special display featuring Okeh records made by Gerald Griffin, prominent Irish tenor, and was released on St. Patrick's Day, thereby carrying with it a timely news value.

Blue's Music House has for some time past made a specialty of preparing attractive window displays in behalf of Okeh records. Each week a new window is presented and a special artist is featured. The Vincent Lopez Orchestra was made the subject of a very effective window display recently. Markel's Orchestra has been presented in a similar way and other popular Okeh artists are utilized to excellent advantage in the preparation of these windows.



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



Semi-Permanent

Needles Are Ideal for Portables

Playing many records, Sonora Semi-permanent Needles do away with the necessity for carrying a large supply of ordinary needles on motor trips, picnics and other places where portables are in demand.

Sonora Semi-permanent Needles enable the portable owner to take along his finest records, certain that no worn down needle is going to score them. And then there is the convenience to be considered—no changing of needles after each record. Every portable customer can be sold these needles and will come back for more. Wire today for a supply.

Sonora Phonograph Company, Inc.

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



Sales Helps Really Help!

The Sonora dealers' help service is a carefully planned monthly service that is remarkably comprehensive in scope. A staff of competent merchandising men possessing backgrounds of extensive retail experience are concentrated on the sales promotion requirements of Sonora dealers, supplying these needs in the most efficient manner. Sonora selling helps really help you sell! Let us tell you more about this service.

Sonora Phonograph Company, Inc.

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

THE C. B. HAYNES, CO. INC.


London
Console—
\$135.00



TRADE MARK
Thomas A. Edison

London
Upright—
\$100.00

EDISON PRICES, NOW IN REACH OF EVERY HOME, OFFER
EDISON DEALERS UNLIMITED
SALES POSSIBILITIES



WHOLESALE DISTRIBUTORS

RICHMOND, VIRGINIA

EDISON

THAT SATISFIES

CORLEY CO. PLANS FORMAL OPENING

Victor Wholesaler and Music Merchant of Richmond, Va., Again in Permanent Home

RICHMOND, VA., April 9.—The Corley Co., the prominent Victor wholesaler and piano and music merchant of this city, whose building at 213 Broad street was badly damaged by fire last November, has had the old quarters entirely repaired and redecorated and is now busily engaged in moving the various departments into the permanent building. It is planned to hold the formal opening of the remodeled ware-rooms on May 1. Incidentally, new equipment has been installed and the quarters brought strictly up to date in every particular. A large stock of new instruments is being received for display at the opening. Since the fire the company has been doing business in temporary quarters.

NEW QUARTERS IN WASHINGTON

T. P. Culley & Son Now Located on Fourteenth Street, N. W., That City

WASHINGTON, D. C., April 3.—T. P. Culley & Son have moved from their location at 1327 G street and have taken up new quarters at 1119 Fourteenth street, Northwest, where they now offer to the public a complete line of small grand pianos, reproducing pianos, straight pianos and phonographs. With the increased space and facilities afforded at the new location, and the fact that, according to Mr. Culley, the firm is now out of the high rent district, it is expected to be able to render a better and more efficient service to patrons.

Business is a game—albeit a serious one. Play fair with competitors and customers. Be a sport and you will never be disqualified.

OPPOSE NEW INSTALMENT BILL

Merchants' Association Against Amendment That Would Require Giving a Five-day Notice in Person Before Foreclosure of Lien

The Merchants' Association of New York has entered a strong protest against an amendment to Assemblyman Alterman's bill now before the New York State Assembly relating to the foreclosure of liens on merchandise purchased on the instalment plan. In a letter to Assemblyman Duke, Chairman on Codes of the New York State Legislature, the Merchants' Association says:

"We are receiving protests from responsible members of this Association, especially concerns selling goods and chattels on the instalment plan, against Assemblyman Alterman's bill (Assem. Int. 542) to amend Section 72 of the New York City Municipal Court Code.

"Under the proposed amendment the seller, before he could obtain a warrant of seizure in an action to foreclose his lien, would be required to give the delinquent debtor five days' notice of such application, served in the manner provided for personal service of summons.

"In a great many cases where it is necessary to foreclose this class of lien the delinquent debtor cannot be located. Therefore, such personal service could not be made, and thus the practical effect of the statute would be defeated. The result desired, we believe, could as well be accomplished if the law were to provide that the service of the notice should be made by registered mail to the last-known address of the delinquent vendee, lessee or mortgagor.

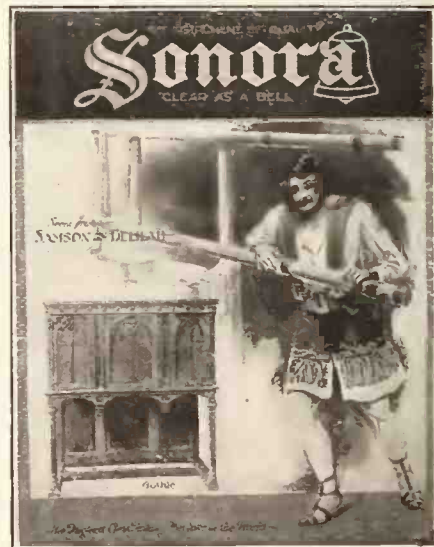
"We find upon inquiry that practically all of the responsible 'instalment' houses, as a matter of business policy and courtesy to delinquent customers, before initiating action to foreclose a lien on chattels sold under contract, give the customer much more than five days' notice; and while not objecting to the principle of the proposed amendment, these concerns do seriously object to the 'personal service' requirement of the amendment.

"In view of these conditions we earnestly urge that the bill be amended to provide for the service of such notice by registered mail."

LATEST SONORA ART POSTERS

Artistic New Sonora Posters Feature Scenes From "Samson and Delilah" and "Pagliacci"

Continuing the production of its excellent series of art display posters, the advertising department of the Sonora Phonograph Co. has



announced two new posters featuring scenes from "Samson and Delilah" and "Pagliacci." As usual, these displays are multi-colored and, in addition to featuring a scene from each opera, the posters also illustrate a Sonora period model. The accompanying illustration, showing the "Samson and Delilah" poster, will give some idea of the attractiveness of these displays.

The business man like the soldier should never lose sight of his objective—success.

A Complete Stock of

Okeh Race Records

Always Awaiting Your Orders

Okeh colored records are supreme in their field. The clear recordings, volume of tone, and variety of selections actually composed and recorded by popular race artists created a big demand for these records. The south is, indeed, a profitable field.

Our complete stock assures you of immediate delivery of any Okeh record at all times. If you are not already an Okeh dealer, let us outline our unique sales plan.

Independent Jobbing Company

122 East Centre St. N. Goldsboro, N. C.

The Records of Quality



The J. W. Jenkins Sons Music Co.—Wichita, Kansas.

The Unico System provides ideal equipment for all classes of musical merchandise.

Talking Machines and Records, Pianos and Player Rolls, Sheet Music and Small Goods, Musical Instruments.

UNICO SERVICE BRANCHES

- | | |
|---|--|
| New York, N. Y.
299 Madison Ave. | Chicago, Ill.
30 North Michigan Blvd. |
| New Orleans, La.
505 Marine Bank Bldg. | Denver, Colo.
1642 Arapahoe St. |
| Dallas, Texas.
209 Dallas Co. Bank Bldg. | Salt Lake City, Utah.
150 Main St. |
| San Francisco, Calif.
275 Post St. | Atlanta, Ga.
65½ Walton St. |
- H. A. MOORE & Co., LTD., London, England

FULL STEAM AHEAD!

Time, Thought and Money judiciously expended during the next three months in improving sales facilities will yield a harvest of increased profits.



Your Wise Selection is the Unico System. Over 3,500 Unico installations during the past ten years.

There Must Be a Reason!

Double your facilities at moderate cost.

THE UNICO SYSTEM will do it overnight

Shipments from stock—expedited deliveries.
Week-end installations.

No delay, confusion or business interruption.

“Follow the Lead of the Leaders.”

Consult the nearest Unico Branch *today*.

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*

58th Street and Grays Avenue

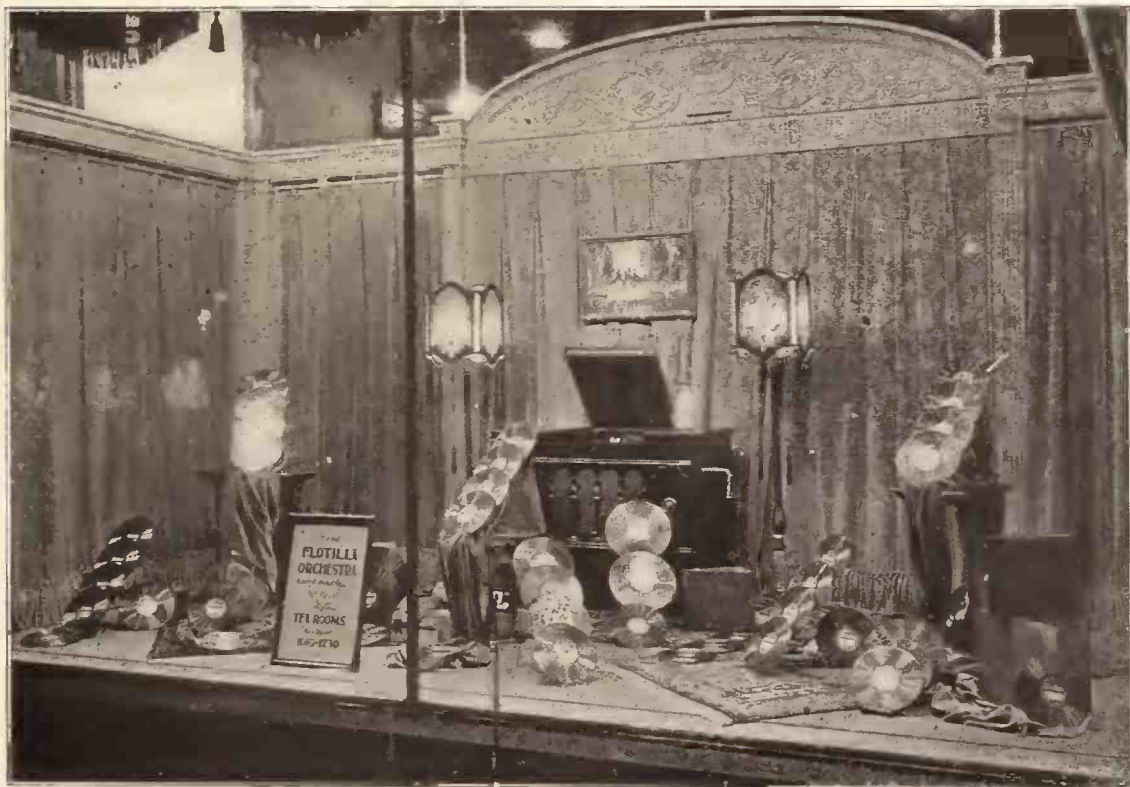
Philadelphia, Pa.



EXCEPTIONAL WINDOW TIE-UP

Prominent Minneapolis Concern Features Yerkes' "S.S. Flotilla" Orchestra, Vocalion Artists, in Well-conceived Display

MINNEAPOLIS, MINN., April 4.—One of the finest window displays seen here in some time was that recently staged by the Dayton Department Store, one of the most prominent con-



Artistic Window Display of Dayton Department Store

cerns in this section of the State, in connection with the visit here of Yerkes' "S. S. Flotilla" Orchestra, Vocalion artists. The orchestra was featured in the Tea Rooms of the Dayton Department Store before large audiences, and the window display of this live concern is an

example of the successful methods used in tying up with an event of this character, which have been instrumental in building up a large business in Vocalion machines and Red records.

LORD CO. IN NEW WAREROOMS

LAWRENCE, MASS., April 2.—The local branch of the Lord Piano Co., of Boston, Mass., is now located in its new quarters at 44 Essex street,

this city. The street floor of the new quarters is devoted exclusively to pianos and a handsomely decorated balcony is occupied by Victor, Columbia, Sonora and the Pooley displays. This is now one of the most attractive talking machine departments in the city.

NEW BUILDING FOR JENKINS CO.

Architects Working on Plans for Building to House the Activities of the J. W. Jenkins' Sons Music Co.—Will Be Up-to-date in Every Facility for Expediting the Firm's Business

KANSAS CITY, MO., April 5.—The architects are at work on the plans for a new building to be erected in this city for housing the J. W. Jenkins' Sons Music Co. A number of years ago, seeing the direction in which the city was building, this company purchased two lots on Walnut street between Twelfth and Thirteenth streets. Three years ago, realizing that their business had outgrown their original expectations, they added another lot, so that they now own ninety-nine feet fronting on Walnut street.

It has been the expectation that a new building would be erected when the price of material and labor should assume something like pre-war levels. During the past few months J. W. Jenkins, president of the company, has been giving considerable study to the project, and has recently visited a number of Eastern cities, with his architect, studying the most approved plans for a great music house. A number of ideas were added to those already in store and the perfecting of the plans is now going on.

When the plans are fully worked out they will be submitted to contractors for bids. If the cost is not prohibitive, the building will be erected soon. If it is thought the bids are too high, and that it is probable that there will be a great saving by waiting a year or so, it is likely the building project will be delayed. The site of the proposed building is in the very center of what will be the retail district within the next five years and is on the southern edge of that district to-day. The city is growing rapidly and moving toward the south.

The new building will cover the full ninety-nine feet fronting on Walnut street and will embrace all the modern features of such an institution.



What only a native son can do with the music of his fatherland is strikingly evidenced in Kerekjarto's rendering of Hungarian Dance No. 6 (Brahms) as a Violin Solo—Record 80800. It is the old gypsy Hungary, pictured with the supreme artistry of one whose masterful bow has dipped in the very life-blood of this temperamental people.

COLUMBIA GRAPHOPHONE CO.
New York

TRADE CO-OPERATING STRONGLY IN MUSIC WEEK WORK

Talking Machine Manufacturers, Wholesalers and Dealers Raising Substantial Fund for Co-operative Advertising Campaign in New York Dailies During the Week of April 29-May 5

The members of the talking machine trade in New York and vicinity have made arrangements through a strong co-operative committee made up of representatives of leading manufacturers, wholesalers and retailers to take an active part in the music week program from April 29 to May 5, and have raised a substantial sum of money, a portion of which will go to the support of the New York Music Week Committee, Inc., and the balance toward a strong advertising campaign which calls for the insertion of full-page advertisements in at least two New York daily papers each day during the week.

During past years the talking machine trade has taken more or less an active part in the Music Week celebration in connection with the industry as a whole, but this year it was felt the celebration offered a tremendous opportunity for acquainting the public with the great possibilities of the talking machine and its accompanying records. Toward this end the newspaper advertisements, all of general character, will be run and window streamers and other advertising material featuring talking machines and records in general, and no one particular type, will be provided for the use of dealers.

At an organization meeting called on March 30, by Abram Davega, chairman pro tem. of the Music Week Committee of The Talking Machine Trade, and attended by representatives of every division of the industry, Otto Heineman, president of the General Phonograph Corp., suggested that a fund be raised to carry on a campaign of advertising during the week in the interest of machines and records as a whole, and that the regular advertisers in the trade divert their appropriations for that week to the general campaign.

Mr. Heineman was selected as chairman of the committee to arrange for this special publicity, and L. L. Spencer, of the Silas E. Pearsall Co., and Maurice Landay, of the Greater City Phonograph Co., were appointed a sub-committee to solicit contributions for the campaign from local trade members. Those who attended the various meetings and took part in the conferences included: O. W. Ray, general manager of the Vocalion Record Division of the Aeolian Co.; Otto Heineman, president of the General Phonograph Corp.; Don Leopold, of the Brunswick; B. W. Jennings, of the Columbia Graphophone Co.; Abram Davega, Knickerbocker Talking Machine Co.; L. L. Spencer, Silas E. Pearsall Co.; James J. Davin,

Ormes, Inc.; B. R. Forster, Brilliantone Steel Needle Co.; Charles B. Mason, New York Talking Machine Co.; Maurice Landay, Greater City Phonograph Corp.; Otto Goldsmith, Cabinet & Accessories Co.; E. G. Brown, secretary of The Talking Machine Men, Inc.; A. H. Cushman, Emerson Phonograph Co., and others.

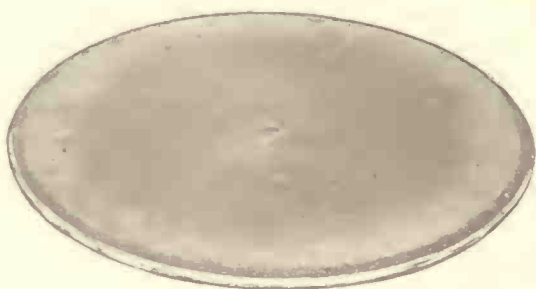
At the first meeting Miss Isabel Lowden, one of the organizers of the New York Music Week Association, addressed the talking machine men and explained what had been done and what was being done in connection with the week's celebration. She stated that the idea of the committee was to maintain some sort of campaign in the cause of music throughout the year, including contests among school children for music scholarships and other features, and to this end support had been promised by Otto Kahn, one of New York's most prominent patrons of music; the Rockefeller Foundation, and the Juilliard Foundation. As their contribution to the association's fund, the talking machine men pledged \$1,500.

The newspaper copy for a general advertising campaign has already been prepared by a large advertising agency, submitted to the committee, and been approved. The copy not only directs attention to the educational and entertainment value of the talking machine but emphasizes the wealth of music found in the records, and invites the public to visit any talking machine store during the week and hear some of the music. The window streamers and posters have also been designed and approved, and will be displayed in all retail stores during the week to tie up with the advertising. The campaign as a whole is expected to reach several million people direct.

It was decided by the committee that to finance the general advertising campaign and to take care of the contribution of the trade to the Music Week Association, a sum of approximately \$15,000 would be required, but although the Finance Committee worked hard

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



A WORD ABOUT



LEADERSHIP

Here is a partial summary of features for the past year

- 23 articles on creating prospects
- 93 articles on selling methods
- 73 articles on advertising
- +5 articles on window display
- +2 articles on promotion plans
- 130 important editorials
- 129 articles on patents
- 7 articles on business opportunities
- 32 articles on export trade
- 13 articles on collections
- 252 articles on diverse subjects.

THE number of Talking Machine World readers is directly proportional to the business value of its editorial contents.

The volume of advertising in The Talking Machine World is directly proportional to its editorial influence.

The dominant position which The Talking Machine World enjoys as regards both circulation and advertising is therefore due, in the final analysis, to its editorial supremacy.

Our program for the current year is bigger and better than ever.

EDWARD LYMAN BILL, Inc. *Publisher*
373 Fourth Avenue New York City

in the limited time allowed, and secured some substantial contributions from various concerns, the sum realized was considered below the necessary total according to a report submitted at a meeting held on Monday of this week, and a further drive was started at once to bring in new subscriptions and increase where possible the contributions already in hand.

In addition to making a contribution to the fund set aside for general advertising during Music Week, the Talking Machine Men, Inc., as an organization is also actively interested in the plans for a music memory contest to be held in the New York public schools next month. In connection with the contest the talking machine men are planning not only to assist the contestants by giving special recitals of the selections listed in the contest, but have also provided from their own funds and through contributions from various manufacturers and wholesalers a very substantial list of prizes consisting of musical instruments to be given to the winners in the various classes. This music memory contest itself is expected to prove of tremendous benefit to the trade owing to the close tie-up between dealers and schools.

OKEH MARCH SALES EXCELLENT

Wholesale Division of General Phonograph Corp. Enjoying Exceptionally Brisk Business
—E. B. Shiddell Visits Friends in West

The General Phonograph Corp., wholesale division, New York City, has just closed one of the best months the company has had since its inauguration more than a year ago. E. B. Shiddell, general manager of the company, stated that sales of Okeh records were 70 per cent greater for the month of March than for the same period last year. Mr. Shiddell left last week for a three weeks' vacation, visiting his relatives in Oklahoma. He plans to stop at Chicago and Kansas City to renew old acquaintances and expects to be back at his desk about May 1.

PROCLAIMS NEW YORK MUSIC WEEK

Mayor Hylan Issues Proclamation Calling for Co-operation of Citizens

Mayor Hylan, of New York, issued a proclamation on April 4 calling attention to New York's coming Music Week, which will be held this year from April 29 to May 5. The Mayor stated that the object of the event is to foster widespread public interest in music, not only

because of the resultant advantage to the individual from the standpoints of diversion, enjoyment and development of latent musical ability, but also because of those social forces that conduce to the community's welfare. The Mayor called on citizens to make the event a success.

Blace A. Morris, owner of the New Music House at 15 Main street, Newton, N. J., for the past two years, has moved his stock to 109 Spring street, where he has larger quarters.

SALE OF PLANT and REAL ESTATE OF THE ARTO CO., West Orange, NEW JERSEY

The undersigned receiver will sell, at public auction, subject to the approval of the court, at the premises of The Arto Co., 4 Central Avenue, West Orange, New Jersey, on Thursday, May 3rd, 1923, at 2 P. M., the real estate, plant, masters, machinery, fixtures, merchandise manufactured, unmanufactured and in process, good-will, trade-marks, trade-name; the same being a modern plant for the manufacture of phonograph records and also adapted for the manufacture of radio parts.

The real estate consists of two plots adjoining and fronting on Central Avenue in the Town of West Orange, one plot having a frontage of 191 feet on Central Avenue and about 214 feet in depth, the other plot having a frontage of 125 feet on Central Avenue and being about 50 feet in depth. Buildings consist of one two-story concrete building, modern construction, built 1919, (having floor space area of approximately 16,000 square feet and built to carry additional superstructure of about two additional stories); three sheds, one two-story store building and one dwelling house.

Further particulars and inspection may be had on application to the receiver.

BILDER & BILDER,
Sols. of Receiver,
790 Broad Street, Newark, N. J.

DANIEL F. MINAHAN, Esq.,
Receiver, The Arto Co.,
4 Central Avenue, West Orange, N. J.

ATLANTA

Retailers Add to Lines—Unit Construction Co. Opens Branch—Month's Changes and Activities

ATLANTA, GA., April 7.—The Julian Prade Co., prominent sporting goods and talking machine dealer, of Peachtree street, has recently put in Vocalion Red records. These are proving most popular, with a heavy demand for some of the recent dance numbers.

The Haines City Music Co., W. I. Webb, proprietor, located at Haines City, Fla., has outgrown its old quarters and moved, April 1, into a new and much larger store. Strand consoles and the Brunswick are especially featured.

The Unit Construction Co., of Philadelphia, whose Unico music store equipment is in worldwide use, has opened a direct service branch at 65½ Walton street, in charge of M. E. Lyle, who also represents the Strand in the South. A model display of their product is now being erected, so that dealers, on their trips to Atlanta, will be able to get a clear idea of a model department arrangement. Mr. Lyle, with twenty years' experience in all branches of the industry, is well qualified to give competent aid in making dealers' display rooms a business-getting asset, and in creating a proper prestige atmosphere for the music trades.

A feature of this month of April will be the week of Grand Opera, given here yearly by the Metropolitan Opera Co. As usual, the sale of seats, both for the entire series and for single performances, is conducted by the Cable Piano Co.

The new Victor department at High's is now thoroughly established. The Empire Music Co., which conducts this, reports a rapidly growing business. Outside selling is directly in charge of President William Barfield, while the business management and store selling is under the supervision of Vice-president Walter Higgins.

Columbia business with the Atlanta Phonograph Co. is running into figures that compare favorably with the boom times of the war period, reports J. P. Riley. A special drive has been made on Columbia model "G"; the total number of these machines put out during March breaking the record for some years past.

Bamés is featuring Martian Big Four radio sets. This has brought in many new customers,



"We Serve the South"

The constantly increasing demand for Okeh records proves their wonderful sales possibilities.

To the dealer who handles a record with so rapid a turnover as Okeh, prompt delivery of all record orders is of vital importance. Our complete stock of every record in the Okeh catalog enables us to give every dealer in the South quick, reliable service.

We are looking for more progressive dealers who will act with us to our mutual benefit in supplying the public with the famous

Okeh Records

The Records of Quality

Wholesale Phonograph Division

JAMES K. POLK, Inc.

Offices and Show Rooms:

294 Decatur Street
ATLANTA, GA.

Inquiries
from
Dealers
Solicited

who frequently come back asking for records of selections they have heard over the radio.

Alterations are the order of the day at Goodhart-Tompkins. John L. Moore & Sons, opticians, who recently acquired the business, are consolidating the two stocks and are consequently completely rearranging the store equipment.

Phonographs, Inc., Edison distributor, with headquarters in this city, has been doing an excellent business of late. Large orders from dealers throughout the territory served by this concern indicate that a spirit of confidence is prevalent among Edison dealers regarding business during the next few months at least. The demand is not confined to phonographs alone, but includes substantial orders for records. On the whole, Edison prospects for the future are exceptionally bright and optimism pervades the trade.

Business conditions are much improved over a year ago, in the opinion of M. E. Lyle, who

handles Strand consoles, Vocalion Red records, etc. Proof of this is found in the larger size of individual orders now being placed by dealers, particularly those in small towns.

The peach crop of central Georgia was slightly damaged by the cold snap of the middle of March, but any loss on this crop is more than made up by the benefit from the cold, which killed large numbers of boll weevil. A cotton crop much better than last year's is universally predicted.

G. W. Hopkins, vice-president of the Columbia Graphophone Co., recently spent several weeks at Asheville, making a hurried trip from there to visit District Manager Terhune in Atlanta.

Another recent visitor was Arthur Erisman, Strand representative in New England, who spent a day here on his way North after a trip into the great Southwest, where, at Dallas, he stopped a week with his brother, Fred. Oscar Ray, sales manager of the Vocalion record division, Aeolian Co., made the trip with him to Dallas and New Orleans.

The consolidation of Columbia territory has resulted in Westervelt Terhune running off to New Orleans to look over his new possessions.

W. D. Montgomery, special field representative of the Brunswick-Balke-Collender Co., Chicago, has been in Atlanta in conference with the Atlanta branch organization.

B. C. Lynn, formerly of Columbus, O., is now in charge of the Brunswick department at Sterchi's Furniture Co. Business with this dealer is progressing nicely.

P. W. Lantz, local manager, Brunswick-Balke-Collender Co., has recently returned from a trip to Chicago headquarters and the Brunswick factory at Muskegon, Mich. Messrs. Morris and Warr, of Augusta, Ga., accompanied him on this trip.

The news of Vincent Lopez's sensational success at the Palace Theatre in New York has spread rapidly over the South and his exclusive recordings for the Okeh record are becoming more and more in demand each day.

W. C. Fuhri, sales manager of the Okeh record division of the General Phonograph Corp., New York, is expected in Atlanta shortly, stopping over here a few days on his return to New York from a trip out West.

James K. Polk, Inc., local distributor of Okeh records, reports a great demand for the Okeh 12-inch records, which are issued under the Odeon label. These instrumental numbers are recorded in Europe by the best European artists and rep-



THERE is no proposition open to the trade which holds the present and future opportunity for profit that the Edison agency affords.

We are equipped to efficiently serve retail Edison merchants in Southern territory. Where the Edison line is not already adequately represented, we are in position to open up a few more agencies. If interested, we urge that you write or wire today.

PHONOGRAPHS Inc.

EDISON DISTRIBUTORS

41 Cone St. - - - - Atlanta, Georgia



A Southern Mellow Moon Song—

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

Lindy



© LEO. FEIST INC. NYC.



resent some of the most wonderful selections.

The Tallahassee Furniture Co., Tallahassee, Fla., is a new Brunswick dealer. This progressive firm carries a nice stock of Brunswick phonographs and records and is now in a position to supply the musical needs of the Capital City of Florida. M. B. Duke, of the Atlanta Brunswick branch, handled the details of the installation.

Flowers Bros. & Jones, with stores in Apalachicola and Marianna, Fla., are enjoying a good Brunswick business and have recently added materially to their Brunswick stock and departments.

J. B. Ragsdale, energetic manager of the Brunswick department of the Julian Prade Co., in this city, reports a very satisfactory Brunswick business.

W. F. Standke, district manager of the Brunswick Co., states it looks like "the good old days," as dealers are ordering Brunswick records by the hundreds of a single number again. He added that, of course, the high quality and increasing popularity of Brunswick records and artists, along with the large and frequent advertising, have much to do with this.

P. C. Brockman, sales manager of James K. Polk, Inc., local distributor of Okeh records, has just returned to Atlanta from a short trip to the principal points on the east coast of Florida and reports business very good with the Okeh dealers in Jacksonville, West Palm Beach, Miami and other Florida points visited.

The Okeh recordings of "Aggravatin' Papa" and "Burning Sands" by Vincent Lopez and His Hotel Pennsylvania Orchestra are among the leading sellers on Okeh's April list in the Southeast.

W. L. F. Rosenblatt, president and general manager of Phonographs, Inc., Edison distributor, has just returned to Atlanta from a trip through the State of Florida. Mr. Rosenblatt visited several Edison dealers located over that State and reports that almost without exception

these dealers are highly enthusiastic over business conditions to-day and prospects for the near future.

A. R. Hood, of the Walker-Hood Furniture Co., Waycross, Ga., was a visitor to the local offices last week, placing orders for Edison phonographs. Golfing is one of the sports he enjoys, and with Mr. Rosenblatt he enjoyed a game on one of the local courses, mixing business with pleasure.

JACOB BROS. IMPROVEMENTS

Wilmington Warerooms to Occupy Entire Three-story Building in Near Future

WILMINGTON, DEL., March 12.—Alterations which, when completed, are expected to make the store the biggest of its kind in this city are under way at the Jacob Bros. Co. music store, at 416 Market street, dealers in Victrolas, Victor records, pianos and player-pianos. G.

H. Horner is manager of this establishment.

The store, which formerly occupied part of the first floor of the building, now takes in the whole structure, which is three stories high. The first floor will be occupied by the Victrola and Victor record department. The second floor will be devoted to pianos, with a large music room.

H. W. ACTON BEING CONGRATULATED

H. W. Acton, secretary of the Brilliantone Steel Needle Co., New York, is receiving the congratulations of his many friends in the trade on the arrival of William Acton, the newest resident of East Williston, L. I. This is the third time Mr. Acton has received similar congratulations. Although the complete future of the young man has not been arranged, it is expected that he will follow in his daddy's footsteps, in providing the trade with Brilliantone needles in years to come.

OUR
Sensational Dance Orchestra
Strong Record Corp.—206 Fifth Ave., New York

The SPEED-RITE

Electric Phono Motor

No Belt to Stretch :: Easily Installed
You need an Electric in your Line now

Size 7" x 3½" x 3½"

Self Contained No Spring Weight Governor

Exclusive Features
Uniform speed under all ordinary conditions

Fool-Proof Care-Free Noiseless

A real guarantee goes with "Speed-Rite." This motor will produce music as recorded. Send for booklet G-4, sample and price

Cliff Electric Corporation
59 Pearl Street New York City

IN THE MUSICAL MERCHANDISE FIELD

UNLIMITED FIELD FOR SALES OF MUSICAL MERCHANDISE

The Small Goods Salesman With the Ability to Organize Stringed Quartets, Bands, Etc., in Clubs, Factories and Various Organizations Has Sales Opportunity of a Lifetime

The talking machine dealer who installs a musical merchandise department has an unlimited field in which to make sales. Whether he reaps the profit from this broad sales field depends, to a large extent, on the ability of the salesman in charge of the department. The salesman should do more than merely stand behind the counter, answering inquiries and selling to those who come in determined to buy. He should make consistent efforts to build up the business by utilizing the various forces at his command, i. e., advertising, direct-by-mail, window displays, etc. In this way only can the complete benefit of sales opportunity be realized in a concrete manner and the musical merchandise department made a success.

As has been mentioned, the field is broad. An experienced man in the musical merchandise department should have sufficient ability to influence in favor of his line through personal contact. Take, for example, the schools of the community. Here alone is an excellent chance for an organizer and salesman. There are always pupils in every school who are anxious to master some musical instrument. If the proper methods are used the salesman can gain the co-operation of the teachers and members of the board of education in his community to organize string quartets and bands. Limited stock is no deterrent to this. Even if the dealer handles only stringed instruments he can secure band instruments on short notice, if necessary. Of course, the organization of bands and quartets means that there must be some cheap method of instructing the groups to play their various instruments. There are several courses open. Obviously the dealer with a small musical merchandise department cannot afford to pay for tuition for purchasers of his instruments, but where necessary he can and should be able to suggest ways and means by which these pupils-to-be can secure some of the funds necessary to meet this expense. In the ma-

jority of cases, however, it will be found that parents will finance the lessons.

Then, too, there are the musical clubs of the city, factories, Sunday school classes, and a variety of places where bands and quartets could easily be organized and bulk sales of musical instruments made. Social organizations of young people also are a fertile field for sales; in fact, every home with children where there is no small musical instrument offers a potential customer.

In the latter instance the salesman makes his appeal to the mother and he has a most powerful aid in mother love. Mere technicalities regarding the worth of his instruments are in second place here. His appeal must be based on the cultural influence and joy in accomplishment which the mastery of a musical instrument of some kind will bring all through life. Make a mother understand that her children will always regret not having had the opportunity of learning to play a musical instrument and you have a customer.

Clever musical merchandise men in many parts of the country have made large sales in bulk to factory organizations. In fact, in recent years enthusiasm for bands among factory employes has grown astonishingly. No doubt, the employes in the largest factory in your community would welcome a suggestion of the formation of a band. What is needed is a leader and this the musical merchandise salesman must be if he is to achieve the full measure of success in his branch of the music business.

A whole volume could be written about the opportunities which are open to the aggressive small goods salesman, but space is limited. However, suffice to say that the field is open, the surface barely scratched and merely waiting to be developed. There will be some who read this brief article who will sit back in disgust and exclaim "Bunk!" But these are just the chaps who are waiting for the plums to come

NOW READY!!

The New 1923 Wholesale Prices on Musical Merchandise

Trade Price List No. 6 Just Off the Press!

IT'S a Buying Guide to Musical Merchandise and every merchant needs it. Nearly 3,000 different instruments and accessories are quoted here at the new 1923 net wholesale prices. Some items have gone up—others are reduced in price. Interesting new merchandise has been added to our line and is quoted in this book. Here's a gold mine of information that you can use to advantage.

Write for Your Copy
(for Music Merchants Only)

The FRED. GRETSCH MFG. CO.

Musical Instrument Makers Since 1883
60 BROADWAY, BROOKLYN, N. Y.

Don't Be An Undertaker

That's the position of a phonograph dealer when only selling phonographs. He's like the undertaker who only gets his man once.

More Phonograph dealers added Musical Merchandise Departments in 1922 than at any other time in the history of the Music Trade.

Every one of these dealers unanimously proclaims success with his adventure—no dull days—and the quick turnover of the new department more than pays all the overhead expenses.

A bigger year is ahead of you than can possibly be anticipated if you can supply your trade with the right kind of merchandise!

The policy of the house of Durro is: SUPPLYING DEPENDABLE NATIONALLY ADVERTISED MERCHANDISE OF QUALITY.

This is one reason that all merchants find it easy to sell such instruments as

Durro Violins, Bows, Strings
S. S. Stewart Guitars, Banjos,
Ukuleles, Etc.
Duss Band Harmonicas
Lester and Monarch Accordions
Abbott Saxophones and Band
Instruments

Talking machine dealers can assure their success for the next year in no better way than stocking this guaranteed merchandise.



BUEGELEISEN & JACOBSON
5-7-9 Union Square
NEW YORK

to them. They have a wrong slant on the business and either lack the inclination or ability to dig up sales. In this day of unprecedented competition it is the salesman who can go out and dig who garners the crop of dollars.

NEW BALTIMORE WHOLESALE

BALTIMORE, Md., April 2.—Announcement has been made by Abraham Quall that he has located at 319 North Baltimore street to wholesale musical merchandise to the trade.

Women like daintiness and comfort. The majority of purchasers are women. Does this suggest anything to you?

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 172)

MANY DEALERS ADDING SMALL GOODS

Buegeleisen & Jacobson Point to Many Merchants Opening Musical Merchandise Departments—Small Investment an Attraction

Samuel Buegeleisen, head of the well-known musical merchandise importing and wholesale organization of Buegeleisen & Jacobson, New York City, pointed out, in a recent interview with *The World*, the increasing number of talking machine dealers who are taking on lines of musical merchandise. "Hardly a day passes without inquiries and orders being received for musical merchandise from talking machine dealers who have never carried the line before," remarked Mr. Buegeleisen. "These dealers are realizing more and more the advantages to be gained in adding musical merchandise to their lines. It is wrong to suppose that the addition of a line of this character necessitates a heavy investment. It will be surprising to many to learn that an expenditure of \$300 will suffice to start a musical merchandise department. This amount will purchase a wide assortment of merchandise and will give the average dealer a fair start and it is surprising how many times in a year this merchandise is turned over. It is the quick turnover of the musical merchandise that is making it so popular. I have in mind various dealers who opened up departments some time back on an investment of \$300 and who now have individual stocks to the value of from eight to ten thousand dollars, and these dealers, at the same time, have also placed in the bank a fair amount of profit.

"With the quick delivery furnished through the parcel post and express, the dealer is now able to replenish his stock almost immediately with each sale. This replenishment of stock is quite similar to the replenishment of record stocks and we are receiving many daily and weekly orders from dealers. It is no longer necessary to overstock, but the line can be kept continually abreast of the demand and the dealer can maintain at all times a well-balanced stock.

"Another viewpoint of the situation is to be found in the window display. I think that the window experts will agree that musical merchandise attracts the passing crowds. Therefore, many talking machine dealers have found it far more profitable to dress their windows with merchandise which they can sell rather than with plants or flowers, lamps or hangings, or anything else, for that matter, that is purely decorative. A musical merchandise display is very attractive and brings many people into the store. The outlook for the future is very bright,

indeed, and the approaching Summer months have already created a demand for Summer instruments such as ukuleles and banjo ukuleles."

BUYING TREND BECOMING STRONGER

A strong indication of the expectation of good Spring and Summer business by the dealer in musical merchandise is to be found in the healthy volume of orders being received daily by C. Bruno & Son, New York. Although the orders are well apportioned throughout the entire line, a noticeable tendency is manifested toward ukuleles and other instruments which enjoy particularly good Summer sales.

NEW FRED GRETSCH PRICE LIST

The Fred Gretsch Mfg. Co., manufacturer and wholesaler of musical merchandise, announced on April 7 a new wholesale 1923 price list known as No. 6. This list is complete and up-to-the-

minute in every detail. In a comparison between this list and the last it is shown that, while the prices on some merchandise have gone up, other prices have been materially reduced. It is also interesting to note the many new articles of musical merchandise that have been added since the publication of the last price list.

A NOVELTY IN HARMONICA FORM

"The Little Lady" harmonica, described as the smallest practical harmonica ever made, is reported by M. Hohner, New York, to be in great demand. It has a range of a complete octave and it has become a fad to wear this minute harmonica as a pendant on watch chain or necklace, as it only measures one and three-eighths inches in length. The demand for all the other models in the Hohner lines is reported as exceptional and the national campaign being conducted will further intensify sales.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

Clyde Doerr and His Orchestra



CLYDE DOERR plays three Buescher Saxophones. You hear the sweet, 'cello-like tone of his Buescher Baritone Saxophone in all Records by Clyde Doerr and His Orchestra—and also his Alto and Tenor Saxophones. His men all play



Band Instruments and Saxophones

The Buescher dealer has as sales aids fifty of the finest orchestras in the records—and window cards, counter pieces, newspaper electros, etc., featuring Record Makers and the Buescher Instruments they make Records with. Trade figures and catalogs on request. Our dealer proposition means profit for the live phonograph dealer.

Hear Their Set of Buescher Instruments in Victor Records



"FITS LIKE A GLOVE"
Buescher Saxophone
Pads SNAP ON! No Cement
No Dealer Trouble!
Patented

Buescher Band Instrument Company
G 93 Buescher Block DEALERS EVERYWHERE Elkhart, Indiana

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



A nation-wide campaign advertising Hohner Harmonicas has just begun.

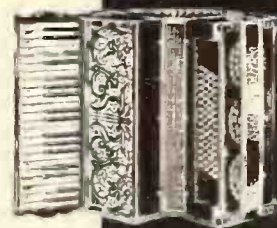
This advertising will be read by over 15,000,000 people.

You can reap the benefits of this publicity.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

DESK CLOCK FOR GRANBY DEALERS

Granby Mfg. Corp. Presents Dealers With Clock Set in a Miniature Granby Cabinet

"Sixty seconds, every minute, I think of you" —these words from a popular song might aptly describe the thoughts of the Granby dealers who were recently presented with a handsome desk clock by the Granby Mfg. Corp., of Newport News, Va. This clock, set in a miniature Granby cabinet, a little over twelve inches high, takes its place among the most attractive novelties presented in the talking machine trade. The cabinet is constructed of mahogany and is equipped with doors, curved lid and legs. The hardware is finished in gold. The space at the bottom can be conveniently used for cigarettes or other small articles. The complete cabinet and clock is beautiful in appearance and devoid

of all advertising matter, with the exception of the usual Granby transfer underneath the lid. Many expressions of praise have been received by Granby officials from the recipients.

NEW NAME FOR ORCHESTRA GROUP

Paul Whiteman, Inc., which controls the activities of a great many dance orchestras, has changed its name to United Orchestras, Inc. This change in no way affects the name or personnel of the famous Whiteman Orchestra, Victor artists, which will continue to be known as Paul Whiteman and His Orchestra.

DEATH OF E. E. WILKINSON

E. E. Wilkinson, formerly owner of the Phono. Motor Co., now the Silent Motor Co., 365 Dean street, Brooklyn, N. Y., and widely

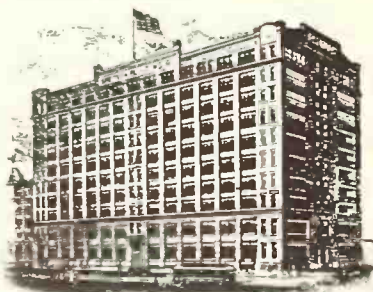
known in the talking machine industry, passed away at his home, 49 Montgomery place, Brooklyn, recently at the age of sixty-two. Mr. Wilkinson disposed of his Phono. Motor Co. interests about three years ago, when he retired from active business. He is survived by a son, E. E. Wilkinson, Jr., who is associated with the Jewett Phonograph & Radio Corp., Detroit, Mich., and is also well known in the trade.

The Temple of Music, Brunswick dealer, Allentown, Pa., recently staged the first of a series of concerts, part of a drive to stimulate Brunswick record sales. Over three hundred patrons of the store and music lovers were present.

The Bruce Sewing Machine Co., 126 East Wood street, Decatur, Ill., which recently installed a talking machine department, has already found it necessary to expand.

TELEPHONE CONNECTION

CABLE ADDRESS DRUMJOLIN



Talking Machine World,
373-4th Avenue,
New York City.

THE FRED GRETSCH MFG. CO.

MANUFACTURERS AND MANUFACTURERS' AGENTS
MUSICAL INSTRUMENTS

54-82 BROADWAY,
BOROUGH OF BROOKLYN, N.Y. CITY.
3/13/23



MANDOLINS
BANJOS
GUITARS
VIOLINS

20TH
CENTURY
BAND
INSTRUMENTS
DRUM PEDALS
DRUMS

SOLE U. S.
AGENTS FOR
AJAHA
TURKISH CYMBALS

LA TOSCA
STRINGS

OSCAR HERMAN SEIDEL
VIOLINS

LA TOSCA
ACCORDEONS

Gentlemen:-

You may be interested to learn that we are, at present, securing inquiries from your paper at a lower cost than from any other trade paper on our list.

It is a matter of further satisfaction to us that the inquiries received include a number of very live prospects so that the tangible results we are securing are very gratifying indeed.

Assuring you of our good wishes, we are

Very truly yours,

THE FRED GRETSCH MFG. CO.

EES/FL

E. E. Whiteman



The Lowest Cost Per Inquiry

The Fred Gretsch Mfg. Co. has been a consistent user of advertising in THE TALKING MACHINE WORLD for three years. Musical merchandise has been the subject of Gretsch advertising month after month, and the advertising has produced excellent results.

Talking machine dealers are buying musical merchandise. This Gretsch letter proves it.

TALKING MACHINE WORLD, 373 Fourth Ave., New York

Published by Edward Lyman Bill, Inc.

BRUNO

366 DAYS' ADVERTISING FOR 9³/₄c.

How much would you be willing to pay for having your name and address featured in the best homes in town for 366 days of the year? You will probably say, "Most any price—but how can it be done?"



No. 1

No. 2

No. 3

Mr. Victor Dealer, we have worked up a calendar proposition that does this very thing for you and at a figure that will cause you to smile. Yes, smile because the cost is less than 1/5c per week. We have contracted with the world's largest calendar manufacturers for a great quantity of three of their excellent 1924 calendars at an extraordinarily low price. The benefits of this purchase we offer to you as a Victor dealer.

These calendars, of the panel variety, measure 5³/₄ by 15 inches and are exquisitely made up—printed in eight color Tinto-gravure. The pictures reproduce the original work of the well-known artists Rosseau, Ingerle and Knowles Hare. Certainly anyone will be proud to be the possessor of a calendar so wonderfully attractive, serving at the same time a practical purpose.

To every Victor dealer we offer any one or all three of the 1924 calendars as pictured above (quantities not less than 200) at the extremely low price of 9³/₄c each, complete with mailing wrapper, plus 75c for imprinting. Price quoted f. o. b. St. Paul, Minn. Shipment to be made on or about September 1st next, and billed as of December 1, 1923.

This is a most unusual offer and the demand will be large. Make up and send us your order right now. Each calendar bears a number; that's for your convenience in ordering.

Remember, Mr. Victor Dealer, the advertising value alone is worth many times the cost, and that ordinarily, the price of these calendars is Eighteen to Twenty Cents each. Our price to you is just about half. Don't delay.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only





Some music you accept as good because the critics so label it. Other music your own ears label "good" as soon as they hear it. "From the Canebrake," a violin solo by Sascha Jacobsen (Record A-3820), is music you *know* is all-wool and a yard wide. "By the Brook," on the reverse side, is a companion number you will want to hear again and again.

COLUMBIA GRAPHOPHONE CO.
New York

P. A. WARE JOINS BRUNSWICK STAFF

Well-known Sales Executive Joins Eastern Organization Under H. A. Beach—Don Leopold Also Associated With Brunswick Forces—H. A. Beach Returns From Western Trip

Harry A. Beach, Eastern sales manager of the Brunswick-Balke-Collender Co., phonograph division, announced this week that Percy A. Ware, formerly secretary of the Oklahoma Talking Machine Co., Victor distributor and well known in talking machine circles throughout the country, had joined the Brunswick Eastern organization. Mr. Ware, who is thoroughly familiar with every phase of talking machine and record merchandising, will be placed in charge of important duties, details of which will be announced within a few weeks.

Mr. Beach also announced recently the appointment of Don Leopold as record department manager of the Brunswick branch in New York. Mr. Leopold was formerly associated with the Victor Talking Machine Co. as a member of the traveling department, and has had extensive field experience.

After visiting the Brunswick factories in Chicago and spending considerable time in the Eastern territory Mr. Beach returned to New York a few days ago. He is enthusiastic regarding the business closed in March by the various Brunswick branches and will probably have several important announcements to make in the near future concerning his plans for closer co-operation with the Brunswick dealers.

COLUMBIA DIRECTORS RE-ELECTED

All Directors Who Held Office Last Year Re-elected—Officers to Be Elected Later

The annual meeting of the stockholders of the Columbia Graphophone Manufacturing Co. was held Monday, April 9, at Bridgeport, Conn., and resulted in the re-election of all of the directors who have held office the past twelve months. These directors comprise M. N. Buckner, G. L. Burr, C. W. Cox, W. C. Dickerman, Van Horn Ely, H. J. Fuller, G. H. Kinnicut, J. W. Shibley, E. E. Thompson, T. F. McClelland, Douglas Parmentier and H. L. Willson. The directors will probably meet within the



STOP 'EM!

The Slidograf Jr. stops the crowds and brings them inside your store. Flashes automatically,

your colored advertisement on the sidewalk. Attracts attention to your special sales.

Simply change the slide and you change the ad. Economical and easy to operate.

Write for combination price of machine and ad-slides for your business.

Standard Slide Corporation

209 West 48th Street

New York City

next week or ten days, and at this meeting will elect the officers for the coming year.

GRANBY CONSOLE IS POPULAR

Number of Dealers Handling Granby Line Growing, Say Officials of the Company

NEWPORT NEWS, VA., April 9.—Although all models of the Granby line are reported in good



A Granby Design Much in Favor demand, the Granby \$100 console seems to be, at the present time, the big leader. It is con-

structed in generous proportions and the cabinet work has created much favorable comment wherever shown. The two-panel front design and the curved legs give this cabinet a very pleasing aspect. The equipment measures up to the high standards set by the Granby Mfg. Corp. and it possesses a remarkable tonal value. Increasing numbers of dealers have recently taken on the Granby line, which is attributed by the officials of the company equally to both the quality of Granby merchandise and the liberal dealer discount which is given.

COMPLETE STORES INCREASE CAPITAL

SOUTH BEND, IND., April 2.—On account of the opening of a new store at 217 West Washington avenue, this city, by the Complete Music Stores, E. H. Konold, who founded and was manager of the Mishawaka branch for the past three years, will divide his time between the two stores. Paul Thistlewaite becomes resident manager of the Mishawaka store and Capt. L. Eugene Willes, who joined the staff about a year ago, will continue in charge of the small instrument department. The capitalization of the Complete Music Stores will be increased from \$35,000 to \$60,000.

The Nevada Music Co., Reno, Nev., is taking advantage of the fact that this section of the country is a favorite camping place by making a vigorous drive on portable talking machines.



Ready in May 2 New Records

by

ETHEL WATERS

Queen of Blues Singers

Just Returned from Her Transcontinental Vaudeville Tour

Place Your Order Early—Complete Catalogue Ready.

BLACK SWAN PHONOGRAPH CO., Inc.

2289 SEVENTH AVENUE :: NEW YORK CITY

Announcing The New Haag Record File Line



Long Cabinet—Style 87
Equipped With One Haag File



Long Cabinet—Style 77
Equipped With One Haag File

Styles 77 and 87
Finished in
Dark Red Mahogany
Brown Mahogany
Golden Oak
Fumed Oak
Weathered Oak

A LONG FELT
WANT REALIZED

LONG CABINETS
EQUIPPED WITH
HAAG RECORD
FILES

A COMBINATION
OF QUALITY & UTILITY



Pedestal Model
Style "A"
Cabinet
Finished in
Morocco,
Black or
Maroon

Haag Record Files are made in sizes to fit all makes of phonographs and talking machines and will accommodate all makes and sizes of records.

Write Today for
Full Particulars



Long Cabinet—Style 502
Equipped With Two Haag Files



Long Cabinet—Style 502
Equipped With One Haag File

Style 502
Finished in
Dark Red Mahogany
and
Brown Mahogany
Only

HAAG & BISSEX Co., Inc. Calvert Bldg. **Baltimore, Md.**

LEVITZKI SIGNS WITH COLUMBIA

Famous Pianist Will Make Columbia Records Exclusively—Has Attained World-wide Renown—Critics Unanimous in Praising His Exceptionally Finished Technique

The Columbia Graphophone Co. announced this week that arrangements had been completed whereby Mischa Levitzki, one of the world's foremost pianists, would record exclusively for the Columbia library. This will be welcome news to Columbia dealers and their clientele everywhere, for, although Mischa Levitzki is comparatively young in point of years, he has already attained international fame and renown.

Mr. Levitzki returned to the American concert stage for the season of 1922-1923 after a year's absence, during which he circled the globe, playing a series of forty-two concerts in Australia and New Zealand, where he attained a success that was little short of phenomenal. In the city of Sydney he gave nine consecutive



Mischa Levitzki

recitals within three weeks, and at the ninth recital there were present 3,500 people. In Melbourne, Brisbane, Adelaide and the principal cities in New Zealand he was received with similar favor.

During the six seasons that he has been before the American public Mr. Levitzki has played with practically every orchestra of importance in the country, including the Boston Symphony, New York Symphony, the New York Philharmonic and the Chicago, Detroit, Minneapolis, St. Louis, Cincinnati, Toronto and Russian Symphony Orchestras. All of these noted organizations engaged him for return appearances and wherever he has played the newspaper critics have referred to him in terms of exceptional praise.

Mr. Levitzki is recognized throughout the world as a pianist who has perfected his technique to a remarkably high degree, and one prominent musical critic referred to his playing as follows: "There is no pianist living to-day who can draw from the instrument tone more infinitely caressing and exquisite, or phrasing more polished and inspired." Another critic stated: "He stands in the first rank with few

equals and no superiors." Mr. Levitzki's first records for the Columbia library will be ready in the near future and, needless to say, the Columbia Co.'s acquisition of this famous artist will be given wide publicity through all of the mediums utilized in the Columbia advertising.

NEW POST FOR B. W. JENNINGS

Former Assistant Manager of Columbia New York Branch Now Branch Service Manager of the Company—Will Visit Columbia Branches Throughout the Country

George W. Hopkins, general sales manager of the Columbia Graphophone Co., announced recently that B. W. Jennings had been appointed branch service manager of the company, with headquarters at the executive offices, 1819 Broadway, New York, N. Y. This appointment is a well-deserved promotion in recognition of Mr. Jennings' executive ability, and the Columbia branch managers throughout the country will undoubtedly welcome this news. Mr. Jennings succeeds H. L. Pratt, who resigned from



B. W. Jennings

the Columbia organization to become identified with the sales division of the Estey Organ Co. in New York.

B. W. Jennings has been associated with the Columbia Co. for a number of years, having been assistant manager of the company's Philadelphia branch and more recently assistant manager of the New York branch. He has a host of friends in the trade, and his thorough knowledge of Columbia merchandising methods well qualifies him for his new work.

Make Everyone STOP and LISTEN with the AUDIOPHONE



THE AUDIOPHONE

will reproduce your records with the true quality of tone and amplifies the volume so as to be heard loudly and clearly at a great distance from your store. Can be used on any phonograph.

A bracket to place outside your window can be supplied.

Entirely free from all mechanical defects.

Only \$50, complete with batteries.

Call and let us demonstrate it to you.

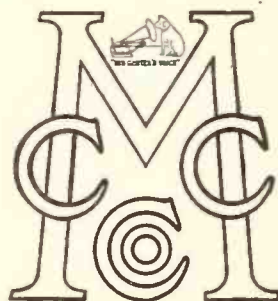
Write for our complete catalogue of Standard phonographs, cabinets, musical instruments and accessories.

The Cabinet & Accessories Co.

Incorporated
OTTO GOLDSMITH, Pres.
3 West 16th Street
NEW YORK

Telephone Watkins 2777-2778

Victor Wholesalers



The House
of
Mellor
in
Pittsburgh
since
1831

Model 35, Sample \$12.50 Queen of Phonographs



Mahogany, 16x16x10, Double Spring, Universal Tone Arm, Back Casting and Metal Horn

Send for Sample To-day

TERMS—Cash with order or a small deposit and balance C.O.D.

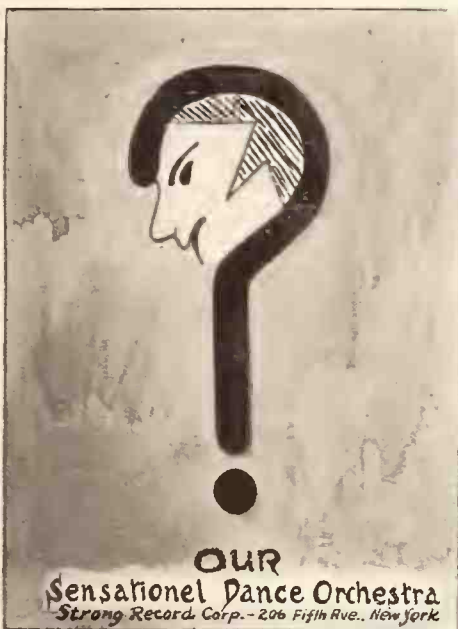
Phonographs and Accessories, Repair Parts for All Makes.

Puritone and Tructone needles at 25c per M in lots of 10 M and up.

ASK FOR CATALOGS and Price Lists of our No. 75 and 50 Machines. It will pay you.

FULTON TALKING MACHINE CO.

253-255 Third Ave., New York City
Between 20th and 21st Streets



OUR
Sensational Dance Orchestra
Strong Record Corp. - 206 Fifth Ave., New York

IMPORTANT HAAG & BISSEX MOVE

Introducing a Number of Long Cabinet Models Equipped With the Haag File

BALTIMORE, MD., April 10.—The Haag & Bissex Co., Inc., manufacturers of the Haag record file, have recently concluded arrangements with the Long Cabinet Co., of Hanover, Pa., whereby a number of popular cabinet models produced by this company will be equipped with the Haag file. The combination of these well-known products is expected to prove quite popular with the trade. At the present time several models are ready, one a pedestal model, and the others the familiar type of double-door cabinet. In one of these cabinets a double row of Haag files occupies the entire interior. In the others half the space is occupied by the Haag file and the other half by shelves. Illustrations appear in the Haag & Bissex announcement elsewhere.

The Jenkins Furniture Co., Boise, Idaho, Brunswick dealer, has recently enlarged its store.



PROVE FOR YOURSELF THAT
VICTROLENE
IS the Perfect Polish

Get a bottle. Use it on some shop-worn case. See how quickly it removes the gray scum—and brings back the original lustre. The biggest sellers of Victrolene are dealers who use it themselves. They know.

Your jobber has Victrolene—or will get it.

THE NATIONAL COMPANY
110 Brookline Street Cambridge, Mass.

MERCHANTS ANNOUNCE PLANS FOR BUSINESS SESSIONS

Salesmanship, Trade-in Problem, Better Homes Movement and Music Advancement to Be Main Subjects Discussed at the Coming Meetings of the Merchants Association in June

CHICAGO, ILL., April 9.—M. J. Kennedy, secretary of the National Association of Music Merchants, announces four subjects to be taken up at the business sessions of the National Association of Music Merchants to be held at the Drake Hotel in June. This is a preliminary announcement of some of the things which will take place and is but an inkling of the important announcements to follow. Judging by the four subjects herein listed, however, it is safe to predict that the sessions of the music merchants will keep pace in importance with the arrangements being made for entertainment as well as for the many other important features.

Salesmanship is the one problem which most vitally concerns all music merchants. This important subject will be covered at the convention and according to present indications it is probable that the organization of System Magazine will lend its co-operation in lectures before the merchants.

The trade-in problem is another vital subject of interest to every retailer, which will be taken up and discussed at the convention. The topic of trade-ins will be handled by one of the music industry's most prominent figures and it is

hoped that something will be accomplished at the convention whereby this evil will be eliminated in part at least.

Better homes mean more music in the home. The better homes movement is firing the whole country with interest, not our trade alone, but all other trades, and in the person of R. W. Lyons the merchants will hear an authoritative lecturer and worker on this subject.

Then there will be the subject of music advancement and in this connection M. J. Kennedy has arranged a unique feature. He has secured Miss Martha Scott, of Hull House, one of the leading music educators of the United States, to address one of the business sessions regarding this important work. Last, but by no means least, there will be a practical demonstration of advancement of music propaganda when the above-mentioned lady brings in 100 or so of little tots who have learned to sing or play through her efforts.

Ria Rosa, concert singer, who left recently for Europe, made eight special recordings for the Emerson Co., just previous to her departure, which will soon be marketed.

THE
K - N O B - O

NEEDLE BOX --- RECORD CLEANER

“KNOTE THE KNOB”

A Combination of Essential Features in ONE UNIT

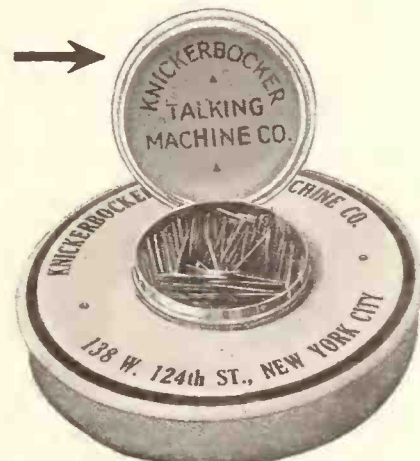


CONSTRUCTION

Three and one-half inches in diameter.
Made of metal, celluloid and pile plush.
Built to last indefinitely.
Advertising matter will not fade, rub off and cannot be removed.

DISTINCTIVE FEATURES

The cover has your advertisement and design in any colors desired. **KNOTE THE KNOB.** Here is inprinted the trade mark of the machine you handle.
LIFT THE KNOB—You have a **NEEDLE BOX** holding any number of needles up to three hundred.
TURN THE KNOB OVER—Here is your advertisement again on the inside—if you want it.
LAY THE KNOB DOWN—Now you have a container for used needles.
NOTE THE SMALL HOLES IN THE TOP.
Push your discarded needles through.
There is room for hundreds of them.



COMMERCIAL FEASIBILITY

Fill with needles and sell at a good profit. At the same time place your name and business conspicuously in the home under daily observation. A perpetual silent salesman.
Stimulates the sales of larger quantities of needles.
Especially adapted to portable machines where no provision has been made for needles.
The K-nob-O is so attractive, ornamental and useful that sales are made without effort.

DISTRIBUTORS AND DEALERS

Here is an opportunity to push a novelty with a universal appeal to every owner and prospect for both machines and records.
Now is the time to start. Full details and samples mailed upon application.
K-nob-O furnished with selected design and printed matter in quantities of 100 and over. Also available as straight selling brush without advertising. Orders filled in a few days. We work with you to create sales and build up business.

PHILADELPHIA BADGE CO., 942 Market St., PHILADELPHIA, U.S.A.

Manufacturers and Patentees of Record Cleaners and Artistic Business Building Novelties.

ROSE OF BRAZIL



A Fox Trot Tango

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



My Rose of Bra - zil, I can't wait un - til,

© LEO FEIST INC. N.Y.C.



HANDY'S ORCHESTRA WITH OKEH

Well-known "Blues" Orchestra Will Record for Okeh Exclusively—W. C. Handy the Composer of Many Popular Song Hits

W. C. Handy, author of "Aunt Hagar's Blues" and many other selections of similar character,



W. C. Handy

has signed a contract with the General Phonograph Corp., whereby Handy's Orchestra, of which he is the leader, will record exclusively for the Okeh library. This announcement will be welcome news

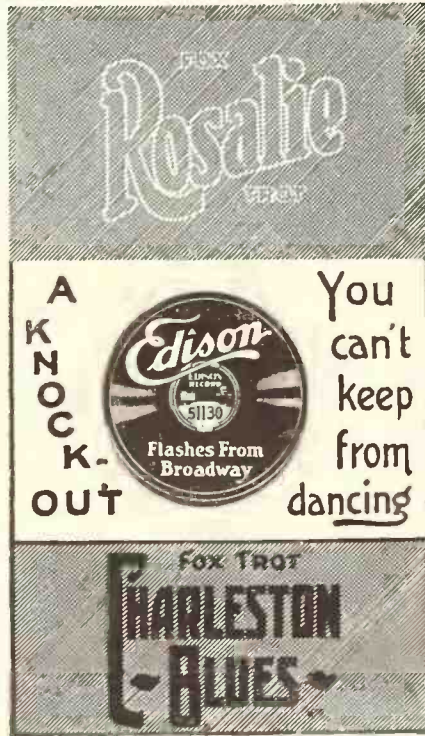
to Okeh dealers everywhere, as this organization is recognized generally as one of the foremost interpreters of "blues" music.

Handy's Orchestra is the original organization that introduced "blues" music to dance enthusiasts and lovers of this type of entertainment. Mr. Handy's compositions have met with exceptional success and "Aunt Hagar's Blues," which he recorded for the Okeh library, is proving one of the hits of the season.

UNIQUE EDISON ADVERTISEMENTS

Art Work of Window Streamers Utilized Effectively for Newspaper Copy

A series of unique record advertisements are shown in the Edison Co.'s monthly broadside



to dealers for the month of April. The art work of the window streamers on "Flashes

ning these unique advertisements in their local papers and report that, in addition to creating sales of records, these advertisements also were largely instrumental in stimulating greater interest in the New Edison phonograph.

A NEW UDELL CABINET CATALOG

Handsome Volume Devoted to Player Rolls and Record Cabinets Marks Golden Anniversary of the Establishment of the Business

There has just been issued by the Udell Works, Indianapolis, an elaborate new catalog of the Udell player roll cabinets, a carefully prepared and impressive volume that illustrates and describes the numerous handsome models to the best advantage.

The new catalog is timely in that it serves to call attention to the Golden Anniversary of the Udell Works, which was founded in a small way in 1873 and was acquired by the present owners in 1882, since which time it has been operated by them continuously. From a small plant and a score or so of employes the business has expanded until at the present time the plant covers seven acres, includes buildings with 150,000 square feet of floor space and employs over 300 workers.

Particularly interesting is the series of console models which serve to reflect the influence of the console design in various types of musical instruments.

A page in the back of the book is given over to illustrations and descriptions of two models of the Udell Flexifile record cabinet, a record cabinet built on a stand and designed to supplement the record storage facilities of the talking machine cabinet itself. The catalog is of the usual high standard of Udell publicity.

Recording for the Phonograph Trade

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

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

A visit or telephone call will give you the details.

Let us solve your technical problems.

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

INDEPENDENT RECORDING LABORATORY, Inc.

102-104 West 38th Street New York



From Broadway" has been utilized very effectively for these single-column advertisements. Already hundreds of Edison dealers are run-



Record Business

THE Whitsit organization is paying close attention to the dealers' activities in connection with the development of Victor record business. Our facilities and experience are at your disposal—why not take advantage of it?

COLUMBUS - OHIO

"THE OLD CAT'S WHISKERS ARE TURNING GREY, SHE'S JUST A LADIES' FUR PIECE NOW"

The CAT'S WHISKERS

A FUNNY FOX TROT BLUES

TRIED AND FOUND TO BE A TRUE HIT

PHILIP PONCE PUBLICATIONS

1658 Broadway, N. Y. C.

FAMOUS FOR "SWEET LOVIN' MAMMA"

PINCUS & MURPHEY OPEN NEW STORE

Attractive Home of Growing Alexandria Concern Formally Opened—One of the Most Handsome Music Houses in the South

NEW ORLEANS, LA., April 7.—The handsome new music house of Pincus & Murphey, on Third street, Alexandria, was formally opened to the public recently, with an elaborate musical program. In the "Ampico" display room, M. O. Beckham, of the Ampico parlors, Fifth avenue, New York, demonstrated these instruments to an interested audience. Souvenirs were given throughout the evening to visitors.

The Pincus & Murphey music house is the most complete and handsome structure of the kind in the South. The exterior is ornate and attractive, and the interior is beautiful and complete in every detail. The first floor is devoted to a display of pianos and Victrolas, records and sheet music, also band and string instruments. The woodwork is of ivory finish, the walls of white and the grand stairway of ivory with mahogany finish. The counters are of ivory with mahogany tops.

The first floor is fitted with eight booths devoted to demonstrations of Victor records, sheet music and music rolls. The booths are finished and furnished in different styles. One is in mission style, another white and ivory, three in mahogany and another in Japanese. On this floor, at the rear, is located a department for stringed instruments and another for band instruments. In a convenient location there is a beautifully appointed rest room for ladies and children, fitted with lounge, piano, Victrola and a convenient lavatory, etc. The packing and shipping department is on the first floor near the loading dock, which is at the rear. The display windows on the first floor are models of beauty and color harmony, with white walls, hardwood floors and decorations of vases with gorgeous flowers. In one window there is a Knabe grand square piano and in the other are Victrolas and Lyon & Healy harps, making a very pretty setting.

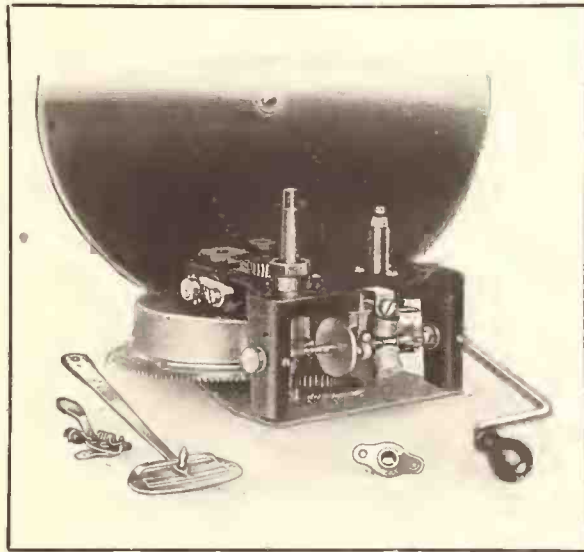
The mezzanine floor extends entirely around the building, and here are displayed pianos, Victrolas, player-pianos and other instruments. Electric passenger and freight elevators connect the three floors of the building.

PATHE ANNOUNCES NEW MODEL

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., has announced the advent of a new model, No. 14, to its line. It is finished in mahogany, all exposed parts nickel plated; has a Universal tone arm, Pathé tone control and reproducer, the new oval horn. The new model is forty-four and one-half inches high, twenty

and one-half inches deep, nineteen and one-half inches wide. In the motor the selection is given of a double-spring motor or the noiseless Pathé electric motor. In an announcement made by the company, attention is called to the artistic case design and finish of this model, making it a desirable piece of furniture in any home, as well as a musical instrument of exceptional tonal qualities.

The New Single Spring Motor for Portables



RECOGNIZING the absolute necessity for the best in motors and the increasing use of smaller machines has resulted in the building of our S. S. motor pictured above. Combining the superior features of our larger motors with the weight reduced to a minimum makes the S. S.—the perfect motor for portables. Absolutely SILENT in operation, easy winding, designed to stand severe strain and built to give a perfect performance under any condition. The S. S. plays in excess of two records at one winding. We will be pleased to supply you with samples of the S. S. and our larger machines playing in excess of three and five records.

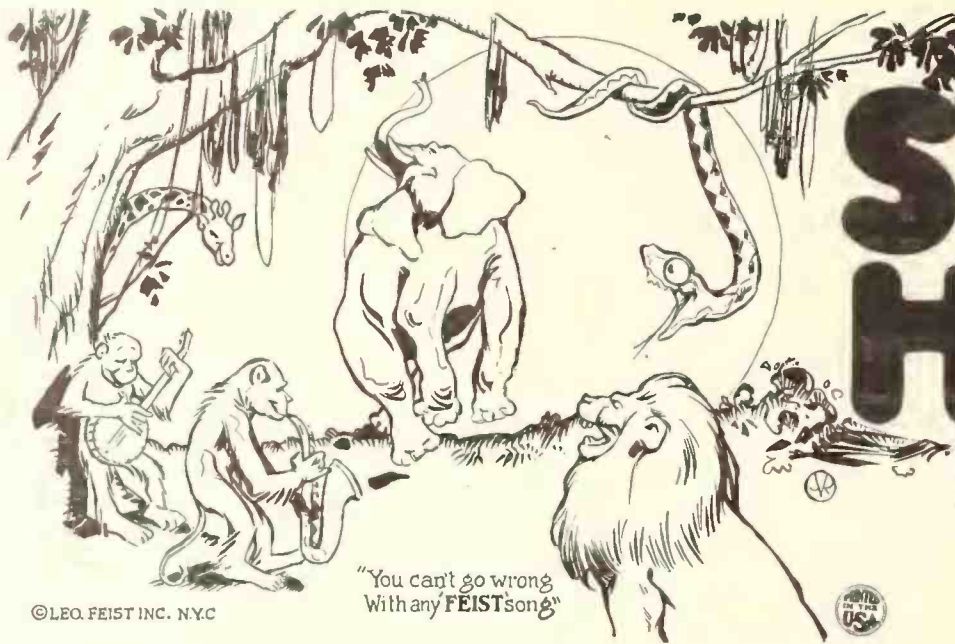
THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street

BROOKLYN, N. Y.





A Jungle Jazz—

SNAKES HIPS



Old Boa-con-stric-tor, Jazz dance di-rec-tor.

©LEO FEIST INC. N.Y.C

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



THE HEIGHT OF EFFICIENCY Crosley Model X Price \$55

Clearly, distinctly, as though given in the same room, messages from W.L.W. Broadcasting Station, Crosley Mfg. Co., Cincinnati, are heard in all parts of America if a Crosley Model X—a four-tube radio frequency set—is used. This remarkable instrument, very easy to tune, simple and beautiful in construction, has repeatedly brought in messages over 4,900 miles away. Other Crosley Models, like the Model VIII, three tube set—price \$48, and the Model VI, two-tube set—price \$28, have given exceptional results to thousands of satisfied users everywhere.

Write for Catalog Showing Complete Crosley Line

For Sale by Best Dealers Everywhere Besides a complete assortment of receivers, Crosley manufactures parts for replacement or home construction.

Jobbers and Dealers Will Be Interested in the Crosley Proposition
New York Office—C. B. Cooper, 1803 Tribune Building, 154 Nassau St.
Boston Office—B. H. Smith, 929 Blue Hill Ave., Dorchester.
Chicago Office—1311 Steger Building, 28 E. Jackson Blvd.—R. A. Stemm, Mgr.

CROSLEY MANUFACTURING COMPANY
ALFRED ST. CINCINNATI, O.

Remarkable Regenerative Receivers



ACE Model V \$20

This one-tube receiver is astounding the radio world with its wonderful achievements. Stations more than 1,000 miles away are being regularly caught on this set. In comparison to its price, there is no receiver on the market to-day to equal it in performance.

Because of its size and price the ACE Model V is a great Summer seller.

Licensed under Armstrong U. S. Patent No. 1,113,149.

Live Jobbers and Dealers are eagerly taking advantage of the sales this instrument and the rest of the Precision instruments and parts bring them.

Free Catalog on Request

THE PRECISION EQUIPMENT CO.
Powel Crosley Jr. President
GILBERT AVE. CINCINNATI, O.

TOLEDO

Trade in Healthy State—LaSalle & Koch Improve Department—Changes and News of the Month

TOLEDO, O., April 9.—Latest returns show a very healthy condition in the local talking machine field. Merchants, without exception, report sales for the first quarter of the year above the corresponding period in 1922, consequently profits, too, are improved. This situation naturally lends encouragement to retailers and gives them an incentive. Moreover, the State Music Memory Contest has awakened wide interest in records, particularly the forty numbers selected by the contest authorities.

The "Indoor Circus" conducted for the benefit of the local zoo and which has attracted more than 100,000 persons, has at least one musical act which scored heavily. Babe, the mighty elephant, played a piano donated by the J. W. Greene Co., for which a special keyboard was constructed. This act gave the opportunity to draw attention to records and the Music Memory Contest, for many children who attended are interested in this.

The Toledo Talking Machine Co. enjoyed a splendid run of March trade and, judging from April sales so far, the outlook is very gratifying. The advent of the five Victor split-top models has encouraged dealers to place orders and to plan for a heavy demand. In this connection, unless retailers place orders in due time for these types, they will very likely fail to share in the early distribution, according to the belief of Chas. H. Wommeldorf, general manager.

At the LaSalle & Koch Co. the record department and service counters have been shifted to the front of the talking machine section, close to the two-minute express elevators and in plain view of the hundreds of customers who visit other departments on the same floor every day. F. O. Edwards, new manager, believes this change will increase sales materially.

In accordance with promotion and expansion plans the Cheney phonograph has been taken on, as well as Vocalion records. In the future only Victor and Vocalion records will be sold.

A feature which is valuable in reducing record overstocks has been inaugurated. It consists of a rapid service record rack of the step variety. Each slot bears a sign which gives the title of records and the orchestra or artist. This display also serves as a reminder to patrons.

The Kneisel Music Co. has added the store-room at 418 St. Clair street, next door to the main store, as a machine and record shop. This expansion was made necessary on account of the growth of the record department, lately established in connection with sheet music and music rolls. The principal difficulty experienced,

according to Miss Angeline Hankenhof, is to maintain a rounded stock of hits. The new department is striking in appearance; it is finished in French gray and blue and the demonstration booths are old ivory with French doors. The formal opening of the shop to the public took place on March 17, St. Patrick's Day. Shamrocks were distributed as souvenirs.

Miss Hankenhof is richer by \$25 as a result of the News-Bee prize contest for the best parody on "Mr. Gallagher and Mr. Shean." She obtained first prize.

At Grinnell Bros. one of the outstanding features is the increasing demand for console machines. At this house a get-together meeting for members of the sales force is a weekly event. At the sessions methods for meeting sales arguments, terms, trade-ins and other factors pertaining to sales are discussed.

At the Talking Machine Shop, Jacob Frame & Son, proprietors, the new demonstration booths installed in the new location are of daylight construction, with windows and doors of French design. Booths are finished in old ivory and are fitted with wicker furniture.

At the Lion Store Music Rooms March sales were far in advance of the corresponding period in 1922. Console models are the choice of a large percentage of patrons. Here salesmanship is studied carefully and all salespeople must measure up to certain standards, Manager A. J. Pete declares. For this reason salesgirls are instructed to exercise all possible tact, in order to offend no one and to land a majority of sales. That this exactness is good business is shown by the fact that each saleslady has built a distinct following. She maintains her own files of customers and has a record of the type of music each is interested in. If a new release is made she writes or telephones the customer and, as a rule, sells many records in this manner. It is the personal element which



They'll be falling for "Falling" long after all of this year's hits are forgotten. The Manhattan Dance Orchestra has given the world a dance masterpiece in this number—Record A-3829. On the reverse side is "The Lovelight in Your Eyes," another fox-trot that's bound to win. Two wonderful recordings, with melody and rhythm woven all through like the silk in genuine money.

COLUMBIA GRAPHOPHONE CO.
New York



counts, A. J. Pete emphasizes. Direct personal contact seldom fails to win the friendship of persons, and it is of the enduring type. As a consequence of this training a large number of patrons will not purchase without first consulting the girl who usually looks after their requirements. With these methods it is possible to keep sales going ahead constantly, for when things lag pressure can be exerted at the point that is weak to bring back the total.

The flat-top models in Victrolas, Cheneys and Brunswicks are in great demand. The tendency is unmistakably in the direction of console machines. For this reason it behooves the dealer to maintain a strict standard for trade-ins, which will be more numerous as the new models become better known, for unless vigilance is exercised profits will vanish, Mr. Pete affirms.

On April 16 the Eight Victor Artists will appear at the Coliseum under the auspices of the Lion Store Music Rooms.

At the Whitney-Blaine-Wildermuth Co. three salesmen have lately been added to the force—H. R. Hughes, as talking machine salesman; H. E. Pearce, formerly in the West, and P. E. Gross, associated with the Starr Piano Co.

Chas. H. Womeldorf made a recent business trip to New York and to the Victor factory, to consult with them about the new models.

The Rae Record Shop is exploiting Van & Schenck numbers with good results. These artists are headliners at Keith's and are attracting much attention. "Who Did You Fool After All?" and "Red-headed Gal" are hits which are being featured by Kresge's in elaborate window displays in conjunction with the Keith act.

The Da-Lite Electric Display Co. has appointed Charles H. Phillips sales manager. He will devote much of his time to road work in connection with the Victor display sign service which the company manufactures. Harry Cuddeback, president of the company, is again back at his desk after a ten weeks' illness. He expects to make a business trip to New York shortly.

AEOLIAN SHOW BRINGS OUT TALENT

Performance by Aeolian Employees on April 4 for Benefit of Committee for Devastated France Proves a Substantial Success

With a view to crystallizing interest and garnering a substantial number of votes for Miss Eleanor Starkey, candidate of the Aeolian Co. organization in the Good-will Campaign being conducted by the Committee for Devastated France, there was held at Aeolian Hall on Wednesday evening, April 4, an elaborate amateur entertainment, followed by a dance, under the auspices of the Aeolian Employees' Association. The affair attracted a capacity audience and the various acts contributed by members of the Aeolian Co. staff aroused considerable enthusiasm.

Brown's Virginians furnished the music and in addition to several tableaux suitable to the occasion there was an exhibition dance by Alma Larsen and Edward Wilbert; songs by Pearl Spaulding and Frank Edgar; two clever dancing quartets, the "Kiki" girls, and a black-face group; several musical selections, and a bit by H. S. Jewett, who staged the show, and in his own number exhibited some dance steps that would have done credit to a professional. Dancing on the fourth floor both preceded and followed the performance.

During the evening Miss Anne Morgan, head of the Committee for Devastated France, was introduced to the audience, as was Miss Starkey, who has been selected to go France.

Much credit for the success of the affair is due to the energy of Robert M. Richter, the new president of the Aeolian Employees' Association, and those associated with him.

NEW SONORA MOVIE SLIDE

The advertising department of the Sonora Phonograph Co. has prepared for the use of



Sonora Moving Picture Slide for May

Sonora dealers during the month of May a very artistic moving picture slide which conveys the spirit of Springtime most effectively. Sonora dealers throughout the country are using these "movie" slides to excellent advantage, as they find that they stimulate materially the sale of Sonora products.

Recordings of Distinction

High grade record work by responsible men with many years of experience in all branches of the art

Ask for estimate, by piece or contract

Full Satisfaction Guaranteed

A. E. SATHERLEY, Manager AL HAUSMANN, Recorder CHARLES A. PRINCE, Musical Director

NEW YORK RECORDING LABORATORIES, Inc.

Manufacturers and Distributors of Paramount Records

1140 BROADWAY

Phone Madison Square 3763

NEW YORK, N. Y.



I've got those Blue Hoosier Blues

BLUE HOOSIER BLUES

An Indiana Fox-Trot

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

© LEO. FEIST INC. NYC

NEW OUTING JOBBERS APPOINTED

Several Names Added to Outing List Recently—Jobbers Report Exceptional Activity and Predict Record Summer Business

The Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of the Outing portable, has added quite a number of jobbers to its list during the past month. In this issue of *The World* the company is starting a campaign whereby all of its jobbers are listed. However, after this advertisement was ready for the press, three or four important deals were closed, and these new names will be added to the advertising next month. One of the recent additions to the list of Outing jobbers is the Starr Phonograph Co., Pittsburgh, Pa., which is starting an aggressive campaign in behalf of this popular portable. This concern is one of the best known in the Pittsburgh territory.

A. J. Cote, president and general manager of the company, is keenly enthusiastic regarding the progress that is being made by the Outing portable, and judging from the reports received from the jobbers the Spring and coming Summer seasons will be exceptionally active. The Outing factory was recently enlarged in order to meet the demands of the trade, and the increased space is being used to excellent advantage.

UNUSUALLY GOOD WINDOW DISPLAY

Butler Music Co., of Marion, Ind., Stages Meritorious Easter Window Exhibit, Featuring the Brunswick Phonograph

MARION, IND., April 9.—A window display, which according to a consensus of opinion is the best ever seen in this territory, was shown during Easter Week by the Butler Music Co., of this city. The window was in strict keeping with the season and was used very effectively in exploiting Brunswick phonographs and records. The setting was devised along simple but beautiful lines. In the foreground was a Brunswick record specially released for Easter, backed up by a Brunswick Stratford console model. This was flanked on either side by a bank of Easter lilies and ferns. The background of the window was modeled to represent a church organ, cylinders being used to represent the pipes. The color scheme of the organ and the general decoration of the window were in cream color, which brought out very prominently the Brunswick console and record. This display attracted widespread attention and much publicity.

J. Edwin Butler, head of the Butler Music Co., is a man of much prominence in the music industry. At present he is president of the National Association of Music Merchants, a member association of the Music Industries Chamber of Commerce.

FOR SALE

Patent; talking machine accessory; inexpensive, permanent advertising novelty, adaptable to all machines. Will be sold outright or on royalty. Address "X1234," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

New Silrex counter, completely equipped with four motors, plate glass top, etc. Change of plans in department necessitates selling; \$300.00 F.O.B. L. Ginsberg & Sons, Des Moines, Iowa.

FOR SALE

Latest type machinery for making phonograph motors, including Barber-Colman Co. hobbing machines; equipment in excellent condition—will give capacity production of high-grade motor at very low cost figure. The above may be had with or without factory space in Brooklyn, N. Y. Write for prices and list of equipment. "Box 1279," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Owing to press of wholesale business, we offer for sale our chain of retail phonograph stores. For address of individual stores write Wilson-Broadway Music Co., 1142 Wilson Ave., Chicago, Ill.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

GUNST OPENS FORT WORTH BRANCH

FORT WORTH, TEX., April 6.—Lester Gunst has opened a branch music store at 500 Houston street, this city. Musical instruments to be handled include pianos, reproducing pianos, uprights, Victrolas and a full line of Victor records, as well as a full line of sheet music and small goods. Mr. Gunst is successfully operating similar stores in other Texas cities. Jesse Aldridge is manager of the new store in this city.

BRUCE CO. OPENS NEW STORE

VIRDEN, ILL., April 4.—The Bruce Piano Co., of Springfield, Ill., is now occupying the quarters formerly occupied by the Virden Candy Kitchen in this city. This company, which has been doing business for years in Springfield, will thoroughly canvass the field in this district for prospects for the extensive line of pianos and phonographs.

J. H. Collins, secretary of the Buescher Band Instrument Co., Elkhart, Ind., passed away suddenly on Tuesday, April 10, in that city.

FELT

No obligation is incurred by sending us your specifications for analysis—or price quotation.



Always prepared to give quick service for special requirements. Please bear this in mind.

The Safety of Certainty

Manufacturers of talking machines who use our TURNTABLE FELT year after year, know how strictly we conform to their standards and requirements. To them AMERICAN FELT COMPANY'S FELT means certain and constant satisfaction.

We shall be glad to extend our service to other manufacturers of talking machines. Inquiries and specifications are invited.

AMERICAN FELT COMPANY

100 Summer Street, Boston 114 E. 13th Street, New York City
325 So. Market Street, Chicago

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.

SALES REPRESENTATIVE OR SALES MANAGER—I know the phonograph business; 14 years' factory and jobbing sales experience. Edison sales training. I will travel or manage your main or branch office. Prefer standard make of phonograph or phonograph accessories. Am now located in the West. Will go anywhere. What have you to offer? Address "Box 1273," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN—Our Wonder-Brush will sell on sight. Made of fine French bristles. Sets right in the grooves of the record. We have a special plan in conjunction with the sale of these record brushes. Commission paid weekly; unlimited prospects. Write stating territory you cover. A letter addressed to us will bring you complete details for an opportunity to make some real money. See our advertisement this month in The Talking Machine World. H. Wonderlich, 2814 North Fourth St., Philadelphia, Pa.

WANTED—First class man to take entire charge of phonograph department in Ohio town of 9,000. Handle Brunswick and Edison. Profit sharing basis. None but a hustler need apply. Address "Box 1275," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—A permanent position and excellent opportunity with established firm. Address, giving experience, references and salary. Cole & Co., Columbia Dealers, Asbury Park, N. J.

WANTED—A good roll and record composition man. Must understand record material and mixing, and be willing to start for moderate wages until ability is demonstrated. Give full particulars in first letter. Address "Box 1276," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Well known manufacturer of a phonograph accessory wants one high-grade salesman to cover the entire United States. Appoint jobbers and develop entire sales. Salary and commission. State full details in letter.

SPRINGS

VICTOR	
1 1/4" x .022 x 17', bent each end.....	No. 6543 \$.57
1 1/4" x .022 x 18' 6" marine ends.....	No. 3014 .58
1 1/4" x .022 x 17' marine ends.....	No. 3014 .55
1 1/4" x .022 x 17' bent arbor.....	No. 5362 .57
1 1/4" x .022 x 18' bent arbor.....	No. 5423 .50
1 1/4" x .022 x 19' bent arbor.....	No. 5427 .42
1 1/4" x .022 x 9', bent each end.....	No. 6548 .42
1" x .020 x 13' 6" marine ends.....	No. 2141 .32
1" x .020 x 15' marine ends.....	No. 3335 .35
1" x .020 x 15' bent arbor.....	No. 5394 .38
1" x .020 x 15', bent each end.....	No. 6546 .43
3/8" x .020 x 9' marine ends.....	No. 953 .29
COLUMBIA	
1" x .028 x 10' Universal.....	No. 2951 .33
1" x .028 x 11' Universal.....	No. 2951 .35
1" x .030 x 11' hook ends.....	No. 2951 .45
1" x 11' for motor No. 1.....	No. 1219 .35
HEINEMAN	
1" x .025 x 12' motors, Nos. 33 & 77.....	No. 33 .33
1 3/16" x .026 x 19', also Pathé.....	No. 4 .75
1 3/16" x .026 x 17'.....	No. 4 .59
MEISSELBACH	
7/8" x 10' motors, Nos. 9 & 10.....	No. 9 & 10 .29
1" x 9' motors, Nos. 11 & 12.....	No. 11 & 12 .29
1" x 16' motors, Nos. 16, 17 & 19.....	No. 16, 17 & 19 .49
2" x .022 x 16', rectangular hole, 18k10.....	No. 18k10 1.20
SAAL-SILVERTONE	
1" x .027 x 10', rectangular hole.....	No. 144 .42
1" x .027 x 13', rectangular hole.....	No. 145 .48
1" x .027 x 16', rectangular hole.....	No. 146 .58
BRUNSWICK	
1" x .025 x 12', rect'gular hole, regular.....	No. 201 .45
1" x .025 x 18', rect'gular hole, regular.....	No. 401 .60
KRASBERG	
1" x 12' motor 2A, pear-shape and rect. holes.....	No. 2A .45
1" x 16' motor 3 & 4, on outer end.....	No. 3 & 4 .55
EDISON DISC	
1 1/2" x .028 x 25', regular size disc motors.....	No. 25' 1.25
1" x .032 x 11', Standard.....	No. 11' .55
1 5/16", Home.....	No. Home .70
1 3/16" x 18' type A 150, old style disc.....	No. 150 1.28
1" Amberola 30-50-75.....	No. 30-50-75 .56
1 1/16", B 60.....	No. B 60 1.15
SUNDRIES	
1" x .025 x 16' rectangular hole.....	No. 16' .50
1" x .025 x 16', pear-shaped hole.....	No. 16' .50
3/8" x .023 x 10', marine ends, Hein. Col., etc.....	No. 10' .29
3/8" x .025 x 10', marine ends, Hein. Col., etc.....	No. 10' .27
3/8" x .020 x 9', marine ends.....	No. 9' .21
3/8" x .020 x 9', marine ends.....	No. 9' .18
Victor Gov. springs, No. 1729.....	No. 1729 per 100 .95
Victor Gov. spring screws, No. 3304.....	No. 3304 per 100 .92
Victor Gov. balls, n/style, No. 3302.....	No. 3302 each .07
Victor Gov. spring screw washer.....	No. 3302 per 100 .72
Columbia Gov. springs, No. 3510.....	No. 3510 per 100 .95
Columbia Gov. spring screws, No. 439.....	No. 439 per 100 .92
Columbia Gov. spring screw washers.....	No. 439 per 100 .72
Columbia Gov. ball, lead, flat and spring.....	No. 439 .08
Columbia Gov. ball, new style & spring.....	No. 439 .08
Turntable felts, all wool, green, 10", round.....	No. 10" .15
Turntable felts, all wool, green, 12", round.....	No. 12" .18

Terms, 2% cash with order.
TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

Write at once. "Box 1278," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Live travelers, calling on phonograph and music dealers, to sell two splendid selling articles in connection with phonographs. Ten per cent commission paid. Give references, and particular lines handled, and territory covered, with your reply. Address "Box 1267," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

RETIRING FROM BUSINESS ARISON'S MUSIC STORE FOR SALE

One of the most noted high-class Victor stores and the largest Classical Music Department in the city (publishers excepted). Unlimited possibilities for making money for party not afflicted with scruples. Old established; excellent location; recently remodeled; long lease; low rent; \$25,000 cash, balance notes. Address Arison's Music Store, 45-47 West 116th St., New York, N. Y.

FOR SALE

One of the best retail piano and phonograph stores in Ohio; plenty of room; good location; modernly equipped, low rent; long lease; fine established trade; largest and best store in the city, a small city but growing rapidly; fine and thickly-settled farms surrounding city; plenty of factories now running full capacity. Positively no better proposition in Ohio. Will bear strictest investigation. Will sell with or without book accounts. Present owner wants to retire from retail piano business. Address "H. O. Milton," care Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN WANTED

Salesman traveling established territory, calling on talking machine and drug trades, can make large additional income through large initial commission and commission on repeat orders. No bulky samples required. Greatest line of semi-permanent needles on the market. Made by one of oldest, time-tried and proven concerns affiliated with phonograph industry from its inception. When replying state territory covered and period of time traveled. Address "Box 1241," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Phonograph outside man, all around, knowing all makes of motors, repairing, etc. Address "Box 1274," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Recorder with 28 years' experience with up-to-date method and his own outfit is open for engagement. Address "Box 1277," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Young man, with years of experience on all makes of phonographs, as repairman and salesman, in wholesale and retail, wishes steady position. Have also had canvassing and selling experience. Address "Box 1269," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

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	Price each
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2 in. x 0.25 x 16 ft., for Edison.....	1.25
1 1/4 in. x 0.22 x 17 ft., reg. for Victor.....	0.61
1 1/4 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., Columbia, single spring.....	0.30
1 in. x 0.20 x 13 ft., for Victor.....	0.33
3/8 in. x 0.23 x 10 ft., for Blick motor.....	0.30
3/8 in. x 0.25 x 10 ft., oval hole.....	0.28
3/8 in. x 0.22 x 8 ft., German motor.....	0.25
3/8 in. x 0.22 x 8 ft., for Swiss motor.....	0.22
3/8 in. x 0.25 x 11 ft., for Edison.....	0.22
1 in. x 0.22 x 9 ft., for Meisselbach No. 12.....	0.30

MICA DIAPHRAGMS

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

SAPPHIRES

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

STEEL NEEDLES

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

ATTACHMENTS

in Gold or Nickel-Plated		Price each
Kent, for Victor arm.....	No. 1	\$0.25
Kent, for Edison with C box.....	No. 2	2.50
Kent, without box for Edison.....	No. 3	1.60
Kent special with sound box nickel plate.....	No. 4	4.50
Kent special adaptor with sound box, gold-plate or oxidized.....	No. 5	4.95
For Columbia, plays Vertical records.....	No. 6	0.25

MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.		Price each
No. 36, complete with 12-in. turntable.....	No. 36	7.50
No. 33, complete with 12-in. turntable.....	No. 33	8.50
Imported single-spring, 10-in. turntable.....	No. 34	2.25

STONE ARMS

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

SOUND BOXES

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

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	Price each
5-lb. Can.....	\$1.60
1-lb. Can.....	0.40
4-oz. Can.....	0.15

PARTS—HARDWARE

	Price each
5000 Crown gear for Blick motor.....	\$0.25
5001 Crown gear for Melophone motor.....	0.25
5002 Crown gear for Heineman No. 0.....	0.25
5003 Tone-arm goose neck for independent arm.....	0.25
5004 Governor pinion for imported motor.....	0.25
5005 Tone-arm base for independent arm.....	0.25
Automatic nickel-plated lid supports.....	0.22
Automatic gold-plated lid supports.....	0.45
Piano hinges, nickel-plated, 15 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

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FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Business Holds Up Fairly Well—Radio Has Some Effect on Sales—Gramophone Dealers' Association Discusses Trade Problems—Fine Exhibits at British Industries Fair—Gramophones Attract at Daily Mail Show—Leipsic Messe—Manufacturers and Wholesalers Dine—Window Dressing Competition—Make Arrangements for Hire Purchase Financing

LONDON, E. C., April 3.—During the last few weeks it has been a more or less general experience that gramophone sales indicate we have overridden the so-called "season." This does not imply any cause for dissatisfaction; it simply means that trade is following a natural course and diminishing gradually with the coming of Spring and the approach of Summer. Actually, I find that conditions throughout every section of the gramophone industry are fairly good. A steady, even trade exists, though I believe it to be the general opinion that gramophone sales would have made a better showing were it not for the great release of spending money in the purchase of radio apparatus. The wireless craze is certainly occupying too much of the public's attention to be good for gramophone traders. It is perhaps not so much that purchase of a receiving set has ousted the possible acquisition of a gramophone outfit as the fact that during the novelty period of wireless the old love is superseded. The important point is that neglected and disused gramophones do not encourage the purchase of new records; hence this department of trade—the backbone of our business—has perhaps not kept up so well as it might otherwise have done.

While I still cling to the belief that the adverse influence of wireless upon gramophone trade is but of a temporary nature, the gramophone being far and away the superior, it is a significant fact worthy of considerable attention that a large percentage of gramophone manufacturers, wholesalers and dealers are interesting themselves in the study, and actual marketing, of wireless sets and apparatus. But, strange to say, in their manufacture gramophone firms (with one or two exceptions) confine themselves to radio units quite separate from the gramophone, whereas a number of outside firms, more alive to the advantages of combined wireless and gramophone, have evolved and marketed such apparatus in cabinet and other models.

Trade Problems Discussed by G. D. A.

At an all-dealers' meeting of the Gramophone Dealers' Association much interest was given to the subjects brought up for discussion—

"What is the best method of developing your gramophone business in 1923?" by E. E. Squire; "What is the best method of keeping your records?" by Mr. Stokes, and "What is the business that you should be doing from the amount of stock carried?" by S. N. Strand. These subjects which show a live appreciation of the business problems of gramophone retailers were advantageously handled. The chairman and president, Ernest Marshall, followed up a general discussion with a reference to the record exchange question. He said there were various rates of exchange—3-1, 2-1, and some 1-1. The latter was becoming general (sic), owing to the active steps that this Association had been taking in the interests of the dealers.

For the past two years the G. D. A. had been seriously considering the stock question, one of the main points of which was the record exchange, or any other method of enabling dealers to dispose of unsalable stock. The scheme that the G. D. A. have advocated from the first was that the manufacturer should take back 10 per cent of the dealers' purchases without a covering order. A credit in full had been asked; but there is no doubt the feeling of the trade is now that, if the manufacturers would take back 10 per cent, the dealers would be prepared to make some sacrifice in this matter of the amount to be credited for the return.

The present method of exchanging with a covering order does not enable the dealer to keep his stock within reasonable proportions; as the constant bringing out of new supplements, and the dealer having to hold unsalable stock until the manufacturers deleted them, and then to have to exchange them for extra stock in the Summertime, which they do not require, were causing the dealers considerable concern, and in many cases stocks were growing out of proportion to the increase of business.

Mr. Marshall pointed out that the manufacturers were fully aware of the dealers' trouble concerning their record stocks, and that the former showed a desire to find some more satisfactory solution to this problem.

Results at the British Industries Fair

Exhibits were generally regarded as being typical of the best examples of British manufactures of gramophones, pianos and players. Other sections of the music industries were not represented. Of the thousands of visitors who passed through the music section 90 per cent were sightseers. Nevertheless, the United Kingdom retail trade put in a good attendance, and there were many buyers from the Colonies and foreign countries. Some very nice orders

were secured for export and, in general, the amount of home business was regarded as quite satisfactory, time of year considered.

Lack of space precludes individual mention of all the various gramophone exhibits, a list of which I reported last month. Special interest was given to the exhibit of Electric Gramophones, Ltd., its electric unit and drive seeming to find favor as the best of the kind. A new gramophone, the Kestraphone, won much interest from traders on account of its sonorous tone and general fidelity of reproduction. The long-playing World record and controller, exhibited by World Record, Ltd., presented dealer-visitors with just the required opportunity to closely investigate these products. The result must mean a speeding up of activity at the factory. The novelty of the Duophone, with its double sound box and tone arm arrangement, came in for much favorable comment. Records undoubtedly take on a new interest when played by the Duophone and I am not surprised to learn of the closing of many profitable deals. The new Lenthall gramophones and sound box, built to "unorthodox" design, were generally regarded as having made good in every sense of the word. A unique proposition, the Lenthall principle of construction ensures fidelity in the reproduction of every class of record, and that is saying a good deal. Gerophone, Ltd., made a fine showing of its "Grippa" series of instruments, whose quick rise to success puts the seal of merit on their quality and general value. The B. I. F. Perophone display was productive of good business. The remarkable range of high-grade "Algraphones" exhibited by Alfred Graham & Co. won much admiration, which, apart from the new accounts opened up, should result in solid good business at the right time. One other exhibit calling for special mention is that of the C. H. Roberts Co., whose several models of "Bestone" portables and corner cabinets proved of immense interest.

To sum up, it may be said that this year's British Industries Fair has proved infinitely better in all respects than that of a year ago. In particular, actual orders were more numerous and altogether of higher value.

Gramophones at Ideal Homes Exhibition

The great Daily Mail show at Olympia this year was the occasion of many fine musical exhibits by leading gramophone and piano houses. Among gramophone displays that of the Tre-tone Separaphone attracted a deal of trade and public attention. This instrument has won for itself unqualified recognition as a top-notch gramophone possessing unique tonal value.

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TRADE MARK

GRAMOPHONE RECORDS

CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

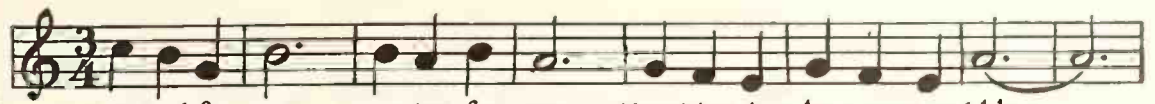
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PLAY ON ALL GRAMOPHONES

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**



Cry-ing for you, cry-ing for you, Heart bro-ken lone-some and blue,

CRYING FOR YOU

A NEW BALLAD

By the Writers of "Why Should I Cry Over You?"



FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 186)

Perophone, Ltd., had two fine stands, one for display of "Grippa" gramophones, the other for a new series of wireless receiving units which this enterprising house has just introduced. Bounphrey, Arundel & Co. exhibited a novel record-filing and storage cabinet style, the "Sesame." Benefits were showing their multiple record-playing "Supremophone" and a new instrument, the phone lamp, which, I believe, emanates from America. It attracted much favorable comment. By the way, the Supremophones were fitted with electric motor by Electric Gramophones, Ltd.

The Leipsic Messe

This great continental exhibition, held in March, as usual, was the center of pilgrimage by traders from all parts of the world. Reports indicate, however, a considerable falling off in the number of visitors, due, it is averred, to the Ruhr dislocation of trading and usual transport facilities. The presence of several prominent British gramophone trade representatives made a good impression. Broadly speaking, the fair lacked the prevalent enthusiasm of former years, though by all accounts the exhibits were as numerous and comprehensive as ever. Novelties were somewhat scarce, a tendency to retain standard designs along lines of improved construction and appearance being apparent. For the most part quotations were made in foreign currencies, but, owing to the depreciated mark and its constant fluctuations, the German manufacturers were up against a problem, not knowing what they would receive at time of payment. Generally, prices for gramophone products are increasing to such an extent as to lose interest for English buyers. Complete gramophones, motors, tone arms and accessories are obtainable from British makers at better quality and prices than from Germany, especially so in view of the 33 1-3 per cent import duty. The German manufacturer may have an opening with his very cheap, poor quality line, whereas formerly he could offer a whole series of gramophone goods at competitive prices.

Activity at Works of J. E. Hough, Ltd.

Reports from this concern indicate that sales of "Velvet Face" and "Winner" records continue to make a good showing. Apart from the excellent home demand, it is good to learn that export trade is improving. These two records carry regular monthly new programs of up-to-date and standard vocal and instrumental items, and are good selling lines for oversea traders.

Gramophone Association Dinner

The fourth annual dinner of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers was held on March 15 at Restaurant Frascati, this city. Members and their guests to the number of about 170 sat down to a well-served repast, during which the Elite Orchestra played suitable items, including several topical numbers. Louis Sterling, president, occupied the chair and was supported by the elite of the trade, including the

Earl of Hardwicke, chairman of the Duophone Syndicate.

After toasting H. M. King George, Mr. Sterling called upon R. W. Pentland, president of the Federation of British Music Industries, to propose the toast of "the Association and its president." Mr. Pentland referred to the pleasing fact that 95 per cent of the gramophone and small goods firms were members of the Association and his generous tribute to its chairman's sterling character and popularity, and to the work of Mr. Timms, secretary of the Association, won hearty applause. In reply Louis Sterling reminded us of the good work accomplished by the Association, which, though the youngest, he thought was the most energetic.

In proposing "the Federation of British Music Industries" H. J. Cullum, M. B. E., treated his audience to a well-reasoned speech, emphasizing the wonderful work of the Federation for the industry at large, its productive musical campaign and general activity which, thanks to Lt. Col. R. H. Tatton, organizing director, had resulted in removal of apathy and creation of live interest throughout every section of the trade. A virile reply from Col. Tatton was followed by the toast of "The Visitors," proposed in suitable terms by D. J. Blaikley, and wittily replied to by F. B. Allen.

It was an evening well spent and thoroughly enjoyed by all present. Thanks are due to Arthur H. Brooks and R. Langley for the arrangement of a really excellent musical program, which included contributions by Miss Dorothy Leigh, Miss Carrie Herwin, Ernest Pike, W. V. Robinson, Rupert Hazel, Harry Champion, Will Fyffe, Fred. Wildon and other leading artists.

Rex Co. Catering for Export Trade

Now well established in its new premises at 59 Chiswell street, London, E. C., the Rex Gramophone Co. is ready to cater to the export trade on a much larger scale than hitherto. With a most complete range of cabinet grands, table grands, hornless, portable and horn machines, in addition to a series of choice period models, the company is well equipped to satisfy any and every demand from Colonial and other oversea traders. Buyers should note that exclusive models may be obtained to special design, and in every way the requirements of particular markets are studied. As regards prices the Rex figures compare to advantage with other makes and, quality considered, the Rex proposition is undoubtedly good.

The British Music Trade Convention

Arrangements for this year's convention are well forward, the proposed program having been decided upon. The convention will be held at the Palace Hotel, Buxton, beginning on Tuesday, May 22. The president's reception will be held on the afternoon of Tuesday and will be followed by the convention banquet and a dance.

The president's annual address will be followed by a general discussion on the matters he refers to and on trade matters in general, in-

cluding the Federation hire purchase scheme.

Other subjects on the agenda include: "The Music Trades and Wireless," which, it is hoped, will be opened by an official of the Wireless Manufacturers' Association; "The Player-piano as a Musical Educator," "The Music Trades' School and Its Possibilities of Service to the Industry," and "The Ascendancy of the British Piano," as to which last-named subject it is proposed to arrange for the writing of a paper by a distinguished musician. The conference will also include, at one of its sessions, the writing of anonymous papers on any subject of trade interest, each paper to be open to discussion.

Meetings will be held, successively, of the Music Trades' Association, the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers, who will consider: "An Exchange Scheme for Obsolete and Unsalable Gramophone Records"; the Association of Manufacturers of and Dealers in Piano-forte Supplies, the Gramophone Dealers' Association and the Pianoforte Manufacturers' Association.

First "H. M. V." Window-dressing Competition

The inauguration of a window-dressing competition by the Gramophone Co. is regarded as an event of first-class importance. It will prove of special value to those dealers who have taken an "H. M. V." sales-school course. The competition covers a period of a week from the 19th and is confined to the subject of dancing. There are five prizes to the value of £75 and £1 will be credited to every dealer notifying entry and supplying the necessary photographs which form the basis of judging. This is the first competition of its kind and is, of course, limited to the company's accredited agents.

Hire Purchase Finance Plans

Arrangements have been entered into between the Federation of British Music Industries and an insurance company, under which approved hire purchase transactions in all kinds of music goods can be financed. Full details of this scheme will be announced at the forthcoming convention, when the whole subject will form one of the subjects for a conference. The scheme will be strictly limited to those who are members of associations affiliated in the Federation and who subscribe to the revenues of the Federation.

When you do a service for a patron you are merely doing yourself a favor.

**Hornless, Table Grand, Upright
and Horizontal Cabinet Grands**

Actual Manufacturers Export a specialty

REX GRAMOPHONE COMPANY
59 Chiswell Street, LONDON, E. C., England
Cable Address "Lyrecodisc, London"

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., April 7.—Phonograph. Walter H. Miller, Orange, N. J. Patent No. 1,444,477.

This invention relates more particularly to phonographic recording devices, being in some aspects an improvement on the invention disclosed in Patent No. 1,350,616, granted on August 24, 1920.

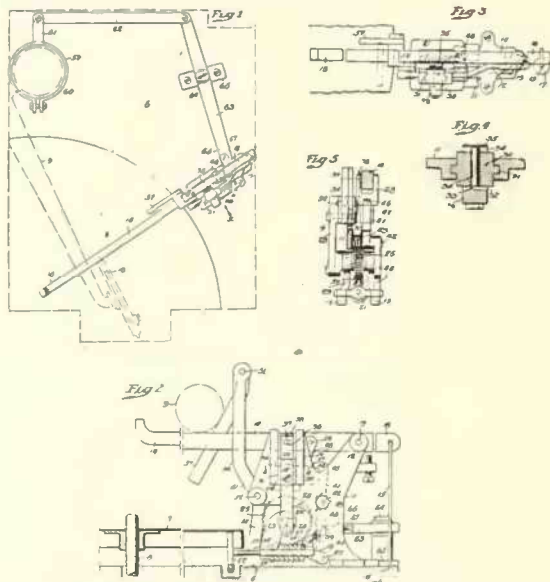
One of the principal objects of the invention resides in the provision of simple and inexpensive means for effectively preventing all appreciable accumulations of material cut from the record tablet in the recording operation from reaching or being carried to the point of engagement of the recording stylus and tablet, whereby the foregoing objections will be obviated.

Another, and also one of the principal objects of the invention, is to provide in a device of the character described a simple and novel construction and arrangement for effectually preventing during the operation of the device all chattering or vibration of the recording stylus, other than that produced by the sound waves to be recorded.

Figure 1 is a fragmental view in side elevation of a phonographic recording device embodying the invention, showing the parts in

talking machine and will be adjustable to suit records of different sizes.

Figure 1 is a fragmentary top plan view of the improved apparatus illustrated in the position it assumes when mounted upon a talking



machine, certain of the elements of the talking machine being illustrated in dot-and-dash lines. Fig. 2 is an elevation looking in the direction of the arrow x in Fig. 1; certain of the parts being illustrated in section. Fig. 3 is an enlarged fragmentary plan view of certain of the parts shown in Figs. 1 and 2 and illustrating some of the parts in dotted lines. Fig. 4 is a fragmentary section taken on the line 4-4 of Fig. 2 and drawn on an enlarged scale, and Fig. 5 is an end elevation, partly in section, showing certain of the parts of the invention.

Damper for Sound Boxes of Phonographs. James Monroe Logan, New Haven, Conn. Patent No. 1,444,196.

The present invention relates to phonographs or sound reproducing machines and has for its object to provide an improved vibration dampening attachment for the sound box of such machines whereby the sound reproduced therewith is modified so as to be purer or more natural in tone.

The improved attachment may be applied to a sound box of any ordinary type having a vibrating carrier or holder for the needle or stylus and a vibratory arm through which vibrations imparted to the stylus and carrier are transmitted to the diaphragm of the sound box.

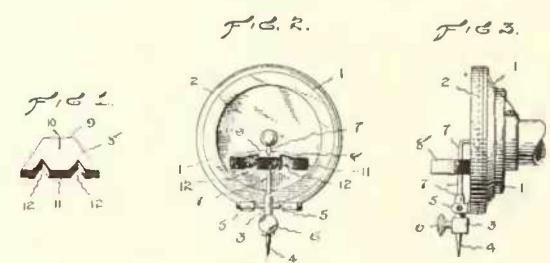


Figure 1 is a perspective view of the improved attachment. Fig. 2 is a bottom plan view of an ordinary sound box with the improved attachment shown in one of its positions on the vibratory arm of the sound box, and Fig. 3 is a side elevation of the sound box with the attachment mounted thereon.

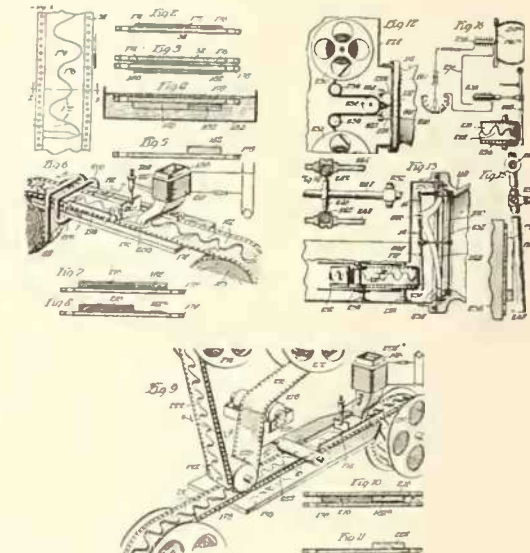
Tape Sound Record. Howard L. Page, Chicago, Ill. Patent No. 1,445,031.

This invention relates to machines of the phonographic type for reproducing recorded sound. The object of the invention is to provide a tape sound record usable in reels, like a motion picture film, for the purpose of being passed through a machine which will operate on the record and thereby produce in audible sounds the same sounds which were originally spoken into a recording machine. The device of this invention is primarily designed for use in the

machine of a prior application, Serial No. 500,012, filed September 12, 1921, of which this is a division.

The object of this invention is to provide a record of this class which can be easily made in the proper machine from which commercial duplicates can be readily made and which will in service accurately deliver to the reproducing machine the exact vibrations originally sent to the record through the recording machine.

Figure 1 shows a piece of a record film produced, for instance, by the machine of said original application and indicates the manner in which a pointed pencil-shaped beam of light, fully described in said application, has operated to produce an accurate sound record on the film. Fig. 2 is a sectional detail view on the line 2-2 of Fig. 1 of the first sound photograph as actually produced on the film of the machine. Figs. 3, 4, 5, 6, 7, 8, 9, 10 and 11 show successive steps in the method or process of converting the undeveloped film record of Fig. 1 into the commercial record of Fig. 11, Figs. 6 and 9 showing mechanical means for treating certain of the intermediate records; Figs. 7 and 8 being sections on the corresponding lines of Fig. 6 and Figs. 10 and 11 being sectional views on correspondingly numbered cross lines of Fig. 9. Fig. 12 shows the reproducing machine by which a commercial sound record of the type produced by the machine of said prior application is used

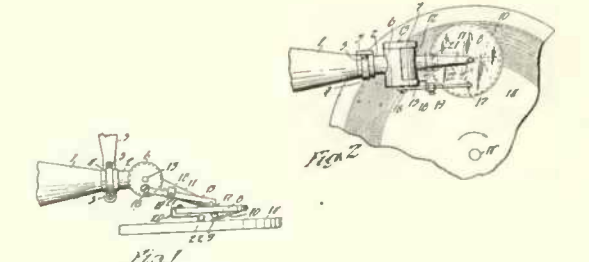


to reproduce the original sounds. This figure is a side view of the mechanism of Fig. 13. Fig. 13 is a plan detail view of the mechanism of Fig. 12. Fig. 14 is a detail of the pivot mechanism for the record reproducing bar taken from approximately the points indicated by the arrows at 14-14 of Fig. 13. Fig. 15 is an enlarged detail view of the reproducing bar showing the manner in which it contacts the reproducing record in transmitting what is on it into audible sound. Fig. 16 shows an electric circuit and mechanism inserted therein by which the reproducing apparatus of this invention may be used to produce the actual sounds which are on the record at any distance from the main machine, either a few feet or many miles.

Reproducer for Sound Records. Howard L. Page, Chicago, Ill. Patent No. 1,445,030.

This invention is a machine of the phonographic type for reproducing sound from a record of the type shown, described and claimed in original application, Serial No. 500,012, filed September 12, 1921, of which this is a division.

Figure 1 shows the reproducing machine by which a commercial sound record of the type produced by the machine of said prior application is used to reproduce the original sounds. This figure is a side view of the mechanism of Fig. 2. Fig. 2 is a plan detail view of the mechanism of Fig. 1. Fig. 3 is a detail of the pivot mechanism for the record reproducing bar taken from approximately the points indi-

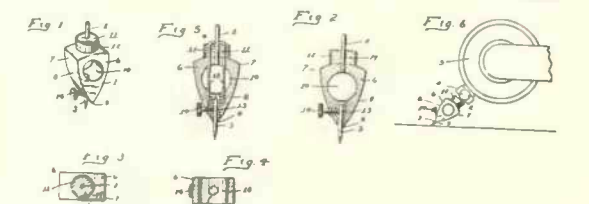


operative position with respect to a record tablet; and Fig. 2 is a fragmental plan view of the device shown in Fig. 1.

Stylus. William S. Zaayer, Columbus, O. Patent No. 1,444,147.

This invention relates to an improved stylus adapted for use in conjunction with the sound box of a talking machine, the primary object being to provide a stylus which will operate to properly vibrate in accordance with the sound undulations provided in the grooves of a record and yet to be so formed as to eliminate grating or scratching noises produced by undue frictional contact between the needle end of the stylus and the record surfaces, particularly to walls of the grooves of said records.

Figure 1 is a perspective view disclosing the improved stylus comprising the preferred form of the invention. Fig. 2 is a vertical sectional view taken through the stylus. Fig. 3 is a horizontal sectional view taken through the upper end of the stylus. Fig. 4 is a similar view taken



through the central portion thereof. Fig. 5 is a sectional view disclosing a slightly modified form of the invention. Fig. 6 is a side elevation of the device showing the same attached to a sound box.

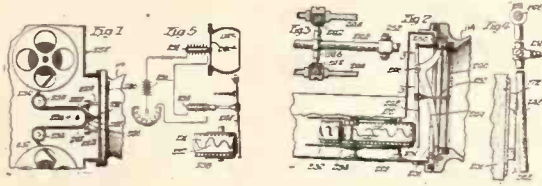
Repeating Apparatus for Talking Machines. George E. Davenport, Camden, N. J. Patent No. 1,444,171.

The object of this invention is to provide improved apparatus of a durable character which will be effective after the playing of a record to automatically cause the record to be repeated.

Another object is to so make this improved apparatus that it can be readily applied to a

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 188)

cated by the arrows at 3—3 of Fig. 2. Fig. 4 is an enlarged detail view of the reproducing bar showing the manner in which it contacts the reproducing record in transmitting what is on it into audible sound. Fig. 5 shows an electric circuit and mechanism inserted therein by

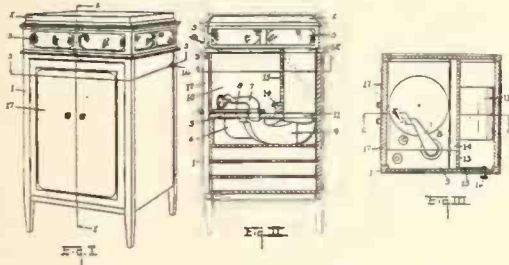


which the reproducing apparatus of this invention may be used to produce the actual sounds which are on the record at any distance from the main machine, either a few feet or many miles.

Cabinet Phonograph. Seward W. Hecox, Zeeland, Mich. Patent No. 1,444,788.

This invention provides an improved cabinet phonograph, compact in structure and attractive in appearance, in which the volume of tone may be greatly varied and at the same time clear and full tones may be secured throughout the variations.

Figure 1 is a front perspective view of the improved cabinet with the doors closed. Fig. 2



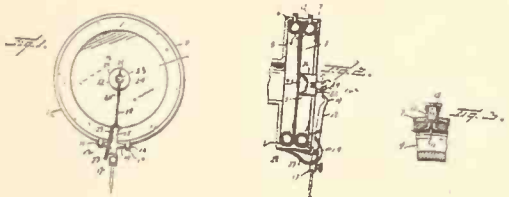
is a vertical section from front to rear on a line corresponding to line 2—2 of Figs. 1 and 3. Fig. 3 is a horizontal section on a line corresponding to line 3—3 of Figs. 1 and 2.

Sound Reproducer. Jacob Jones, Seattle, Wash. Patent No. 1,445,322.

This invention relates to a sound reproducer for use in connection with phonographs.

An object of the invention is to provide a reproducer which reproduces sounds in a clear tone and at the same time eliminates scratching and other harsh sounds caused by the engagement of the stylus with the record.

Figure 1 is a vertical elevation of a sound reproducer constructed in accordance with an



embodiment of the invention; Fig. 2 is a transverse sectional view showing the pneumatic gaskets and the sound transmitting member; Fig. 3 is a fragmentary and sectional view of one of the pneumatic gaskets and its air inlet member.

Record for Talking Machines and Method of Making the Same. Victor H. Emerson, New York, assignor to the Metal Recording Disc Co., Inc., same place. Patent No. 1,444,960.

The principal objects of the invention are to provide an improved disc record tablet or blank

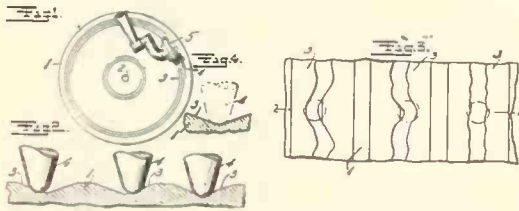
which may be dispensed in "semi-ready" condition; which will of itself feed or pilot a stylus attached to a sound box progressively across the face of the record body; in which sound waves may be recorded by means of an ordinary reproducing machine and stylus and by unskilled persons; and in which the record of the sound waves will be substantially permanent and indestructible.

A further object is to enable the production of an improved metallic disc sound record, having variations in its surface constituting a record of sonorous vibrations corresponding in form to the vibrations of sound waves, said record of sound vibrations being substantially permanent and indestructible.

A further object is to provide an improved method of producing in a blank disc a sound record having sonorous vibrations corresponding in form to sound waves by means of the ordinary talking machine now in general use by the public, and without the necessity of additional attachments.

Still a further object is to produce a disc sound record of the character herein described, which will be light in weight, ornate in appearance, thoroughly reliable and efficient in its purpose, permanent and indestructible and inexpensive to manufacture.

Figure 1 is a diagrammatic plan view of a record disc, showing a reproducer in position for either recording or reproducing. Fig. 2 is a diagrammatic sectional view, on a greatly enlarged scale, of a portion of a record disc, illustrating different possible extreme positions which may be assumed by a stylus relatively to the guiding groove in the disc. Fig. 3 is a diagrammatic plan view illustrating the forms of

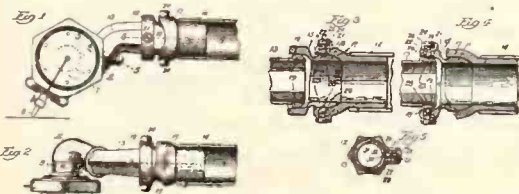


groove shown in Fig. 2, and Fig. 4 is a detail sectional view of a modification.

Phonograph. Elmer Fletcher, Chicago, Ill., assignor to the Fletcher-Wickes Co., same place. Patent No. 1,446,006.

In phonographs provided with sound boxes adapted to operate records adapted to feed the tone arm and those in which the tone arm is operated by independent feeding mechanism, it is necessary to provide pivotal connections or joints between the tone arm sections to permit relative movement between the tone arm and the sound box, as well understood in the art. Heretofore the joints have been constructed so that more or less looseness or play was inevitable, either by reason of their construction or as a result of wear, accidental disconnection was possible. Any such looseness causes a rattle between the members of the tone arm and has been found to be objectionable because it interferes very seriously with the conduction of the sound.

The object of the invention is to provide an improved joint or connection for tone arm sections which will not rattle; in which wear may



be taken up and which will not be connected so it will be accidentally separated—a highly important factor.

In the drawings Figure 1 is a side elevation of a sound box and a portion of the tone arm embodying the invention. Fig. 2 is a plan. Fig. 3 is a section taken on line 3—3 of Fig. 2. Fig. 4 is a section taken on line 4—4 of Fig. 1. Fig. 5 is a section taken on line 5—5 of Fig. 1.

Phonograph Tone Chamber. August Schonhurs, Altadena, Cal. Patent No. 1,445,915.

The primary object of this invention is to produce a device which will improve the volume and quality of the reproduced sound so that the original tone is reproduced unimpaired.

Figure 1 is a vertical section of the device;

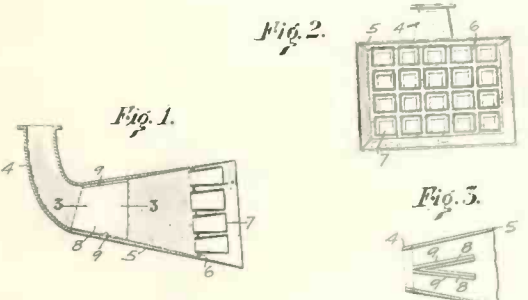
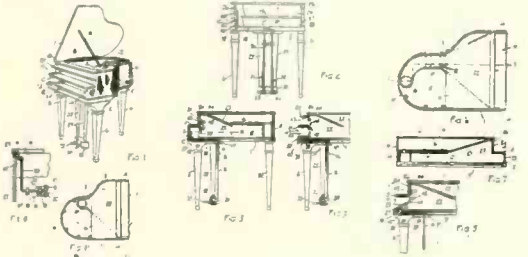


Fig. 2 is a front elevation looking at the mouth of the tone chamber, and Fig. 3 is a fragmentary section as seen on the line 3—3 of Fig. 1.

Talking Machine. John A. Fern, Cincinnati, O. Patent No. 1,447,343.

The object of the invention is to produce a simple, unique and highly efficient talking machine which shall possess a marked degree of utility.

Figure 1 is a perspective view of the new talking machine; Fig. 2 is a front view, parts broken away to show construction; Fig. 3 is a longitudinal section, showing shutters closed,

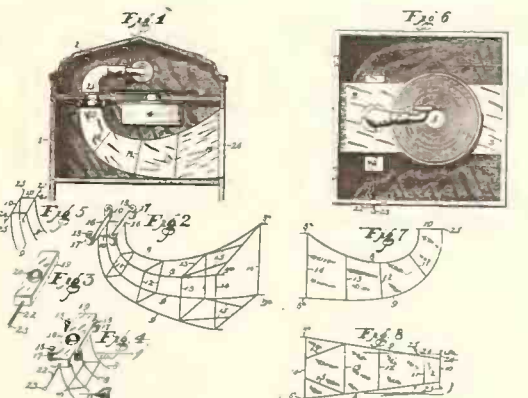


parts broken away to show construction; Fig. 4 is a similar view showing shutters open and parts broken away to show construction; Fig. 5 is a similar view showing lower shutter only partly open, parts of the machine being broken away; Fig. 6 is a plan view, the lid and inner cover removed, showing shape of horn; Fig. 7 is a section on line 7—7 of Fig. 6; Fig. 8 is a section on line 8—8 of Fig. 3, parts broken away to show construction, and Fig. 9 is a view same as shown in Fig. 6 of a modified form.

Talking Machine. John Dahlquist, Newport News, Va. Patent No. 1,448,336.

This invention relates to the construction and arrangement of the horn and modifier relatively to each other and to the motor board with which they co-operate.

Figure 1 is a side elevation of the upper part of a phonograph embodying the invention, the



cabinet and certain other parts being shown in section to more clearly bring out the construction. Fig. 2 is a perspective view of the frame of the horn. Fig. 3 is a perspective of the modifier or damper. Fig. 4 is a broken perspective showing the damper in its normal position relatively to the two securing bars at the inner end of the horn. Fig. 5 shows a slightly modified form of securing bars at the upper end of the horn. Fig. 6 is a top plan view of the phonograph with the dome removed. Fig. 7 is a side elevation of the horn; and Fig. 8 is a bottom plan view thereof.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN
28 Sixth Avenue New York
TELEPHONE, SPRING 1194

Advance RECORD BULLETINS for May, 1923

VICTOR TALKING MACHINE CO.

POPULAR SONGS
19015 Faded Love Letters
19027 You've Got to See Mamma Ev'ry Night
19029 Where the Silvery Colorado Winds Its Way
19039 No One Loves You Better Than Your M-A-Double M-Y
DANCE RECORDS
19030 Way Down Yonder in New Orleans
19031 Starlight Bay
19032 Farewell Blues
19033 Burning Sands
19034 Crying for You
19035 Bambalina
19036 Caroline
19037 The Fuzzy-Wuzzy Bird
19040 Whoa, Tillie, Take Your Time!
VOCAL AND INSTRUMENTAL RECORDS
19038 Cradle Songs of Many Nations
RED SEAL RECORDS
88665 Don Carlos
66136 Chanson Indou
66139 Slavonic Dance No. 1
66137 Toy Soldiers' March
74791 The Lost Chord
74803 Khovanshchina
74805 Hungarian Rhapsody, No. 2-Part 1
74806 Hungarian Rhapsody, No. 2-Part 2
73667 Amorosa
Penumbra (Twilight)

COLUMBIA GRAPHOPHONE CO.

SYMPHONY RECORDS
98029 Otello "Ave Maria"
80800 Hungarian Dance No. 6
A3821 A Dreamland City
A3818 Somewhere a Voice Is Calling
A3824 I've Gwine Back to Dixie
A3820 From the Canebrake
A3831 Peggy Dear
A3838 The Clinging Vine
A3837 Old Favorites Waltz Medley-Part I

nade"; "Sally in Our Alley"; "Love's Dreamland"
A3839 Hallelujah Blues
A3828 Aggravatin' Papa
A3822 The Lovelight in Your Eyes
A3832 Cohen Listens in on the Radio
A3833 I'll Make Dat Black Girl Mine
A3819 My Soul Is a Witness For My Lord
A3823 Rocky Mountain Moon
A3836 The Humors of Bandon
A3153 Singing Games
A3830 Dearest
A3825 Aggravatin' Papa
A3829 The Lovelight in Your Eyes
A3826 Keep Off My Shoes
A3827 Sweet One
Everything Is K.O. in K-Y

BRUNSWICK RECORDS

2406 Farewell Blues
2398 Without You
2400 Crying for You
2399 Peggy Dear
2404 You Tell Her, I Stutter
2403 You Know You Belong to Somebody Else
2402 Love and the Moon
2401 Liza
50028 Prophete
15047 Rigoletto
15045 Herodiade
15047 Rigoletto
15045 Herodiade

15046 Murmurs of the Forest
35003 Onaway! Awake, Beloved!
5184 Drink to Me Only With Thine Eyes
5185 Pasadena Day March
2405 Spring Song
2410 Running Wild
2397 Lindy Lou
2396 Faded Love Letters
2407 Peer Gynt Suite-Part I
5016 Tristan Und Isolde
5015 Standchen
2006 Under the Double Eagle
3042 Song of the Nest
3043 Minuet
Fata
4785 Kiss Me Again
4786 Mahina Malamalama
4775 There's a Rainbow in the Sky
4781 You've Got to See Mamma Ev'ry Night
4782 Mother in Ireland
That's What Ireland Means to Me
4784 Battle Hymn of the Republic
4772 Down in Maryland
4771 Just Like a Doll
4773 Loose Feet
4774 Four o'Clock Blues
4774 He May Be Your Man, but He Comes to See

OKEH RECORDS

5016 Tristan Und Isolde
5015 Standchen
2006 Under the Double Eagle
3042 Song of the Nest
3043 Minuet
Fata
4785 Kiss Me Again
4786 Mahina Malamalama
4775 There's a Rainbow in the Sky
4781 You've Got to See Mamma Ev'ry Night
4782 Mother in Ireland
That's What Ireland Means to Me
4784 Battle Hymn of the Republic
4772 Down in Maryland
4771 Just Like a Doll
4773 Loose Feet
4774 Four o'Clock Blues
4774 He May Be Your Man, but He Comes to See



My won-der-ful one, When - ev - er I'm dream-ing, Love's love-light a-gleam-ing, I see.—

Wonderful One

Music by **PAUL WHITEMAN and Ferdie Grofé**

Lyrics by **Dorothy Terriss**
author of "Three O'clock in the Morning"

BIG WALTZ HIT

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

ADVANCE RECORD BULLETINS FOR MAY—(Continued from page 190)

- Me Sometimes (Lemuel Fowler)—Fox-trot, Original Six, George Kelly, Director 10
- Whoa, Tillie, Take Your Time! (Creamer-Layton)—Fox-trot, Original Six, George Kelly, Director 10
- 4777 That Barkin' Dog (Jack Austin)—Fox-trot, Markels' Orch. 10
- At the Weeping Widows Ball (Irving Newton)—Fox-trot Tampa Blue Jazz Band 10
- 4778 'Way Down Yonder in New Orleans (Creamer-Layton)—Fox-trot, Original Six, George Kelly, Director 10
- The Thief (Fred Fisher)—Fox-trot, Original Six, George Kelly, Director 10
- 4779 Hello, Paddy (Joseph Meyer)—Fox-trot, The Red Caps 10
- Starlight Bay (Walter Donaldson)—Fox-trot, The Red Caps 10
- 4780 Hawaiian Nightingale (Vaughn DeLeath)—Waltz, Rega Dance Orch. 10
- Bird Voices by Sihal Sanderson Fagan; Hawaiian Guitar Imitations by Virginia Burt Echoes of the Dance (Echoes de Danse) (Ring-Hager)—Waltz Rega Dance Orch. 10
- Whistling by Sibal Sanderson Fagan 10
- 4783 Aggravatin' Papa (Turk-Robinson)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- Burning Sands (D. Onivals)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10

- 4713 Down By the Old Apple Tree, Billy Jones and Ernest Hare 10
- 4714 A Picture Without a Frame, Walter Scanlan and Mixed Chorus 10
- 5715 Creole Serenade—Violin Solo Rae Eleanor Ball 10
- 4716 To-morrow—Fox-trot Ernest L. Steven's Trio 10
- 4717 My Dawg—Fox-trot Al Bernard 10
- 4718 Jake, the Sheik—Fox-trot Atlantic Dance Orch. 10
- 4719 Variations on "Swanee River"—Piano Solo, Ferdinand Himmelreich 10
- 4720 Somewhere in Dixie—Banjo Solo Shirley Spaulding 10
- BLUE AMBEROL HITS FOR MAY, 1923**
- 4736 You Tell Her—I Stutter—Fox-trot, Kaplan's Melodists 10
- 4737 Spanish Rose—Tango Kaplan's Melodists 10
- 4738 Mister Gallagber and Mister Shean—Fox-trot, Broadway Dance Orch. 10
- 4739 The Charleston Blues (From Ed. Harrigan's "The McSorleys")—Fox-trot Kaplan's Melodists 10
- 4740 The Pelican—Fox-trot Kaplan's Melodists 10

- 14530 After Every Party (Burnett-Freed)—Waltz, The Bar Harbor Society Orchestra 10
- Red Moon (Kortlander)—Waltz, The Bar Harbor Society Orchestra 10
- 14531 Am I to Blame? (Elages-Pazioli)—Fox-trot, The Boardwalk Orchestra 10
- Think of Me (Al Eldridge)—Fox-trot, The Boardwalk Orchestra 10
- 14532 Bambalina (From "Wildflower") (Youmans-Stothart) Selvin's Orchestra 10
- Argentine (From "Caroline") (Kunneke-Goodman-Smith)—Fox-trot Selvin's Orchestra 10
- 14533 Wet Yo' Thumh (Cooper-Akst)—Fox-trot, Emil Coleman and His Montmartre Orchestra 10
- Nothing But (Busse-Grofe-Ward)—Fox-trot, Emil Coleman and His Montmartre Orchestra 10
- 14537 Crying For You (Miller-Cohn)—Fox-trot, Ben Bernie and His Orchestra 10
- Swinging Down the Lane (Jones-Kahn)—Fox-trot Ben Bernie and His Orchestra 10

EDISON DISC RE-CREATIONS

- ALREADY RELEASED SPECIALS
- 51058 The 74th Regiment Band March, United States Marine Band
 - Joyce's 71st N. Y. Regiment March, United States Marine Band
 - 51059 Now, Wouldn't You Like to Know? Collins and Harlan
 - Mammy Blossom's 'Possum Party, Collins and Harlan
 - 82291 La Separazione (The Separation) Claudia Muzio
 - Son pochi fiori (Just a Few Flowers) (L'Amico Fritz) Claudia Muzio
 - 51065 Marie—Nocturne—Piano Solo Franz Falkenburg
 - Cara Memoria—Notturmo—Piano Solo, Franz Falkenburg
- FLASHES
- 51060 When Will the Sun Shine for Me?—Fox-trot, Kaplan's Melodists
 - What's Your Hurry?—Fox-trot, Kaplan's Melodists
 - 51062 I'm Drifting Back to Dreamland—Waltz, Kaplan's Melodists
 - Honeymoon Chimes—Waltz Kaplan's Melodists
 - 51066 Runnin' Wild—Fox-trot Broadway Dance Orch.
 - Rose of the Rio Grande—Fox-trot, Broadway Dance Orch.
 - 51069 Beale Street Mamma—Fox-trot, Broadway Dance Orch.
 - Dearest (You're the Nearest to My Heart)—Fox-trot Broadway Dance Orch.
 - 51073 You've Got to See Mamma Ev'ry Night—Fox-trot Broadway Dance Orch.
 - Everything is K.O. in K.Y.—Fox-trot, Kaplan's Melodists
 - 51133 Baby Buntin' (From the Musical Comedy, "Elsie")—Fox-trot Broadway Dance Orch.
 - Wonderful You (From "Lady Butterfly")—Fox-trot Atlantic Dance Orch.
- GENERAL LIST
- 51056 Keep It Under Your Hat—Fox-trot, Atlantic Dance Orch.
 - Russian Rose—Fox-trot Broadway Dance Orch.
 - 51057 Bagpipe Medley No. 1 Murdoch MacLeod
 - Bagpipe Medley No. 2 Murdoch MacLeod
 - 51061 At Dawning Edith Gaile and Mixed Chorus
 - Rose, My Rose William Bonner and Mixed Chorus
 - 51063 Laughing Record—Henry's Music Lesson, Porters on a Pullman Train Collins and Harlan
 - 51067 Keep It Under Your Hat, Robert Denning and Chorus
 - When Will the Sun Shine for Me?, George Wilton Ballard and Chorus
 - 51068 Day by Day in Every Way, I'm Getting Better
 - Day by Day Robert Denning and Jack Holt
 - The Lawn Swing Helen Clark and Chorus
 - 80742 Little Road of Dreams The Lyric Male Quartet
 - Lucky Jim Criterion Quartet
 - 51071 Dinnie Donohue on "It's Great to Be Irish," William Cahill
 - Call Again, Mr. Calligan George McFadden
 - 82284 Schlummerlied (Slumber Song)—Violin Solo, Albert Spalding
 - Minuet in G—Violin Solo Albert Spalding
 - 51070 Good Morning, Dearie (Intro.: "Rose Marie")—Medley Fox-trot Charlie Kerr's Orch.
 - A Silver Canoe—Fox-trot Charlie Kerr's Orch.

EDISON BLUE AMBEROL RECORDS

- 4711 Why Am I Always Alone? Vernon Dalhart Intro.: Helen Clark in the Refrain
- 4712 The 74th Regiment Band March, United States Marine Band

AEOLIAN CO.

- VOCALION RECORDS OPERATIC
- 52047 Eri tu cho macchiavi (Is It Thou?)—In Italian—from Ballo in Maschera (Verdi)—Baritone—Aeolian Orch. Accomp. Giacomo Rimini 12
- STANDARD SELECTIONS
- 60004 Si Mes Vers Avaient den Ailes (Were My Songs With Wings Provided)—In French (Hahn)—Soprano—Harp Accomp. by J. Dell'Aquila Evelyn Scotney 10
 - The Robin's Song (White-Perkins)—Soprano—Aeolian Orch. Accomp. Evelyn Scotney 10
 - 30168 Nichavo (Nothing Matters) ((Zuccoa-Jerome)—Baritone—Aeolian Orch. Accomp. John Charles Thomas 10
 - 35018 Ma Curly Headed Baby (Clutsain)—Soprano—Orch. Accomp. Daisy Lou McHamer 10
 - Scenes That Are Brightest (from "Maritana")—Soprano—Orch. Accomp. Esther Nelson 12
 - 24039 That Tumble Down Shack in Athlone (Sanders-Pascoe)—Tenor—Orch. Accomp. Colin O'More 10
 - The Little Lilac Garden (Osgood-Johnstone)—Tenor—Orch. Accomp. Colin O'More 10
 - 20010 Last Night (Sehnsucht) (Kjerulf)—Soprano—Orch. Accomp. Sara Kouns 10
 - 14526 The Road to Bally Brae (Speaks-Edelman)—Tenor—Orch. Accomp. Reed Miller 10
 - The Minstrel Boy (Moore)—Tenor—Orch. Accomp. Charles Hart 10
 - 14536 Follow the Piper (Rigg)—Orch. Accomp. J. Burlington Rigg 10
 - My Dear Auld Home (Rigg)—Orch. Accomp. J. Burlington Rigg 10
- INSTRUMENTAL SELECTIONS
- 70001 Meditation (Thais) (Massenet)—Violinist—Piano Accomp. by Helen Hamilton, Sasha Culhertson 12
 - Dance of the Goblins (Bazzini)—Violinist—Piano Accomp. by Helen Hamilton, Sasha Culhertson 12
 - 35017 Walkure (The Ride of the Valkyries) (Richard Wagner) Aeolian Symphony Orchestra Conducted by Gennaro Papi 12
 - Metropolitan Opera House Conductor
 - Rakoozy (Hungarian March, Opus 24) (Damnation of Faust) (Berlioz), Aeolian Symphony Orchestra Conducted by Gennaro Papi 12
 - Metropolitan Opera House Conductor
 - 14525 Up the Street (Robert G. Morse)—March, Lieut. Francis W. Sutherland and His 7th Regiment Band 10
 - Our Director (Bigelow)—March, Lieut. Francis W. Sutherland and His 7th Regiment Band 10
- HAWAIIAN INSTRUMENTAL
- 14524 Mari, Mari! (di Capua)—Violin and Guitars, Ferrera Trio 10
 - O Sole Mio (O, Sun I Love!) (di Capua)—Violin and Guitars Ferrera Trio 10
- POPULAR SONGS
- 14528 Crying For You (Miller-Cohn)—Tenor—Selvin's Orch. Accomp. Irving Kaufman 10
 - Honeymoon Time (Ceaser-Weil)—Tenors—Selvin's Orch. Accomp. Irving and Jack Kaufman 10
 - 14529 Wanita (Wanna eat, Wanna eat) (Sam Coslow)—Tenor—Selvin's Orch. Accomp. Billy Jones 10
 - Maxie Jones (King of the Saxiephones) (Wendling-Leslie-Clarke)—Baritone—Selvin's Orch. Accomp. Al Bernard 10
 - 14534 Love Sends a Little Gift of Roses (Cooke-Openshaw)—Tenor—Orch. Accomp. Sam Ash 10
 - I'll Take You Home Again, Pal O' Mine (Sacre-Dixon)—Tenor—Orch. Accomp. Charles Hart 10
 - 14527 Loose Feet (Spencer Williams)—Fox-trot, The Original Memphis Five 10
 - The Great White Way Blues (Signorelli-Papoli-

GENNETT LATERAL RECORDS

- 5031 Gennett Physical Culture—Exercise No. 1, Exercise No. 2, Prepared under the supervision of C. A. Nichols
- Gennett Physical Culture—Exercise No. 3, Exercise No. 4, Prepared under the supervision of C. A. Nichols
- 5032 Gennett Physical Culture—Exercise No. 5, Exercise No. 6, Prepared under the supervision of C. A. Nichols
- Gennett Physical Culture—Exercise No. 7, Exercise No. 8, Prepared under the supervision of C. A. Nichols
- 5033 Gennett Physical Culture—Exercise No. 9, Exercise No. 10, Prepared under the supervision of C. A. Nichols
- Gennett Physical Culture—Exercise No. 11, Exercise No. 12, Prepared under the supervision of C. A. Nichols
- 5048 Are You Playing Fair? (Cohen-Siegrist)—One-step Jack Foster Crawford and His Orch.
- One More Dance (Curtis-Polla)—Fox-trot, Jack Foster Crawford and His Orch.
- 5050 The Lady and the Parrot—Novelty Van & Bell
- Imitation of Birds and Animals—Novelty, Van & Bell
- 5051 136th U. S. A. Field Artillery (Fillmore)—March, The Armco Band; Frank Simon, Director
- Men of Ohio (Fillmore)—March, The Armco Band; Frank Simon, Director
- 5052 Dreamy Melody (Magine-Kochler-Naset)—Waltz Call of the North Orch., Art Landry, Director
- Little Rover (Don't Forget to Come Back Home) (Donaldson)—Fox-trot, Lanin's Famous Players
- 5053 Secrets (Sobel-Carleton)—Fox-trot, Call of the North Orch., Art Landry, Director
- Peggy Dear (Freed-Arnheim-Lyman)—Fox-trot, Glantz's Metropolitan Players
- 5054 Mamma's Pet and My Love Is on the Ocean (Irish Reel Medley)—Irish Pipes, Accordion and Piano, Tom Ennis, Redie Johnson, John Muller
- Cook in the Kitchen (Irish Jig)—Irish Pipes, Accordion, Piano and Violin, Tom Ennis, Redie Johnson, John Muller and Tom Quigley
- 5055 Little Rover (Don't Forget to Come Back Home) (Kahn-Donaldson)—Baritone Ernest Hare
- Down By the Old Apple Tree (Wilson-Brennan)—Tenor and Baritone, Billy Jones and Ernest Hare
- 5056 Carolina in the Morning (Kahn-Donaldson)—Baritone Ernest Hare
- Georgia Cabin Door (Parish-Young-Squires)—Baritone Ernest Hare
- 5060 Laughin', Cryin' Blues (Grainger-Ricketts)—Fox-trot Ted Claire Snappy Bits Band
- Chas. A. Watson, Director
- Aggravatin' Papa (Turk-Robinson), Mandy Lee and Ladd's Black Aces
- 5061 Away Down East in Maine (Donaldson)—Fox-trot Martucci and His Orch.
- One Night in June (Snyder-Lange-Klapholz)—Fox-trot Martucci and His Orch.
- 5062 When You and I Were Young, Maggie (Butterfield)—Violin, 'Cello and Piano, Taylor Trio
- Home, Sweet Home (Payne)—Violin, 'Cello and Piano Taylor Trio
- 5063 Let Me Call You Sweetheart (Friedman-Whitson) Art Payne and His Orch.
- Some Winter Night (Kortlander), Art Payne and His Orch.
- 5064 Jingle Bells Art Payne and His Orch.
- You've Got to See Your Mamma Every Night (Rose-Conrad) Art Payne and His Orch.
- 5066 Fiddle Solo (A) Liverpool Hornpipe, (B) Durang's Hornpipe—Piano Accomp., Saloma Dunlap Wm. B. Houchens
- Fiddle Solo (A) Devil's Dream, (B) Money Musk

(Continued on page 192)

ADVANCE RECORD BULLETINS FOR MAY—(Continued from page 191)

- Piano Accomp., Saloma Dunlap, Wm. B. Houchens
5058 Pod Dubem, Za Dubem (Czecho-Slovak)—Folk Song
5059 Nad Tatron Sa Blyska (Czecho-Slovak)—Folk Song
5065 In Einem Kühlen Grunde (Volkslied)—German Folk Song
5067 Sokszor Ugy Szeretnik Sirni (Zerkovitz Bela)—Hungarian Soprano Solo

EMERSON RECORDS

- UPTO-THE-MINUTE DANCE HITS
10598 Farewell Blues (Rappolo-Mares-Schoebel)—Blues Fox-trot
10600 Bambalina (Vincent Youmans)—Fox-trot
10601 Honey-moon Chimes (Mary Earl)—Novelty Waltz
10602 Wildflower (Vincent Youmans)—Fox-trot
10594 Any Place That I Make Money Is Home Sweet Home to Me (Tracy-Dougherty)—Tenor and Baritone Duet
10603 You've Gotta Come See Mamma Every Night (Rose-Conrad)—Character Song
10604 Love Will Find a Way (Miller-Lyle-Sissle-Blake)—Ballad
10605 Arkansas Blues (Williams-Lada)—A Down Home Chant
10606 My Wild Irish Rose (Chauncey Olcott)—Tenor Solo
10607 Pretty Kitty Kelly (Pease-Nelson)—Tenor Solo
10608 Baltimore Centennial March (Victor Herbert)
10609 Softly and Tenderly (Will L. Thompson)—Tenor and Baritone Duet

PATHE PHONOGRAPH & RADIO CORP.

(Actuelle Records)

- STANDARD
020922 Annie Laurie
INSTRUMENTAL
020923 Serenade (Schubert)—Violin Solo
OPERATIC
025104 William Tell "Romance" (Rossini)
025105 March Fantastique (Ganz)—Piano Solo
BLUES
020925 Beale Street Blues
020926 The St. Louis Blues
020927 Ringtail Blues
020928 Clarinet Marmalade
020929 Memphis Blues
DANCE
020930 Wildflower "Bambalina"
020931 Caroline "Argentine"
020932 No One Loves You Any Better Than Your M-A-Double M-Y
020933 Carolina Mammy
020934 Vet Yo' Thumb
020935 Wonderful One
020936 While You Were Making Believe

- 020937 Everything Is K. O. in K.-Y., Don Parker's Western Melody Boys
020938 That Red Head Gal—Fox-trot—Vocal Chorus, Hugh Latimer
020948 Stormy Weather Pal
020949 Laughin', Cryin' Blues
020950 Voo-Doo

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- DANCE RECORDS
1176 Saw Mill River Road—Fox-trot
1177 Bambalina (From "Wildflower")—Fox-trot
1178 The Great White Way Blues—Fox-trot
1179 Honey-moon Chimes—Waltz
1180 Crying for You—Fox-trot
1181 Farewell Blues—Fox-trot
1182 You Said Something When You Said Dixie—Fox-trot
1183 Down in Maryland—Tenor Solo—Orch. Accomp.
1184 Barney Google—Comedy Duet—Orch. Accomp.
1185 Out Where the Blue Begins—Tenor Solo—Orch. Accomp.
1186 Seven or Eleven (My Dixie Pair o' Dice)—Comedy Solo—Orch. Accomp.
HAWAIIAN RECORD
2095 La Paloma—Hawaiian Guitars, Ferera and Franchini
STANDARD RECORDS
2096 Barnyard Medley—Quartet
2097 The Last Rose of Summer—Soprano Solo—Orch. Accomp.
JEVISH RECORD
2094 Mister Gallagher and Mister Shean—Part 1—Comedy Duet—Orch. Accomp.

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- 7218 By the Shalimar—Fox-trot
7219 When Will the Sun Shine for Me?—Fox-trot
7209 The Waltz of Love—Waltz
7217 Crying for You—Tenor Solo—Orch. Acc.
7220 You Know You Belong to Somebody Else—Tenor Solo—Orch. Acc.
7216 Laughin', Cryin' Blues—Fox-trot
5119 Absent—Tenor Solo—Orch. Acc.
5120 Sweet and Low—Male Voices
5121 Spring Song—Violin Solo
5122 Cohen at the Wedding—Comic Monologue
5123 Let the Lower Lights Be Burning—Male Voices

BLACK SWAN RECORDS

- STANDARD VOCAL
7106 There Is a Green Hill Far Away—Soprano with Orch.
2031 The Holy City—Tenor with Orch.
2033 Christians Awake—Tenor—Piano Acc.
2046 My Task—Tenor—Piano Acc.
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2112 Honey You Sho' Looks Bad—Elocutionist, Winter Wood
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14140 Laughin' Cryin' Blues—Orch. Acc.
Starvin' For Love—Orch. Acc.

- 14141 I Want To—Acc. by F. H. Henderson, Isabelle Washington
That's Why I'm Loving You—Acc. by F. H. Henderson
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2113 That Red Head Gal
2114 Who Cares
2115 Little Rover

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9454 After Every Party—Waltz
9455 Honey-moon Chimes—Waltz
9456 Bambalina (From "Wildflower")—Fox-trot
9457 You Said Something When You Said Dixie—Fox-trot
9458 Farewell Blues—Fox-trot
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9468 Schubert's Serenade—Violin Solo—Orch. Accomp.
Traumerei—Violin Solo—Orch. Accomp.
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Cohen, the Politician—Comic Monologue, Monroe Silver
JEVISH RECORD
9451 Mister Gallagher and Mister Shean—Part 1—Comedy Duet—Orch. Accomp.
Mister Gallagher and Mister Shean—Part 2—Comedy Duet—Orch. Accomp.

STRONG RECORDS

- LATEST DANCE HITS
10004 Down Among the Sleepy Hills of Ten-Ten-Tennessee—Fox-trot
Beside a Babbling Brook—Fox-trot
10005 March of the Mannikins—Fox-trot
Tut Ankh Amen
10006 Just for One Night—Waltz
Bambalina—Fox-trot
RED LABEL
IVAN FRANK, Tenor—in German
5001 Komm, Mein Schatz, wir trinken ein Likörchen—Fox-trot
(Come, My Sweetheart, We'll Drink a Glass of Liqueur).
Gestern Nacht, hab' ich Marie nach Haus gebracht!—One-step.
(Last Night I Saw Marie Home.)
5002 Im Hotel zur "Nachtigall"—One-step.
(In the "Nightingale" Hotel.)
Komm, mein Lieschen-Lieschen-Lieschen—Fox-trot.
(Come to Me, My Lizzie, Lizzie, Lizzie.)
5004 Wenn die Wolken über Hamburg zieh'n—Fox-trot.
(When the Clouds Float Over Hamburg)
Was ist denn mit der Paula los?—One-step.
(What Is Wrong With Paula?)
LUCIE WESTEN, Soprano—in German
5003 Mein Liebchen weine nicht (Don't Cry, My Dear)
Püppchen Liese (Lizzie, the Dolly)
CARL FRISCHER, Comic—in German
5008 Die ganze Welt lacht
Die ganze Welt schimpft
5009 Der Janitor
Das fidele Begrabnis
INSTRUMENTAL—JEVISH
5006 Fun der Chupe
Russian Cher
5007 Mein Schwiger
Mamenue Lubinue

The Tri-State Talking Machine Co., of El Paso, Tex., recently staged an unusually interesting window display showing the development of the Victrola from the first comparatively crude types manufactured by the Victor Talking Machine Co. to the models of the present.

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BILL TO PROTECT NAME-PLATES

Measure Introduced in Massachusetts Legislature and Killed Would Have Made the Transfer of a Trade-mark a Penal Offense

There was introduced in the Massachusetts Legislature recently a bill providing heavy penalties for tampering with, or obliterating, trade-marks and name-plates on pianos and talking machines; with the object, it was declared, of protecting manufacturers of high-grade instru-

ments from having identifying marks removed and placed on inferior instruments. The bill was finally killed in the Senate, owing to the fact that there was little or no pressure brought to bear in favor of its passage.

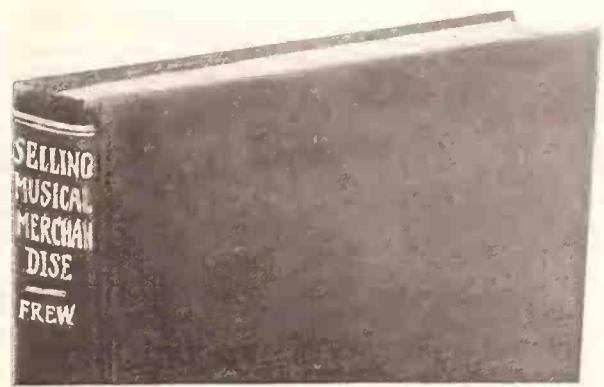
**SOUTHERN
VICTOR WHOLESALERS**
The Corley Company
RICHMOND VIRGINIA

The
Toledo Talking Machine Co.
Toledo, Ohio
*Wholesale Victor
Exclusively*

TEST IT. 
OUR VICTOR
Record Service
has a reputation for efficiency.
Suppose you try it.
E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
201 N. HOWARD STREET, BALTIMORE, MD

W. J. DYER & BRO.
DYER B'LD'G, ST. PAUL, MINN.
NORTHWESTERN DISTRIBUTORS
OF THE
VICTOR
Machines, Records and Supplies

Shipped Promptly to all
Points in the Northwest



SELLING MUSICAL MERCHANDISE

By J. R. FREW

This is a practical book that describes the methods pursued by a successful music dealer in conducting his musical merchandise departments. It covers every routine problem incident to establishing and operating a department devoted to band and orchestra instruments.

This branch of the music industry has had a very prosperous year and an excellent opportunity awaits other dealers who take it up. It requires a small investment, gets quick turnover, involves no risk and, in addition to being highly profitable itself, increases the sale of talking machines, records, etc., and helps make a given store the music center of its community.

READ THE CONTENTS of THIS PRACTICAL BOOK

Chapter	From the Publisher. Introduction.
	PART I
	THE PROBLEM OF BUYING
	I. Buying in General.
	II. Importance of Quality in Buying.
	III. Where to Buy.
	IV. Future Buying.
	V. Buying for Special Sales.
	VI. Some Don'ts for the Buyer.
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	THE PROBLEM OF PUBLICITY
	VII. Advertising in General.
	VIII. Space or Display Advertising.
	IX. Advertising by Personal Contact.
	X. Advertising Through Service.
	XI. Direct and Mail Advertising.
	XII. Advertising Through Musical Attractions.
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	XV. The Care of Stock.
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	List of Principal Musical Merchandise Products

FREE INSPECTION OFFER

Edward Lyman Bill, Inc.
373 Fourth Avenue, New York.
You may send me, on five days' free inspection, your book **SELLING MUSICAL MERCHANDISE**. I agree to return it to you within five days, or remit \$2.00
Name
AddressCity

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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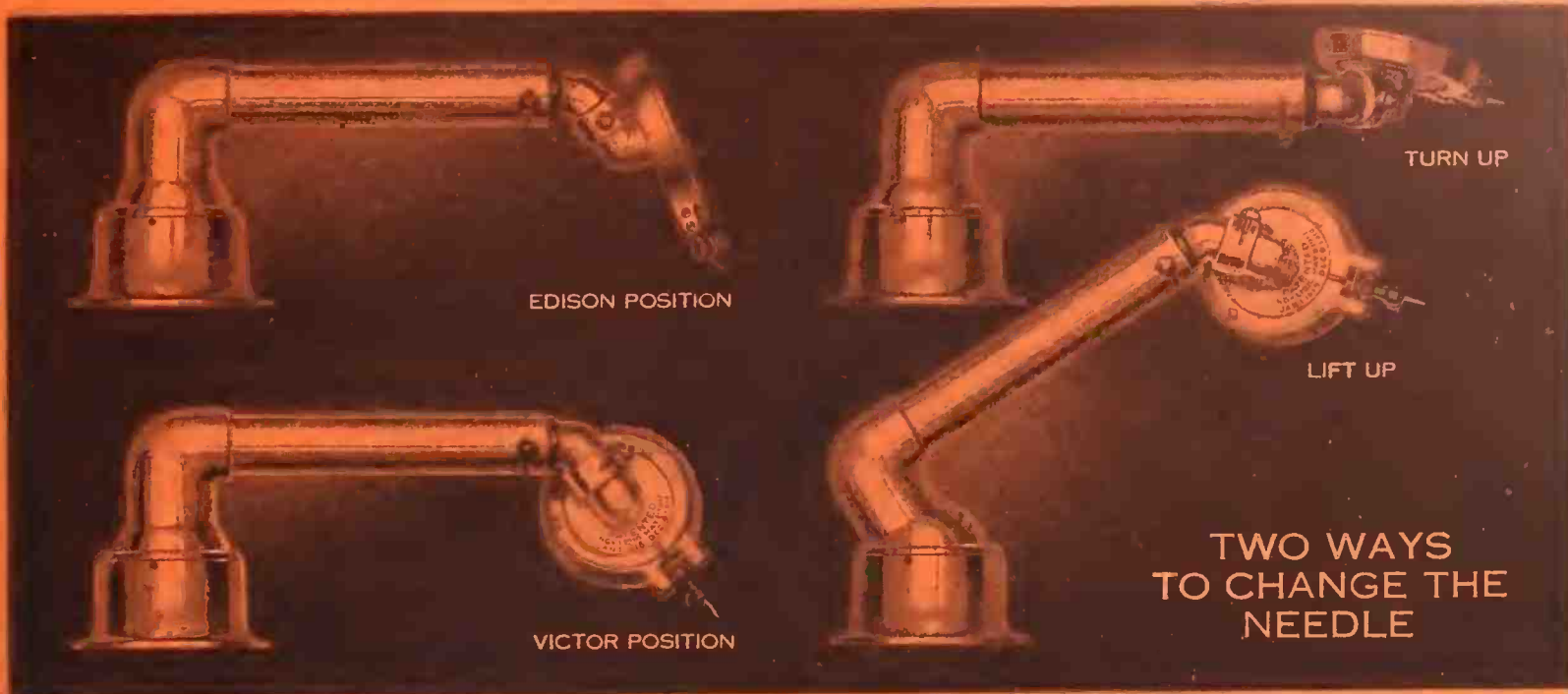
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The SCOTFORD TONEARM & SUPERIOR REPRODUCER

HOW TO SELL A PHONOGRAPH

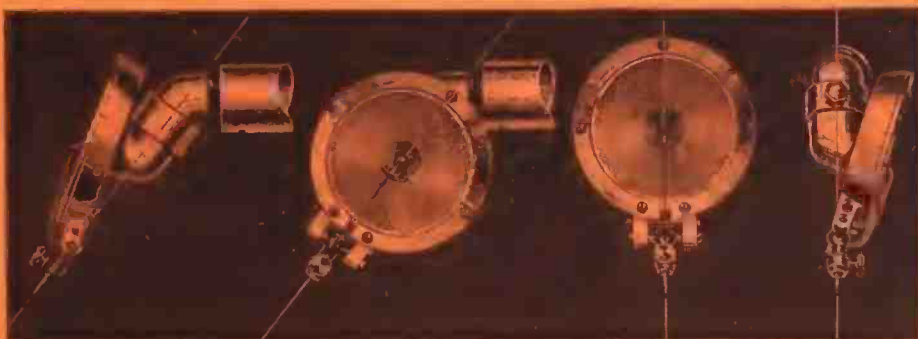
To the Dealer or Salesman:

The Scotford Tonearm and Superior Reproducer are used by a number of manufacturers of high grade phonographs. If your store handles any one of these instruments you can increase your sales and profits by thoroughly learning and then informing the customer of the "Twelve Points" of superiority given below. Remember it is no proof of selling ability to take an order for a phonograph, the preference for which has been fixed in the customer's mind by big national advertising campaigns. Such order taking proves the power of advertising—not the sagacity of salesmanship. The saving in advertising cost is made up for by extra quality and extra profit for the store in the Scotford equipped instrument. There is a better future for the business in the lasting satisfaction of the purchaser who takes an instrument of genuine music into his home. Give the customer a comparison of tone on all the different makes. If he is not deaf, he must appreciate the extraordinary difference in tone—the Scotford's genuine musical reproduction, without the metallic sharpness, and without the scratch. Then prove yourself not an ordertaker but a salesmaker by continuing with a detailed explanation of why the Scotford is better as analyzed in the "Twelve Points."

Keep the tonearm unscrewed at the base, so you may lift it off in your hand for thorough examination inside and out—not necessary to screw it down until sold and ready to deliver

TWELVE POINTS

- 1—Its good looks. A neat, trim, tailor-made appearance. Nicely proportioned lines which any artist will approve. Not the swollen appearance of the continuous taper nor angular lines in conflict with the cabinet design.
- 2—The substantial, simple construction—cast parts of solid white brass, long straight tube of yellow brass, hard rubber bushing to prevent metallic vibration at the reproducer connection elbow.
- 3—No obstruction anywhere inside—an absolutely clear passage, with the approved two-inch inside diameter at base, and a solid 45-degree deflecting plane at the turn to direct the sound waves straight downward into the amplifying chamber.
- 4—The simple swinging movement of the tonearm base—how freely it floats when lifted up onto the record—but how a supporting lug inside the base at back prevents the arm from swinging when off the record and does not allow the needle point to let down so low as to mar the cabinet.
- 5—The handy lift-up or side turn, affording two ways to change the needle.
- 6—Light pressure on the record—the squareness of the turn causing the weight to be supported by the base, whereas a more curving turn would throw too much weight forward to the needle point.
- 7—How perfectly the needle centers the groove—turning the reproducer for playing lateral or vertical cut records leaves the needle on exactly the same point at the same and only correct angle. A minimum of surface noise on records noted for scratch.
- 8—Reproducer frame split clear through—making it a spring, held under tension by the long screw which adjusts the pivotal mounting of the stylus bar.
- 9—Any looseness that might ever develop in the pivoting of the stylus bar may be readily detected and instantly corrected by adjusting the long screw until the needle holder and stylus bar feel tight.
- 10—The inclined position of the reproducer and angle of the stylus bar by which a greater impulse is imparted to the diaphragm, with finer sensitiveness to minor vibrations than the ordinary straight upright design.
- 11—Fineness of the mica diaphragm—a perfect crystal edge disc of selected clear India mica costing five times as much as the "seconds" and "thins" used in cheap soundboxes.
- 12—Perfect insulation—a rubber gasket entirely separating the reproducer frame from the backplate, and again a complete break in the contact of metals by the hard rubber bushing in the tonearm. This double insulation insuring against metallic effect in the tone, and preventing the surface scratch being magnified by the metals of the reproducer and tonearm.



The Reproducer turns on its axis—the needle remaining on exactly the same center and at the same correct angle in both positions



THE SUPERIOR LID SUPPORT

Balances the Lid at any point

The final point of excellence in the equipment of a cabinet that often decides the sale. A touch of one finger lifts or closes the lid, which stops at any point desired. Cannot warp the cover. Noiseless in operation. The simplest support made. Easiest to install.

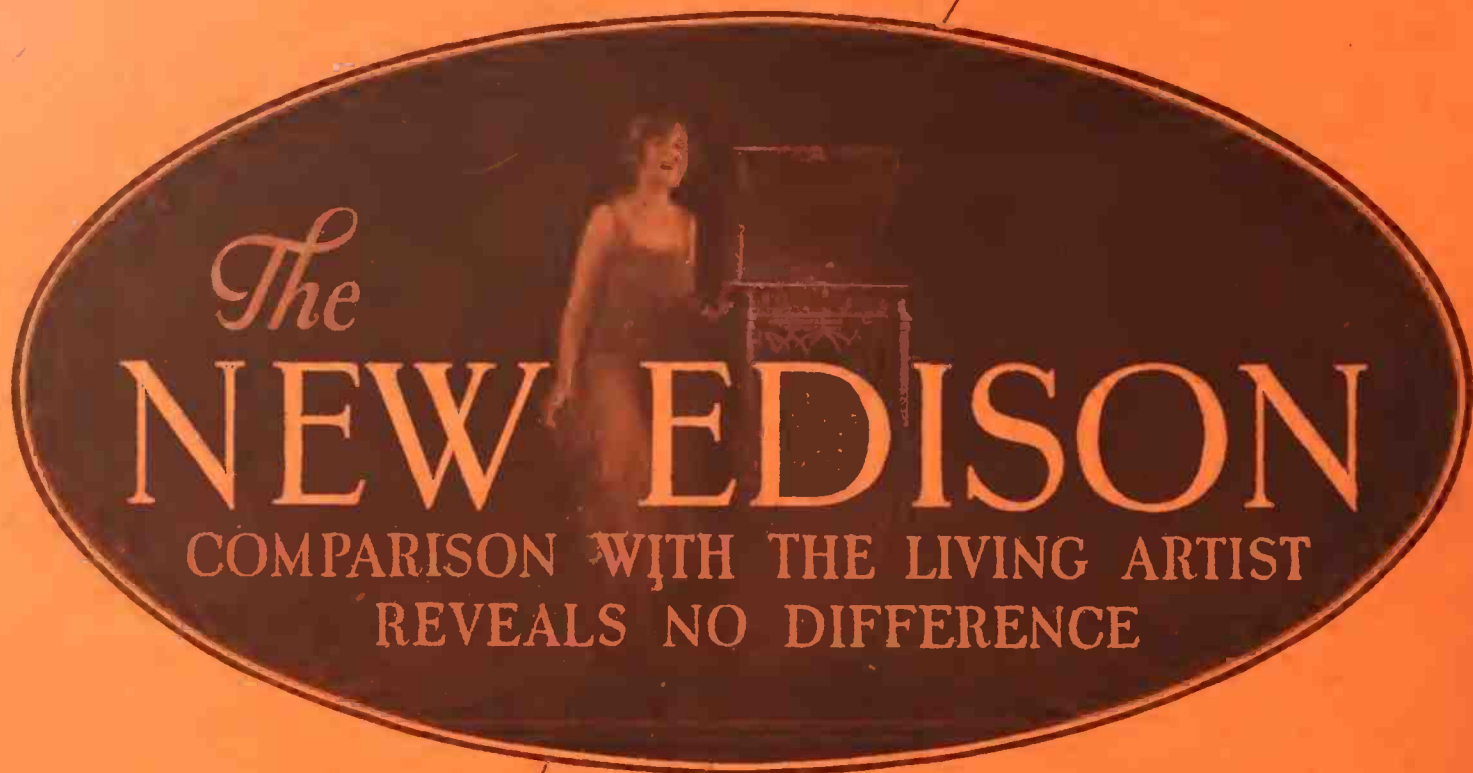
We are prepared to supply this Tonearm and Reproducer to a number of additional manufacturers of phonographs in certain parts of the United States, and contracts remain open for some foreign countries. Write us for particulars and prices.



We are able to supply this Support in any quantity. Made of steel, high grade nickel or gold plate finish. Samples sent to manufacturers anywhere for trial. Write for low quantity prices. State type and weight of lid.

BARNHART BROTHERS & SPINDLER

SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STREETS, CHICAGO



See Pages 36, 37, 38 and 39 inside.

JOBBER'S OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
 Los Angeles—Edison Phonographs, Ltd.
 San Francisco—Edison Phonographs, Ltd.

COLORADO
 Denver—Denver Dry Goods Co.

GEORGIA
 Atlanta—Phonographs, Inc.

ILLINOIS
 Chicago—The Phonograph Co. Wm. H. Lyons (Amberola only).

INDIANA
 Indianapolis—Phonograph Corporation of Indiana.

IOWA
 Des Moines—Harger & Blish.

LOUISIANA
 New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
 Boston—Pardee-Ellenberger Co.
 Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
 Detroit—Phonograph Co. of Detroit.

MINNESOTA
 Minneapolis—Laurence H. Lucker.

MISSOURI
 Kansas City—The Phonograph Co. of Kansas City.
 St. Louis—Silverstone Music Co.

MONTANA
 Helena—Montana Phonograph Co.

NEBRASKA
 Omaha—Shultz Bros.

NEW JERSEY
 Orange—The Phonograph Corp. of Manhattan.

NEW YORK
 Albany—American Phonograph Co.
 Syracuse—Frank E. Bolway & Son, Inc., W. D. Andrews Co. (Amberola only).

OHIO
 Cincinnati—The Phonograph Co.
 Cleveland—The Phonograph Co.

OREGON
 Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
 Philadelphia—Girard Phonograph Co.
 Pittsburgh—Buchn Phonograph Co.
 Williamsport—W. A. Myers.

RHODE ISLAND
 Providence—J. A. Foster Co. (Amberola only).

TEXAS
 Dallas—Texas-Oklahoma Phonograph Co.

UTAH
 Ogden—Proudfit Sporting Goods Co.

VIRGINIA
 Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
 Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
 Montreal—R. S. Williams & Sons Co., Ltd.
 St. John—W. H. Thorne & Co., Ltd.
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