

The **TALKING**
MACHINE
WORLD

*For the
 makers &
 sellers of
 talking
 machines*

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Victrola

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

Victor Talking Machine Company, Camden, N.J.

T-311
T-25

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



CANTERBURY
\$225

Build Better Business with Sonora

THE phonograph dealer who takes on the Sonora line right now is preparing not only to make the year 1923 the largest in his history, but also the year 1924—indeed, all the years to come.

By identifying his business with the universal prestige of Sonora quality; by selling "the highest class talking machine in the world," with tone clear as a bell and construction that is the finest, he will build a solid, substantial,

quality business, catering to a quality market.

Every Sonora he sells will add to his reputation as a quality merchant. The complete satisfaction and confidence engendered by Sonora performance will raise his enterprise to the pre-eminent position held by all merchandisers of quality products.

Investigate this better selling proposition! Wire us today.

SONORA PHONOGRAPH CO., Inc.

279 BROADWAY, NEW YORK

Canadian Distributors:

SONORA PHONOGRAPH LTD., TORONTO

The Talking Machine World

Vol. 19. No. 7

New York, July 15, 1923

Price Twenty-five Cents

"TALKERS" MAKE YUCATAN HAPPY

American-made Instruments in All Styles Are Purchased by Rich and Poor—Fox-trots and Dance Records Among Leaders in Favor

WASHINGTON, D. C., July 3.—From the hut of the Indian to the mansion of the millionaire, mechanical music is driving dull care away. The phonograph is as popular in Yucatan as in the United States, according to a report to the Department of Commerce from Consul O. G. Marsh, Progreso. The smaller and cheaper instruments may be heard cheering the inhabitants of the Indian hut, the ordinary phonographs are found in the homes of the middle classes and the most elegant cabinet styles grace the mansions of the wealthy. Perhaps no other modern invention has done more to enliven the homes of Yucatan than the mechanical reproduction of music. A skillful local phonograph dealer has popularized and capitalized this fact in a terse, persistent and appealing advertising phrase: "How happy is the home that has its phonograph."

The American phonograph has entirely monopolized the Yucatan market, there having been no competition from other countries. An old style with horn has had an extensive sale, but cabinet styles have been preferred by better customers. A few portable instruments have been sold. All finishes have found a demand, but the mahogany finish has had the greatest sale among all classes.

Practically all orders for phonographs have been placed by importers direct with factories on factory price quotations, railway and steamship freight and marine insurance being attended to by American agents of importers or by freight forwarders at American ports. The largest importer and the one who has done a large part of the local business has purchased on open credit. Other firms have been, and will have to be, dealt with in accordance with their financial standing and credit rating, if United States exporters expect to do business here.

Practically all phonograph records sold in Yucatan are of well-known American makes. The most popular sellers have been American fox-trots and Latin-American songs and dance music. The principal importers of records have dealt with manufacturers on the same basis as in the case of phonographs, but a considerable number of records enter in a manner unknown and are sold at varying prices by small retail music dealers.

VICTOR SALESMEN TO CONVENE

Annual Convention of Traveling Sales Department of Victor Co. to Be Held at Camden During the Week Commencing July 23

The annual convention of the staff of the traveling sales department of the Victor Talking Machine Co. will be held at the headquarters in Camden on July 23 and several days following. This conference is an annual affair and the traveling men are called in from all sections of the country to attend it for the purpose of becoming acquainted with the company's new policies, discussing sales questions and other pertinent matters. The conference will immediately precede the closing of practically the entire plant for the annual vacation, which covers a period of two weeks.

ORGANOPHONE CO. CHARTERED

The Organophone Co., of Brooklyn, N. Y., has been granted a charter of incorporation under the laws of New York State, with a capital of \$10,000. Incorporators are: C. E. Dirhan, F. Mally and J. Mazurak.

FRED C. PULLIN BECOMES MANAGER

Takes Charge of the Phonograph Corporation of Indianapolis—Has Had Wide Trade Experience Covering a Period of Fifteen Years

Fred C. Pullin has recently been appointed manager of the Phonograph Corporation of Indianapolis, Edison jobber located in Indianapolis. Mr. Pullin has had extensive Edison



Fred C. Pullin

experience over a period of about 15 years, both in the sales and production ends of the business, his last post being that of production manager of the disc record division.

F. F. DAWSON'S IMPORTANT POST

Appointed Sales Manager of the Texas-Oklahoma Phonograph Co., of Dallas, Tex.

Announcement has been made by A. H. Curry, vice-president of Thomas A. Edison, Inc., in charge of the phonograph division, of the appointment of Floyd F. Dawson as sales manager of the Texas-Oklahoma Phonograph Co., Edison jobber, located in Dallas, Texas, of which concern Mr. Curry is president and owner.

Mr. Dawson has had extensive experience in the phonograph business, his past connections including affiliations with various prominent manufacturing and distributing organizations. He was for a long term of years manager of the Cincinnati branch of the Columbia Graphophone Co.

Mr. Dawson has assumed his new post and, with his past record in rendering service to retail phonograph merchants and addressing trade bodies, vocational schools, etc., on the problems of marketing and sales promotion, he brings to the territory of this Edison jobbing organization a valuable experience.

J. A. READ JOINS SONORA SALES STAFF

The Sonora Phonograph Co., New York, announced recently the appointment of J. A. Read as associate general sales manager. Mr. Read, who has been identified with the talking machine industry for many years, will visit Sonora jobbers and dealers throughout the country, cooperating with them along the practical lines inaugurated by the company's sales department some time ago. Mr. Read's previous experience in the retail and wholesale divisions of the industry qualifies him for his new work.

A charter of incorporation for the manufacture of talking machines and records has been granted to Harr's Record Co., of Wilmington, Del. The concern is capitalized at \$250,000.

GENERAL VACATION FOR VICTOR CO.

Entire Plant to Be Shut Down for Two Weeks From July 28 to August 13 in Order to Give All Employees Regular Vacation With Pay

The entire plant of the Victor Talking Machine Co., Camden, N. J., including manufacturing, office and sales divisions, will be shut down on July 28, to reopen two weeks later, August 13 for the purpose of giving the entire personnel of the company a full two weeks' vacation. Out of thousands of employees only a score or so in the advertising and sales departments, to take charge of pressing current matters, will be on deck during the two weeks, and these will get their vacations at a later date.

For the last couple of years the Victor Co. has tried the plan of letting the main part of the organization go at one time on vacation, and the experiment proved so successful that it was decided this year to solve the vacation question with a general shut-down. All employees of the company who have been in service for a year or more will receive full pay for the two weeks and those of shorter service will be recompensed in proportion.

It is stated that the general shut-down has proved a direct means for maintaining the efficiency of the organization throughout the Summer months; when small sections were allowed to go on vacation at different periods it meant an unsettled condition for a period of from ten weeks to three months. Under the new plan, only two weeks are lost and the efficiency is not impaired.

ONLY RECORD BY SAVOY & BRENNAN

Team Had Just Completed First Vocalion Record When Bert Savoy Was Killed

In view of the tragic death recently of Bert Savoy, of the popular vaudeville team of Savoy and Brennan, who was struck by lightning recently while bathing at Long Beach, it is interesting to learn that the Aeolian Co. has the only record made by that team. Some time ago Savoy and Brennan made a contract to record for Vocalion records and had just completed their first record when Savoy was stricken. The record, which will shortly be released to the trade, is exceptionally clear and the characteristic repartee of the comedians is highly amusing.

OPENS BRANCH IN NEVADA, MO.

Martin Bros. Piano Co. Launches a Successful New Venture in Missouri

The Martin Bros. Piano Co., with headquarters in Springfield, Mo., has opened a branch store in Nevada, Mo., with H. A. Ellis as manager. The branch will handle a very representative line of pianos, including the Mason & Hamlin, Chickering, Behning, Gulbransen and the Ampico, together with Victor, Edison and Brunswick phonographs. It is reported that business has been good with the new branch since the opening.

ADOLF HEINEMAN SAILS FOR EUROPE

Adolf Heineman, vice-president of the General Phonograph Corp., New York, and in charge of the company's needle division, sailed Saturday, July 14, on the steamer "Orbita," accompanied by Mrs. Heineman. This will be Mr. Heineman's first trip abroad in fifteen years and he expects to stay away about six weeks, spending practically all of his time in traveling through Germany, where he has a great many personal and business friends.

D.N. 5/14/41

Why Close Shop in the Summer Months?

Five Dealers Out of Six in One Town Hide Behind the Excuse of "No Business to Be Had" to Obtain Long Rest During the Summer

About this time every year a certain class of talking machine merchants are engaged in the interesting practice of cutting overhead to the bone. Firmly convinced that business has hibernated for the next three months or so, they curtail advertising—some cut it out altogether—reduce direct by mail to the mere sending out of the monthly supplements (some even do not do that) and wait patiently for the "dog" days to pass, wondering in the meanwhile why sales are so few and far between and complaining bitterly about conditions. This may sound a bit overdrawn to those dealers who continue working throughout the Summer months, but nevertheless these statements are based on facts.

Why Business Is Dull

A representative of *The World* who recently went out into the territory surrounding the metropolitan district for the specific purpose of finding out what the dealers are doing to stimulate business discovered some surprising things. In one town, for example, where there are six dealers handling talking machines and records, questioning disclosed the fact that only one merchant was making any effort to get business. Think of it, one out of six! The other five were doing nothing whatsoever to stimulate trade. They were so firmly convinced that selling talking machines and records in the Summer months was an impossibility that they simply laid down on the job. The other and more progressive merchant is making an intensive effort to get business through the canvassing route and, while his sales from this work are by no means startling, they are sufficiently frequent to warrant the continuation of the campaign throughout the Summer.

At any rate, it is much better to have the salesmen out trying to dig up a few sales than to have them get rusty sitting in the store doing nothing, and, furthermore, even if sales are noticeable by their absence, the very fact that the salesmen have been out visiting the people in the community should be productive of a good many live prospects who can be sold at a more favorable time, say the early Fall.

It cannot be emphasized too strongly that the talking machine is in the specialty class and, therefore, must be sold. People do not buy a high-priced instrument like they do a pair of shoes or groceries. Those members of the trade who have achieved signal success have not reached their enviable positions by taking the line of least resistance. They have worked hard and consistently, the aim being to make a better record in sales each month than the month preceding. Simply taking the so-called dull season for granted is probably the best and most conscience-satisfying way of obtaining a good rest during the hot weather, but at the end of the year when the annual sales volume seems disastrously small there will be much regretful looking back over passed-up opportunities.

A Policy to Insure Failure

The following statement from a dealer with a small establishment is sufficient indication of why that particular dealer has a small business and also why the chances are overwhelmingly in favor of his limited development: "There isn't any business now. Things are rotten. No use advertising until the hot weather has passed. Summer is always our dullest season. Nothing sells. No, I don't advertise during the Summer.

You can't make people buy when they do not want to buy, and there is no use trying. I just mark time and sell when they come in, but in the Fall I will resume activities."

Isn't the above a masterpiece in the way of a policy to follow in the conduct of a business enterprise which, to be successful, requires taking advantage of every opportunity and promulgating sales promotion drives which will bring the dealer and his establishment to the attention of the people in his community?

This article is not written with the object of picking out the weak spots in the trade. It is written with the hope that those who read it will spend a few moments in quiet analyzation of their own business. There are many mighty successful merchants scattered throughout the country who have no complaint to make over Summer business volume. It isn't because they are lucky either, but simply because they never let up in their aggressive efforts to continually increase their business volume. It is the worker who wins!

GERALD GRIFFIN SAILS FOR EUROPE

Gerald Griffin, well-known Irish tenor and exclusive Okeh artist, sailed on the steamer Cedric on June 30 for a visit to Ireland, where he expects to pick up some new Irish melodies and make a study of Irish folk songs. Mr. Griffin, who is a composer of several popular Irish numbers, is bringing out two new songs through Forster, of Chicago, "A Welcome on the Mat" and "I'll Be Straying Back to Ireland Some Fine Day," both of which will be reproduced on Okeh records.

Think NOW of Fall Business

Conditions have changed. The demand is now for Quality Albums

THE TALKING MACHINE'S HELPMATE



EQUIPPED WITH
NYACCO ALBUMS

We are in a position to judge. Our line covers all grades. The biggest demand is for the NYACCO quality album. Bear this in mind when thinking of Fall. Better still, place your orders now for Fall and take advantage of the present prices and insure delivery.

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

TO JOBBERS ONLY:—

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

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 Rayner Corp., 643 South Olive Street, Los Angeles, Calif.

Victor supremacy is the supremacy of performance

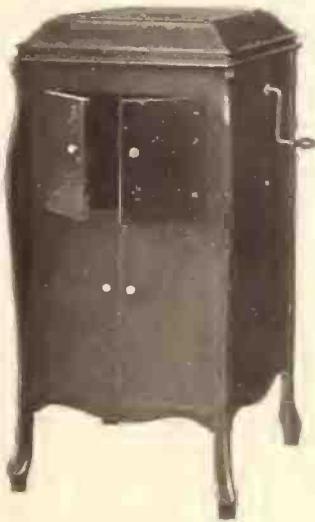


Victrola No. 50
\$50
Mahogany or oak



Victrola IX,
\$75
Mahogany or oak

Every worth-while achievement in the talking-machine industry is directly traceable to Victor skill and progressiveness. A consideration of vital importance to every dealer in Victor products.



Victrola No. 80
\$100
Mahogany or walnut



Victrola No. 125
\$275
Electric, \$315
Mahogany or walnut



Victrola No. 210
\$100
Mahogany or walnut



Victrola No. 280
\$200
Mahogany or walnut



Victrola No. 400
\$250
Electric, \$290
Mahogany



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

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

Victor Talking Machine Company

Camden, New Jersey

Three Fundamentals of Good Collecting

System, Promptness and Firmness Necessary to Efficient Collection of Instalment Accounts and Prevention of Loss to Dealer

The three essentials of good collection practice are system, promptness and firmness, and whether the dealer looks after his own collection department or the business is big enough to warrant a separate collection manager the observance of these three important factors means dollars and cents on the right side of the ledger.

Through the establishment of a definite system for the collection department it is possible to follow up dilatory accounts almost automatically, which prevents any of them being overlooked until such time as a second payment becomes due. A definite system also serves to impress the customer with the fact that the dealer handles the collections in a businesslike way and that in itself is calculated to command respect and bring in payments promptly that would otherwise be neglected.

System is not only valuable in the keeping of accounts in a way that will show at a glance just how many payments are overdue and to what extent they are overdue, but it likewise provides for the sending out on definite days of notices of instalments coming due or later of the fact that they have become due and payment is desired.

The Psychology of Promptness

Promptness in collections serves several purposes. In the first place, the prompt following up of a neglected payment serves to jolt the memory of those customers who have failed to send checks through negligence and reminds those who are dilatory on purpose that they are being watched.

Promptness in going after collections not only cuts down the volume of unpaid balances, but likewise reduces the proportion of repossessions. One concern, for instance, sends out its first collection letter four days after the date when payment is due. Should the first letter be ignored a second follows four days later, and if necessary a third letter by special delivery in another four days, or twelve days after the date for payment. Should the letters produce no results a telegram is sent four days after the third letter, which means that sixteen

days after the payment has been passed the customer has had four definite notices and there is still time to do the collecting in person before a second payment is due.

The successful collection method is almost invariably that which provides for the final collection of the overdue instalment before a second instalment becomes due, for the danger of repossession and of bad debts increases in direct ratio to the increase in the size of the pending account. The customer can be forced to pay one month's instalment where there would be no possibility of making him take care of two or three monthly payments in a lump sum.

It might be stated in passing that the system of sending notices to delinquent customers at intervals of four days has worked out very satisfactorily. Especially productive is the third letter sent by special delivery and mailed between 4 and 4.30 p. m., for it reaches the home of the customer just about dinner time, when the full family is gathered together and when there can be no shifting of responsibilities.

Use of Special Letters and Telegrams

The use of the special delivery letter grew out of the experience of a dealer who on trying out such a letter brought to light the fact that the wife of the customer had been given the money to make the payment, but had used it for a matinee party. When the husband learned of the fact there was a family jam, but the dealer got his money. The telegram, representing the fourth notice, is also dispatched late in the afternoon, preferably about 5.30, and is also delivered at about the dinner hour.

Firmness in the matter of collections has a value that is obvious, for if the customer gets the idea that the dealer is careless in following up his collections and is too afraid of losing a sale to insist upon regular payments the result can easily be foreseen. As a matter of fact, the dealer has every right to be firm in insisting that the terms of the written contract be adhered to by the customer just as they were by him in making the delivery of the machine.

He should see to it that the customer is im-

pressed with the obligation of the instalment contract just as he is with any other form of contract that he makes in the usual course of business. When the dealer is called upon to go after a delinquent customer he is going after a man who has broken or is likely to break a definite contract, and under such conditions has no apologies to make. The business that is lost as a result of firmness in demanding regular settlements on account is more than offset by the money saved through good collections.

The collection accounts should be so arranged that the dealer can tell almost at a glance just what proportion of his regular monthly instalments have become overdue. Those who watch this department very carefully find that under normal conditions, with no general depression or excess of unemployment, overdue payments can be kept at 5 per cent or less of the total each month, and that when the percentage rises to 7 or 8 it represents a danger signal that cannot be neglected.

AN EXCELLENT RECORD WINDOW

Luscher's Music Shop, of New York City, Presents "Saw Mill River Road" Window Which Attracts Widespread Attention

Luscher's Music Shop, of 2712 Third avenue, New York City, which recently won first prize in a contest conducted by the local board of trade, is again featuring a window display which is among the most attractive, if it is not the most attractive in the city at the present time. Again the idea was worked out by Edward G. Evans, of C. Bruno & Son, Inc., Victor distributors, New York City. The window features the July Victor record release "Saw Mill River Road." The display consists of a bark-covered building representing a saw mill with a water wheel. Running water revolves the wheel and continues down a mill race the entire length of the window, the banks of which are grass-covered. Mr. Evans brought from his place in Connecticut a number of small pine trees which represented the uncut lumber. A sawdust road runs from the forest to the saw mill, with miniature donkeys hauling the logs. Cows grazing in a pasture lend a pastoral effect to the scene. The tie-up with the record is made with posters, and the display of the record itself on easels. The popularity of the display is well evidenced through the crowds viewing it at all hours of the day and evening.

PATRIOTIC DISPLAY WINS PRAISE

Poppler Piano Co., of Grand Forks, Arranged Edison Window in Patriotic Environment

GRAND FORKS, N. D., July 6.—The Poppler Piano Co., Edison dealer of this city, recently used a very effective window display of a patriotic character, which effectively tied up with the National Guard and American Legion. J. A. Poppler, president of the company, reports this window helped establish a large amount of good-will for his house. The background consisted of a large American flag which completely covered the back of the window without in any way draping the flag. On the left a machine gun was placed with a war picture, and on the right a model of the Baby console of the New Edison. In front of the console a group of war material was placed, including helmets, belts, etc. In the center was a table model of the New Edison beside an effective merchandising sign telling the merits of the Edison. Simultaneously an advertisement was run in the local newspapers linking up with this window display.



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



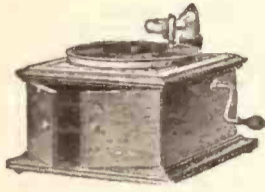
RUDY WIEDOERT



FRANK BANTA

Famous Ensembles including
Campbell & Burr - Sterling Trio - Peerless Quartet

Victrola supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak

It proves an unparalleled understanding of the sound-reproducing art—of music and mechanics and all the kindred sciences that make for success in the talking-machine industry.



Victrola No. 90
\$125
Mahogany or walnut



Victrola No. 105
\$180
Mahogany or walnut



Victrola No. 215
\$150
Mahogany or walnut



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



Victrola No. 410
\$300
Electric, \$340
Mahogany



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

Victrola

REG. U. S. PAT. OFF.

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

Victor Talking Machine Company

Camden, New Jersey

Value of Prestige as a Builder of Sales

That Elusive Something Called Prestige Has a Marked Effect on Sales—Braid White Tells What This Force Is and What It Does

The analysis of the processes of salesmaking has proceeded during the last two decades with great vigor, and, in consequence, there is now a great deal of literature on the subject—literature which shows that the energies and thought-values expended upon the consideration of the subject have not been wasted. It is probably not entirely a matter for congratulation that distribution in contemporary industry should be generally considered more important than designing and manufacturing; but it certainly is so, for reasons which we need not discuss at this time. Salesmanship becomes all the time a more important matter and constantly demands more of the time and attention of the directors of business.

The Crowd Age

Among the elements which enter into the process of selling, the factor of prestige may justly be held as of the first importance. As Gustav LeBon has so well shown, this is the age of the crowd, that is to say of the mob of more or less undisciplined human beings of all ages and both sexes, of all levels of individual education and intelligence, which is from day to day played upon by the combined forces of commercial, social and political propaganda, whether through advertising, through the newspapers or through the tyranny of commercialized fashion. The crowd mind is the mind which every great director of commercial activities seeks to understand; for he has assured his material success from the moment when he can find out what the crowd wants and can supply its desire. Now, prestige, whether personal or institutional, is one of the most powerful of the factors which control the crowd's action and provoke its desires. It is thoroughly well established that the possession of a sufficient quantity of prestige is in itself a guarantee that the possessor can impose his will upon the crowd to an extraordinary extent. The same, of course, is true of that prestige which belongs to institutions and is principally exhibited in the power over the minds of the crowd which is possessed by great commercial houses, of whose products the names have become favorably known through continued iteration and (also) through outstanding merit.

Power of Prestige

The salesman should at all times keep in mind that if he can sell an article which possesses prestige he can sell successfully, always and without great difficulty. Prestige is a mysterious quality. There are certain names in the music industry, for instance, which are household words. Everyone would like to have

an instrument bearing one of these precious names; and everyone, at least, feels it necessary to explain when the instrument actually possessed bears some other name of a smaller prestige-value. This powerful property of these favored names has been built up gradually, first, through merit, and later (since the opening of the modern era) through calculated publicity. In certain lines of commercial activity it is possible to create permanent, or almost permanent, prestige for articles of little or even of no merit [as witness the once extraordinary prosperity of the patent medicine industry]. But in the music industries prestige must be based first on merit and only secondly on advertising.

Because this is so, the salesman who is fortunate enough to have a prestige value to sell is the most fortunate of salesmen, for his competitors, unless they also possess names of equal or greater value, can compete with him only in the matter of price. And price is the poorest of arguments when the opponent is a good salesman at all.

It is not necessary to mention names. Every retail salesman in the music business knows that when he has the selling of any one of certain names half or more of his work has been done before it has been begun, as it were. The competitor who may have a name to sell which lacks the property of prestige has to be on the defensive all the time, and is very likely finally to fall back either upon fancy lying—or upon price.

Maintenance of Prestige

For precisely the same reasons manufacturers whose products have acquired any prestige at all, whether through old-establishment, superlative merit or in whatever manner at all, should never forget that to maintain this prestige is the first of their commercial duties. No matter how good the product may be, the memory of the public is not fool-proof and is subject to strange lapses, wherefore it is necessary to maintain the established prestige by constantly telling the people the same story about the pertinent facts. In this way the prestige is maintained at its pristine value and, therefore, so long as the process continues without cessation, the sales resistance against it will be found to decline gradually.

Prestige, of course, is always a delicate and tender flower, although so powerful in its effects. It rapidly fades and withers, and is always liable to the attacks of other prestige-values, based upon competing articles.

Maintenance of prestige, however, is a subject which would demand a whole book to

itself, a book which would be, in effect, a treatise upon the philosophy of advertising. We are at present more concerned with the philosophy of salesmanship and shall, therefore, continue to assume that the prestige-values are maintained at their original or even at their highest possible value.

The Law of Steps

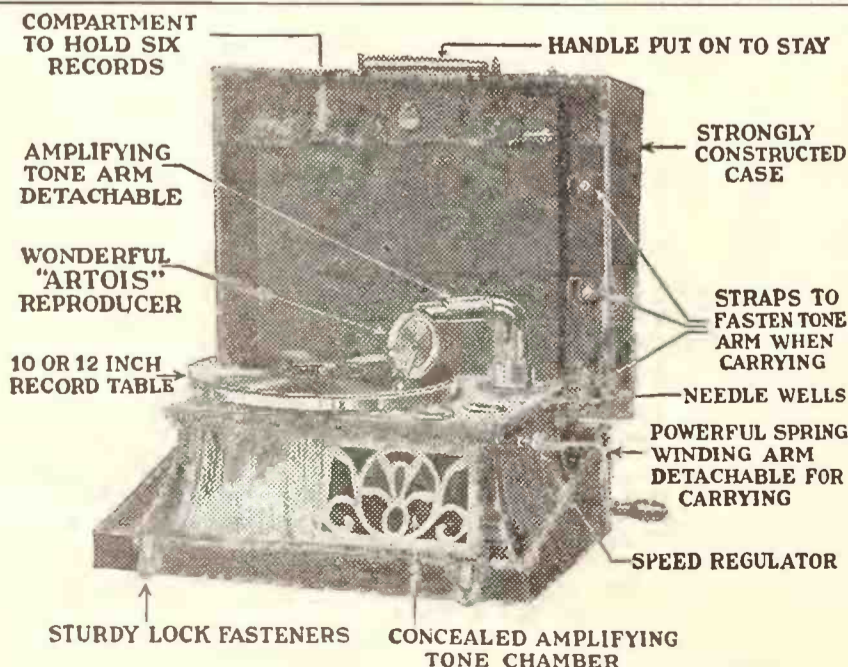
Now, in salesmanship it is always a cardinal principle not to confuse the mind of the prospective purchaser by introducing new ideas through wide leaps. In other words, in proceeding from the ideas or beliefs already and unmistakably held by the prospect towards beliefs we wish to impress upon that person, we must be careful always to proceed step by step, and so carefully that the mental distance between the steps is not too great to be taken with the utmost ease. For this, among other reasons, it is very foolish indeed, usually, to talk the mechanics of the article which is under sale. Mechanics especially are never to be talked, short of compulsion, save where the very nature of the article demands such a treatment. In the music industries there is scarcely a single article to be named in which technical talk during salesmaking can be said to do any good. Such talk is rankly foolish when one is selling music and not machinery.

Capitalize Prestige Value

In fact, the very best advice that can be given to the salesman is to capitalize the prestige-value which the instrument may possess and so far as possible to confine the remainder of the selling process to musical demonstration.

Thus, if one is wise, one will simply emphasize in every way the right to confidence which the instrument, the records or the house which sells them, have earned by their long establishment and their acknowledged merit. It is, of course, not necessary to tell the customer that a house of long establishment and high reputation is certainly not going to swindle any individual buyer; that is not necessary to put the truth in such brutal language. But it is often necessary to remind the customer diplomatically that the house's own familiar and long-established policy is in itself the strongest of guarantees that the article sold is what it is represented to be.

In a word, salesmen must never forget that the strongest sales weapon is found in the property of prestige, and that if the article has it in any way or form the possession should be capitalized to the utmost; while if the article has not yet established it, the retail house itself must make use of what property itself possesses.



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.

WHAT IS THE MATTER WITH BUSINESS?

PEERLESS answers "Nothing is the matter with business!"

A Few Sales Suggestions for July and August

1. Keep in touch with outdoor musical events.
2. Give talking machine concerts in the local parts.
3. Keep alive in your community the public's interest in music.
4. Keep following up your customers and prospects whether they remain at home or wander to the seashore or mountains.

Phil Ravis

THE Summer months are with us, and the usual question during this time of the year is "What's the matter with business?" For those talking machine dealers who go after business energetically during the next few months there is plenty of business, but it is going to require hard work and intensive effort.

PEERLESS offers the suggestion that during July and August talking machine dealers should encourage their customers to develop group record collections. This idea was advanced by PEERLESS over a year ago and dealers who have adopted the suggestion have found it a profitable one. We have made a very careful study of this sales plan and the PEERLESS Classification System is one of the solutions of this important problem. Let us tell you more about this classification system and how it can be used to develop record business.



PEERLESS PRODUCTS

DeLuxe Albums
 All Grades of Record Albums
 "Big Ten" Albums
 Record-Carrying Cases
 Interiors for Victrolas and
 Phonographs

Classification Systems
 Record Album Sets for
 All Make Machines
 Record Stock Envelopes
 Delivery Bags
 Supplement Envelopes
 Photo Albums

Peerless Record Carrying Case

The Peerless Carrying Case is built as a traveling companion to all portables, even the finest instruments.

Its finish and workmanship match the high standards of the best talking machines and it can be sold at a price low enough to insure the dealer a rapid turnover, whether it is sold separately or with a portable.

We urge you to place your orders *now* while there is yet time to prepare your stock to meet this big and promising demand.



PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY CO.
 San Francisco
 and Los Angeles.

636-638 BROADWAY
 NEW YORK

L. W. HOUGH
 Boston
 20 Sudbury St.



(Registered in the U. S. Patent Office)

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NEW YORK, JULY 15, 1923

AGGRESSIVE SPIRIT NEEDED IN RETAILING

THERE is great need for a more aggressive spirit in the retail talking machine industry. Dealers and salesmen are not boosting their business and its marvelous possibilities as they should in many cases, and there is too great a tendency evident to allow other and newer simulators in the musical field to occupy a commanding share of public interest.

When one considers the position of the talking machine as an educator and a stimulator of musical taste and appreciation, it seems as if we all were not doing our full share in proclaiming the marvelous position which it occupies. Through its use not only can the best of music be heard in the home, but the very personality, as well, of the great leaders who dominate the orchestral, operatic and concert stage. It is clearly the duty of every manufacturer, dealer and salesman to act as a missionary, to the end that they bring home the merits of the talking machine and its concomitant, the record, to larger audiences of Americans.

We have been preaching, month after month, on the necessity of campaigns of actual contact—getting out and reaching the people rather than having the people come to the store. This is a vital necessity if we are to increase, particularly, the sales of records. It means work, of course, but those who succeed in any business have to work. This effort can be made a pleasure if the dealer or his sales force develop a campaign intelligently and systematically.

During the next two months plans should be perfected so that the dealers can enter the Fall season with a definite purpose and a sincere desire to make a sales record that will excel anything hitherto on file. Even during these Summer months, with their extended periods of excessive heat, there are dealers who are carrying on sales campaigns that are netting them a good profit, thanks to their enthusiasm and their will to win.

Sometimes it seems as if there were not enough real *active dealers* in the talking machine industry—we mean dealers of initiative, who realize that business can only be developed by intelligent and well-considered effort—judging from the limited volume of sales transacted by the vast army of dealers now handling talking machines and records, but who are not moving them very rapidly.

THE QUESTION OF ADVERTISING IN SUMMER

WITH the arrival of Summer there has been a noticeable decrease in the volume of advertising done by talking machine dealers in the various sections, although the curtailment, as a rule, has not been as large as has been the case in other years. It appears that the retail dealers are coming to realize, slowly, perhaps, but surely, that it is just as essential to continue advertising regularly throughout the Summer and the so-called "dull" period, as it is during the livelier Fall and Winter months, and, in fact, generous advertising is even more necessary if Summer sales volume is to be kept on a substantial basis.

Harold A. Thurlow, well-known advertising man of Boston, in commenting upon Summer publicity, said recently: "Merchants who believe they know their business would look aghast if someone should suggest that they close up their store during the Summer months, yet they will curtail their advertising to that point where they practically drop out of existence so far as the busy man and woman of to-day is concerned.

"Progressive retail merchants know that properly prepared newspaper advertisements produce worthwhile results. During the Summer months make your advertising seasonable. Fill it full of interesting store news. It is a well-known fact that many women prefer the metropolitan newspapers that carry the most big department store advertising. Capitalize on this habit and make your advertisements newsy."

It is perhaps overoptimistic to express the belief that Summer business can be made as profitable as that handled at other seasons of the year for the reason that various conditions operate against it, but it is not beyond reason to insist that the maintenance of a regular advertising campaign, with copy that suits the season, together with a fairly energetic selling effort, can make Summer business pay a worthwhile profit.

When the retailer simply accepts the Summer season as is and rests upon his oars he is simply facing the necessity of making up during the remaining months of the year the losses that are bound to accrue in his business during the period of Summer rest.

THE CONVENTION FROM A SALES STANDPOINT

THOSE in and out of the trade who profess to see a falling off of interest in the talking machine would have been enlightened had they attended the conventions of the allied music trades in Chicago last month, where a score or more of the manufacturers of talking machines and accessories had exhibits at the Drake Hotel. The exhibit period covered four days, and it is significant that, without exception, every representative of the talking machine industry reported that the volume of actual orders booked the first day more than compensated him for the expense and trouble involved in making the exhibit.

It is to be admitted that the industry has its problems, and that the demand for certain lines of goods may not be as active just now as it has been in the past, but there is reason to believe that this condition is only temporary. Certainly the retailers have shown sufficient confidence in the future to place orders that involve considerable money, and this is a matter worth considering seriously.

Next year the convention of the allied music trades will be held in New York, and it is expected that exhibits will, as usual, be placed in the convention hotel. In such an event, those in the talking machine trade who seek to get in touch with the maximum number of dealers at a minimum cost might well consider the possibility of being included among the exhibitors, whether or not the convention program in itself gives much attention to the problems of this branch of the music industry.

LOWERING THE COST OF DOING BUSINESS

THE retailer, and for that matter the manufacturer and wholesaler, who does not know exactly what it is costing him to do business is sailing an uncharted sea and is taking a serious gamble against landing on the rocks of disaster. And yet there are a surprising number of retailers, even in these days of income and excess profits taxes and reports, who have no definite idea of just what part of the selling price of their goods goes into the overhead and what part, if any, remains as net profits.

The trouble appears to be that too many merchants are inclined to take the gross profit figures too lightly and to accept a

margin of 40 or 50 per cent of the selling cost as a very liberal figure without endeavoring to learn just what amount is charged against that margin before they can have the money that may properly be called profit.

The retail talking machine dealer, for instance, who does a business of \$60,000 a year is liable to be too greatly impressed with the fact that the gross profit on that turnover may amount to \$24,000 or \$30,000 and neglects to study the situation to determine whether that gross sales total represents a proper return for his cost of doing business. When he figures rent, light, advertising, help, insurance, freight and delivery charges and the thousand and one items that enter into the conduct of business, he is liable to find that he has been working all year for the honor of the thing and that the success of the business is more or less visionary.

There is little excuse for the talking machine dealer not having an accurate knowledge of business costs for the reason that he is dealing in fixed factors. His goods have a definite value and he buys at a definite discount. All that remains for him to do is to see that he includes in his overhead every single item of business expense and then analyze those figures to determine whether his sales force and his advertising are bringing in sufficient return to warrant the costs. If it is not there are two avenues open—either to reduce the sales force and the advertising appropriation to keep the costs within bounds, or to jack up the sales staff and the advertising writer with a view to getting increased results from the existing organization. The latter plan is certainly preferable.

CO-OPERATION ON CREDIT INFORMATION

A SIGNIFICANT feature of the conventions of the various divisions of the industry held within the past year has been the attention given to the matter of credits. Piano manufacturers, their dealers, musical merchandise and band instrument men and the music publishers and dealers all have gone seriously into the question of extended credit information, and with a satisfying degree of success. It is but natural, therefore, that the talking machine trade give thought to this problem. Perhaps the manufacturing situation is such that an interchange of credit information is not considered vital, but for the dealers, particularly those in the larger

REMOVAL NOTICE

The headquarters of *The Talking Machine World* are now located in spacious NEW QUARTERS AT 383 MADISON AVENUE, NEW YORK.

This change has been made in order to take care of the space requirements of our rapidly expanding business and also in order that we may serve the trade with the additional advantages that are only possible through our being located in the new center of the advertising and publishing business.

We ask the readers of *The Talking Machine World* to kindly make note of the change in our address and we wish at this time to extend a most cordial invitation to all our readers to visit us in our new establishment. We value very highly a personal acquaintance with you all, and we are anxious that you be familiar in a first-hand way with the character and scope of our organization.

EDWARD LYMAN BILL, Inc.

Publishers of Business Papers for Over 44 Years
383 MADISON AVENUE, NEW YORK

metropolitan centers, such information honestly given and honestly received is calculated to reduce materially the losses suffered through doing business with those of no financial responsibility.

The Talking Machine Men, Inc., the organization of retailers in and about New York, has given this matter attention, and it is to be hoped that there will be some definite plan developed that will work for the protection of the retail talking machine man just as the furniture dealer and others who do instalment business have managed to protect their interests through co-operation in the matter of credits. As a matter of fact, a reliable credit service among dealers in New York and other large cities should have the effect of considerably curtailing the activities of "gyp" dealers who offer so serious a problem to the legitimate merchant just now, for it follows that the undesirable customer who cannot buy at regular stores will be forced to patronize the "gyp," and the increasing quantity of that sort of business is not going to be profitable to the gentleman who uses the private house as his business headquarters. This is an angle that in itself should stimulate more earnest interest in credit matters.



Doubles

As a dependable partner Pearsall always covers his court.

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

Tested Stunts That Have Boosted Sales

W. Bliss Stoddard Tells How Chicago Trade Cashed in on Convention—Mysterious Music Makes 'Em Stop—Alarm Clocks Aid Sales

The leading moving picture houses are showing scenes from the music trades convention which convened recently in Chicago and there is a keener interest in music generally than is usual at this season of the year. A number of the window trims that were used during the convention week have been left in, slightly modified, and Wabash avenue during June presented an interesting appearance, with appeals about equally divided between the June bride and portable instruments for vacation.

The Cable Piano Co. featured one of the new popular records, "Swinging Down the Lane." A canvas drop in the background showed a large white house through the trees and in front were life-size cardboard cut-outs of youth and maiden "swinging down the lane." At either side were talking machine cabinets of different design and in the front center was a cluster of records of "Swinging Down the Lane."

Lyon & Healy featured records. The walls and floor were brown, hung with blue velvet curtains, while blue velvet drapes trailed across the floor. A number of the new records were scattered over the floor and a panel card announced: "The new June records are here." In this panel the word "June" was made of floral wall paper.

People have been taught to reduce their weight by music, and to learn French and Spanish through records, and now they are learning to play golf through the instrumentality of the phonograph. Records are shown containing instructions in the fundamentals of golf laid down by Chick Evans, the golf champion. A sporting atmosphere was given to the display, as the scene represented the veranda of a country club. Against a wicker rocker leaned a bag of golf clubs, while on the table were a portable talking machine and a number of golf balls. In other chairs and on the floor were a number of copies of the golf records.

The Wurlitzer Co. showed in the rear an archway hung with daisies. At one end was a grand piano, at the other a harp and in the center a talking machine cabinet, while standing in the archway, in long veil and orange blossoms was a June bride—the figure borrowed from a local department store. The Cable Piano Co. had a somewhat similar display, but in this

case the room was given a drawing room setting and only a piano and phonograph were shown. On a pedestal in the center was a shower bouquet of tulle ribbons, white roses and lilies of the valley. Cards attached to the piano said "From Dad," and to the phonograph, "From Paul and Maizie."

Music From Underground

A simple, yet efficacious method of attracting the attention of the passing public was recently tried by the Brunswick Shop, of Indianapolis, Ind. The shop sells phonographs, but the usual plan of letting the passers-by hear the music through the door or window was too stale to appeal to their up-to-the-minute manager. Those who passed the store saw the horn of an instrument pressed close to the glass, but after an instant they realized that the sound did not come from there. People watched and listened and finally located it. It came from one of the circular manholes in the sidewalk, down which coal is shunted. The sales manager had had holes bored in the man-hole cover, set a phonograph under it and set it going, and while the public gazed at the silent instrument in the window they heard the strains from the one under the pavement. The plan drew and held the crowds, and as they stood around and listened, they looked in the window and saw the instruments, with cards stating the terms—and as the manager says, "the more lookers, the more buyers."

Alarm Clock Sale Boosts Business

J. S. Williams & Son, Shenandoah, Pa., recently set a new record in getting out a crowd in the sultry Summer weather. The firm had a big stock of machines and records which they wished to move and they felt that all that was necessary to make them sell was to get people to see them at close range. Accordingly, they purchased a hundred good quality alarm clocks, which they distributed at all points throughout the store. Each of these clocks was set to ring at a different time and all were timed to "go off" some time between 8:30 and 5:30, the opening and closing hours of the store. They then announced through the papers that they were going to hold a one-day alarm clock sale, but that the alarm clocks, instead of being sold, would be given away. The idea was that when-

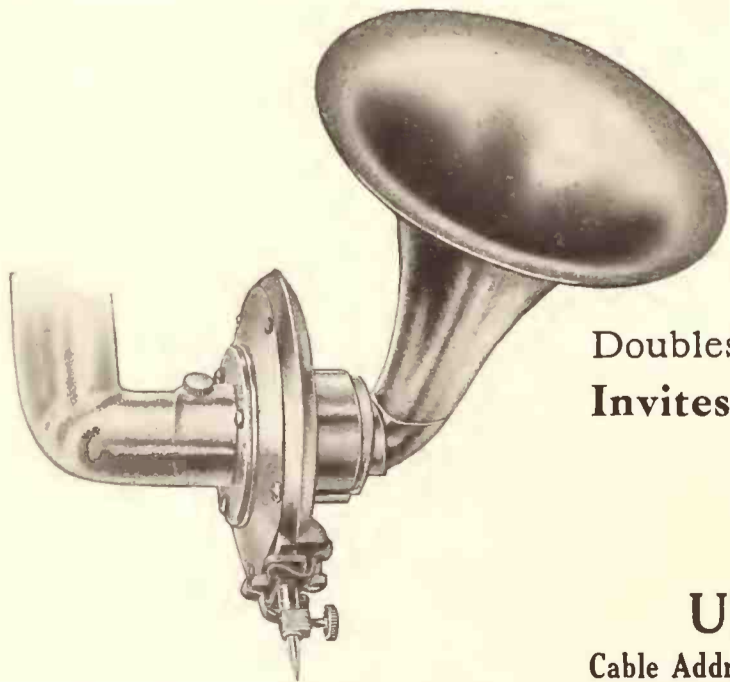
ever any of the alarms went off the clock was given to the person who happened to be standing nearest to it. The plan provoked much merriment in different houses throughout the town, but it was efficacious, as people flocked to the store out of curiosity, if nothing else. Knowing, too, that this was the season when the Fall brides and grooms were beginning to look around for house furnishings, the firm further announced that a good, practical present would be given to the first one hundred men and women in front of the store when it opened for business that day. This announcement was made along with cuts and quotations on the stock they desired to move, and the brides and grooms were told in advance that if they were contemplating matrimony and wished to take advantage of this sale the goods would be stored free until they were wanted. In the large front windows were shown a young couple (the models borrowed from a local dry goods store) inspecting a talking machine, while set about the window were tabourets, tables, tea wagons and other articles of house furnishing, each with a small card stating the price attached to it. When the one-day sale was held the crowd in front of the store was so large that the sidewalk was blocked and the distribution of the articles of merchandise to the first one hundred became a rather difficult matter. Inside the store the intermittent ringing of the alarm clocks kept people constantly on the qui vive and the store was filled the entire day—while a very good volume of sales was recorded, and those who did not buy that day had it impressed upon them that this was the phonograph store of the city.

PURCHASED PEORIA MUSIC SHOP

PEORIA, ILL., July 2.—Lacey's, Inc., 424 Main street, this city, one of the most prominent music concerns in this section of the State, recently purchased the Peoria Music Shop, 216 South Adams street, which is an exclusive Victor establishment. The stock of the latter concern has been moved to Lacey's store, which handles the Edison and Victor machines and records and, in addition, a complete line of pianos, etc.

ADD-A-TONE

THE SUPREME TONE AMPLIFIER



A revelation in sound reproduction

ESPECIALLY ADAPTABLE TO PORTABLE MACHINES

Incomparable for Dancing

Doubles the volume, yet improves the quality and detail.
Invites comparison with any sound box on the market.

"If you haven't heard the

ADD-A-TONE

You haven't heard your machine"

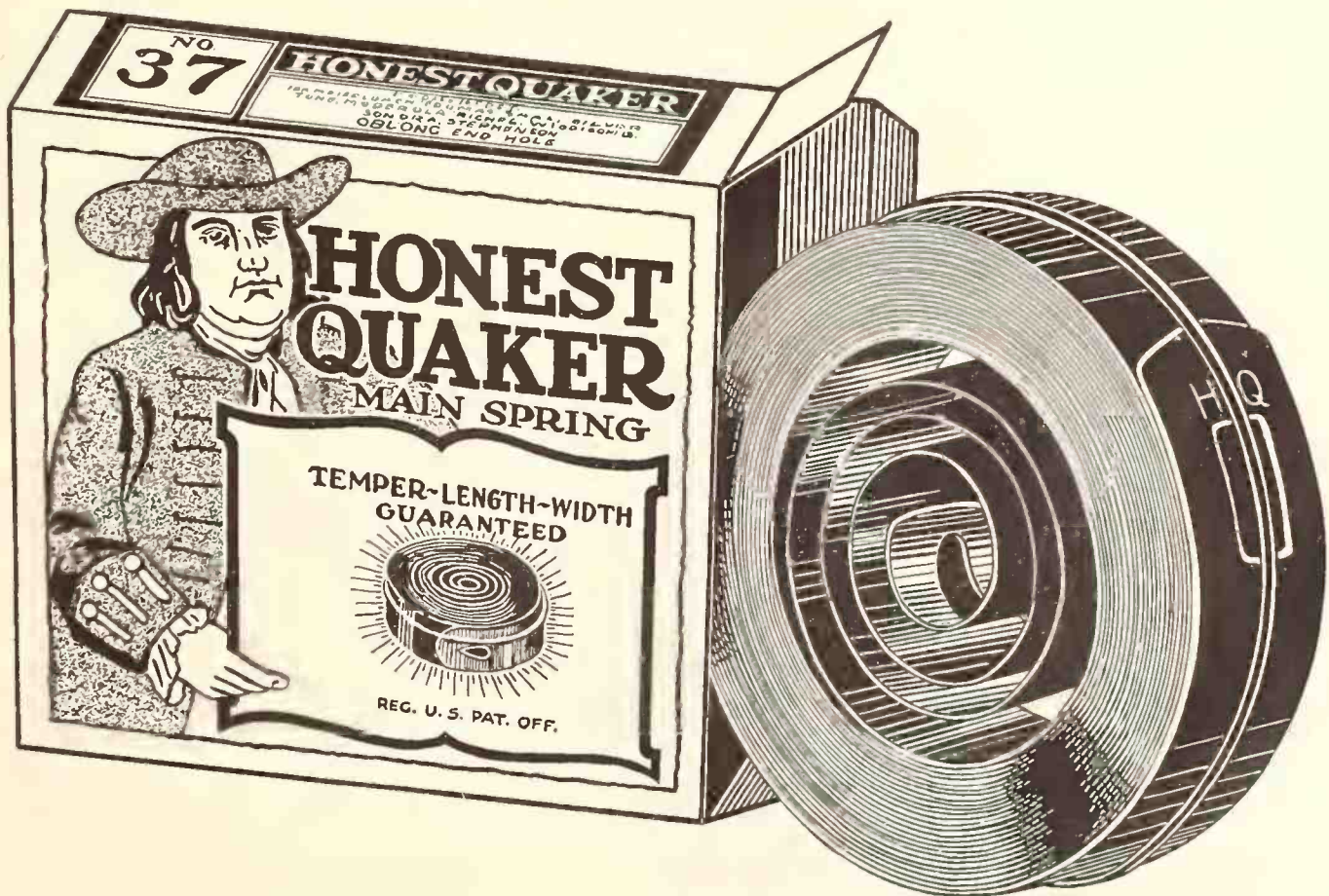
UNIQUE REPRODUCTION CO., Inc.

Cable Address, "Addatone" N. Y.

32 Union Square, New York

A NAME EASY TO REMEMBER

EVERYBODY'S TALKING MACHINE CO., Inc.
MAKERS PHILADELPHIA, U. S. A.



A SIZE FOR EVERY PHONOGRAPH MOTOR

July 2, 1923.

Announcement

TO THE TRADE:

We have purchased the entire Victor merchandise and goodwill of the wholesale business of the Knickerbocker Talking Machine Co., New York Victor wholesalers, effective June 30, 1923, after which date the Knickerbocker Co. will discontinue as Victor wholesalers.

This move on our part is in line with the progressive Blackman policy and in keeping with our conviction that a reduction in the number of Victor wholesalers will be beneficial to the trade. We hope it will pave the way for increased sales and corresponding economies in wholesale distribution, in which the dealer may eventually share.

The financial strength of our Company—the character of our organization, and the completeness of our stock, will insure a continuation of Blackman Dependable Service to our present Victor dealers and to any new friends we make.

Very truly yours,

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN,
President.



Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS

AEOLIAN CO. OUTLINES ITS NEW DISTRIBUTION POLICY

Instruments Now Being Sold Direct to Dealers Instead of Through Wholesalers—Vocalion Co. of Chicago to Continue as Jobber—Big Fall Advertising Campaign Planned

The Aeolian Co., New York, issued an important statement this week, briefly outlining its new policy of merchandising the Aeolian-Vocalion phonograph. In discussing the plans for this merchandising campaign R. M. Kempton, manager of the wholesale Vocalion department, stated as follows:

"We are now selling our instruments direct to our dealers, instead of through jobbers, except in the city of Chicago, which is handled through our jobber, the Vocalion Co. of Chicago, and the metropolitan district will be handled by the wholesale metropolitan dealers' department. This is a change in our policy, but, due to the general change in the phonograph business to-day, we find this working out to a better end than our previous policy. This enables us to keep in closer touch with our dealers and we are limiting the number of accounts to just one dealer in a town, except in very large cities, where we have two.

"With this new policy we are also able to give our dealers a very much larger discount than we did before. This larger discount enables the dealer to do a certain amount of local advertising and we are very glad to furnish mats of our ads from one column to full-page size.

"All instruments are being shipped from our Grand Rapids factory, where we have concentrated on the manufacture of the Aeolian-Vocalion.

"The line which we have to offer this year we believe to be the most attractive proposition on the market to-day. Our new catalog and price list of our instruments cover our complete line, starting with the new console we are bringing out of Queen Anne design, which will retail for \$150 and will be ready for shipment some time in August.

"Besides our line of conventional and period cases we are having the leading interior decorators bring through some very beautiful pe-

riod cases for us. These cases are being designed and made by the following interior decorators: Tiffany Studios, D. S. Hess & Co., W. & J. Sloane, Charles, of London, Wm. Pierre Stymus, Jr., Inc., Wm. Baumgarten & Co. and H. F. Huber & Co., and will be installed with our own motors, tone arms, horns and Gradolas. We feel these cases will add greatly to our present line. We can assure you that we are going after Aeolian-Vocalion business in a very aggressive manner this Fall and our advertising campaign, outlined briefly, is as follows:

"Aeolian-Vocalion national advertising during the coming season will appear in the following magazines, and others to be selected later: Atlantic Monthly, Century, Harper's, Review of Reviews, Scribner's, World's Work, Architecture, Art and Decoration, Country Life, Garden Magazine, House Beautiful, Vogue, Vanity Fair, House and Garden. These magazines have a combined circulation of 1,200,000. The percentage of duplication is very small. They cover the quality market of the United States with a large margin. They are subscribed for and read by people of means, good taste and culture, by the people who appreciate music and purchase musical instruments.

"There is not a worth-while home in the territory of any Aeolian representative where one or more of these magazines does not go each month, not a family whose patronage is desirable which does not read the Aeolian message each month it appears. The advertising to be started next Fall in these splendid periodicals is unique. In dignity, beauty and impressiveness we believe it is in advance of anything hitherto done in the music industry. If this campaign as a whole could be shown it would be almost overwhelming. It will, undoubtedly, create the greatest sensation of any advertising campaign in recent years.

"The follow-up—the means by which every

representative may obtain the benefit of the national advertising—is also indicated. The main feature, the illustrated letters, was used in New York this Spring, with extraordinary effect."

MANY NEW EDISON ACCOUNTS

Phonograph Corp. of Manhattan Doing Excellent Business in Jewish Edison Recordings—Some of the Latest Popular Releases

Among the new Edison dealers recently established by the Phonograph Corp. of Manhattan, Edison distributor, are the following: Nunn Phonograph Co., Hackettstown, N. J.; H. W. Steere, Walden, N. Y.; Jacob Bros. Piano & Phonograph Co., Brooklyn, N. Y., and the Graham Music Shop, Jersey City.

In view of the large Jewish trade which the dealers in the Metropolitan district are serving, the Phonograph Corp. of Manhattan has been doing an excellent business in Jewish records, and the Edison library of this class of records has been materially augmented in the last few months, and will be further amplified by at least twelve more releases between now and the first of September.

Among the Jewish recent releases referred to are the following: "Bris Mile" by Cantor Shapiro and chorus, coupled with "Der Pedler" by Sam Silberbusch and Sadie Wachtel; "Die Greene Yente" by Morris Goldstein and Lizza Tuchman, coupled with "Mein Weibs Shegun" by Morris Goldstein; "Der Telegraph" by Sam Silberbusch and Sadie Wachtel, coupled with "Der Ez-Hadas" by Sam Silberbusch.

The new releases will be by various artists, including several singers who are new to the Edison catalog.

CARL FLECH ON EUROPEAN TOUR

After an extended European tour Carl Flech, Edison artist, is scheduled to come to the United States about Christmas time. His work entitled "The Art of Violin Playing" has made its debut, both in German and English, and is making an excellent impression.



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

EMILE COUÉ *himself* on

Let Emile Coué Himself Repeat For You Daily His Famous Formula-

DAY BY DAY, IN EVERY WAY, I AM GETTING BETTER AND BETTER

SELF MASTERY
THROUGH
CONSCIOUS AUTO-SUGGESTION
by
EMILE COUÉ

These are the only authentic recordings of Emile Coué himself, made by the Gramophone Company, and if played regularly, will ensure that you will master your mind through conscious auto-suggestion.



M. EMILE COUÉ
recording his famous doctrine,
"Day by day, in every way, I
am getting better and better."

EMILE COUÉ'S OWN METHOD OF SELF MASTERY
Through Conscious Auto-Suggestion

Selection No. 1

I will explain to you in a few words the two principles of my method. The first one is that every idea we have in our mind comes a reality in the domain of possibility. If, for instance, we have a leg cut off and we imagine it will grow again, of course it will not take place because it is impossible; but if we have a pain in any part of our body, if we imagine that do not work well, if we have sad thoughts and we think that the pain will disappear, that the organs will function better and better, that the sad thoughts will be replaced by joyful thoughts, it will take place because it is possible.

There are many examples: The idea of sleep creates sleep; the idea of sleeplessness creates sleeplessness; the idea of asthma creates asthma; the idea of paralysis creates paralysis; many people are blind, deaf or paralyzed only because they think they are blind, deaf or paralyzed. I have known many such cases. The conclusion to be drawn from these cases is this: Since every idea we have in our mind becomes a reality in the domain of possibility, and if we are ill, we put into our mind the idea of healing, healing takes place, if healing is possible, if it is not possible, of course healing does not take place.

EMILE COUÉ'S OWN METHOD OF SELF MASTERY
The only authentic recording of Emile Coué made in three records.

but all the improvement that is possible results from this. The second principle is this: Imagination is the first quality of man and not will power. Whenever there is a conflict between imagination and will power, it is always imagination which wins. The more we try to recall the name of Mrs. What's Her Name, the more we drive it from our mind; the more we try to prevent ourselves from laughing, the more we stammer; the more we stammer, the more we are in the state of mind of persons in these different cases? I want to recall the name of Mrs. What's Her Name, but I cannot. I want to prevent myself from laughing but I cannot. I want to prevent myself from stammering, but I cannot. You see, it is always, "I cannot"—Will Power; thus imagination is the first quality of man and not will power. We know how to profit by it we become masters of ourselves, and it is owing to this fact that my method often gives the best results when all other methods which insist on the superiority of will power have failed.

EMILE COUÉ'S OWN METHOD OF SELF MASTERY
Through Conscious Auto-Suggestion

Selection No. 2

tomorrow night and every night, as soon as you wish to go to sleep, do so until that time in the morning you wish to awake. You will feel so well, so happy, so comfortable when you will feel well, happy, comfortable, rested. After digestion, assimilation and sleep all being in order, I say that if you are in any way nervous, this nervousness will disappear and give place to a sensation of peace and you will feel that you become gradually more and more master of yourself physically, mentally and morally.

Finally and above all, if up to the present, you have felt a certain distrust of yourself this distrust from now onward will gradually disappear and will give place to a feeling of confidence in yourself and this confidence will enable you to do what you want to do well, even very well, what you want to do naturally that it is possible, on condition naturally that it is able. Therefore, whenever you wish to do a thing that is reasonable, as it is possible, duty to do, believe that, as it is possible, "Therefore such words as "impossible", "I cannot", "It is too hard for me", "I cannot help it", "I cannot prevent myself from..."

Columbia

Columbia *New Process* Records

EMILE COUE, the little druggist-philosopher of Nancy, France, is one of the outstanding personalities in the world to-day. His message of health, happiness and prosperity for every one, through "Self Mastery," which has stirred the world and which he personally brought to America, aroused here an interest, the endurance and intensity of which is sensational.

Thousands eagerly listened to his lectures. Tens of thousands bought his book. Had affairs permitted him to remain here, his time would have been indefinitely engaged for a continuous lecture tour.

Realizing that if he could personally talk to the multitudes who wanted to hear him, they would the more perfectly absorb the principles of his teaching and be benefited, M. Coue arranged with the Columbia Graphophone Company to perpetuate his doctrine in his own words and make it available to every one everywhere.

The Coue Records, "Self Mastery Through Conscious Auto-Suggestion," are ready. The set—two double-faced Columbia *New Process* Records, with the super-silent new surface, tastefully enveloped and boxed, with the text of Coue's own words printed on the envelope, are listed to sell at \$3.50, less regular dealer discounts.

It is M. Coue's desire that every one be given the opportunity to secure these records. This coincides with the policy of Coue's clinics in Nancy and we are glad to co-operate.

Columbia has the exclusive rights to Coue Records. These Columbia *New Process* Records are the only genuine recordings of his voice.

The multitude of Coue's followers will be overjoyed at the opportunity to secure these records spoken in this teacher's sincere and magnetic voice.

Visit the Columbia Branch in your territory and examine the set.

Columbia Graphophone Company
New York



SELF MASTERY

...ely from your
...ish. You hear
...eat it. What is
...ed "I can". With
... will accomplish

... have a pain, in any
... level of the body it
... in the foot, the leg,
... ner, the back, the
... it does not matter
... ere, I say to you that
... an this moment, the
... ause of this pain, call
... t arthritis, or by any
... other name, the cause
... will diminish and di-
... minish in the domain
... of possibility, and the
... cause having disap-
... peared, the effects which
... t caused will, in their
... rn, disappear also. And
... this pain seems to come
... make it disappear im-
... For this purpose, go
... om: sit down, shut your
... your hand gently across
... mental distress, or upon
... it is a pain in any part
... t the words "It is going, it
... ry rapidly like this: "going,
... y in French, "Ca passe, ca
... se, etc." In a few seconds,
... In every case your uncon-
... the necessary to obtain all
... main.

New Process Records

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

To the Trade:

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

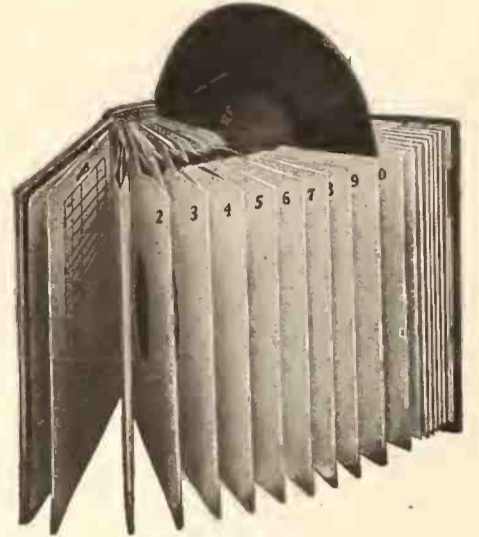
Our large and growing business is due to satisfied customers and repeat orders.

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

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

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

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



THE PERFECT PLAN

ALBERT M. BLACKMAN GRADUATED

Son of J. Newcomb Blackman Graduated From University of Pennsylvania—Will Enter Business World This Fall—He Is Well Equipped

J. Newcomb Blackman, president of the Blackman Talking Machine Co., accompanied by Mrs. Blackman, attended the graduation exercises held at the University of Pennsylvania,



Albert M. Blackman and His Parents

Philadelphia, Pa., recently, where their son, Albert M., was graduated from the Wharton School of Commerce and Finance. After four years of hard work, during which he was an honor pupil in every year, Albert M. Blackman received the degree of Bachelor of Science in Economics, securing the distinguished mark in economics. For his research paper he selected "Commercial Arbitration" and during his senior

year prepared an exceptionally fine sales manual on the sale of Victor products from a retail angle.

Although devoting a great part of his time to his studies Albert M. also gained prominence as a tennis exponent, appearing with considerable success in several Forest Hills and Kew Gardens tournaments. He has always manifested a keen interest in sports, sharing his father's delight in outdoor activities.

According to J. Newcomb Blackman's present plans his son will enter the business world this Fall. These plans do not contemplate any immediate connection with the Blackman Talking Machine Co., as Mr. Blackman believes that the young college graduate should secure his business experience among strangers.

SOME RECORD FOR A RECORD!

R. S. Williams & Son, Ltd., of Montreal, Canada, recently advised the Edison Co. that they had discovered that the record number 4676 entitled "Three O'Clock in the Morning" was played on a "Penny Arcade" machine 5,210 times, and it is still in good condition.

Mr. and Mrs. Rappaport, who operate M. Rappaport's Music Shop, Victor dealer, 880 Westchester avenue, New York City, are on an automobile vacation tour of the New England States.

A. H. CURRY ON WESTERN TRIP

Vice-President of Phonograph Division, Thomas A. Edison, Inc., on Tour of Important Distributing Centers in the West

A. H. Curry, vice-president in charge of the phonograph division of Thomas A. Edison, Inc., left on an extended Western business trip on June 25. His first stop was in Chicago, where two days were devoted to a special session of the Executive Committee of the National Association of Edison Disc Jobbers, during which consideration was given to the matter of increasing production for the Fall and Holiday seasons. From Chicago Mr. Curry went to Minneapolis, from there to Omaha and thence to Kansas City. He then proceeded to Dallas, Tex., to look over the business of his company, The Texas-Oklahoma Phonograph Co., in that city. He expects to return via one or two other Edison jobbing points and to be back in Orange about the middle of July.

NEW OFFICERS OF DAVEGA, INC.

Knickerbocker Talking Machine Co. Now Holding Company for Davega, Inc., Retail Dealers—Lurie Interests Withdraw

The Knickerbocker Talking Machine Co., New York City, formerly Victor wholesaler, the Victor distributing end of which was purchased by the Blackman Talking Machine Co., has now become the holding company for Davega, Inc., operators of a well-known metropolitan chain of talking machine and sporting goods stores. The Lurie interests have been withdrawn and the reorganization of the company has been accomplished. The new officers of Davega, Inc., are S. B. Davega, president; R. A. Davega, vice-president, and Abram Davega, chairman of the board, treasurer and also vice-president.

APPOINTS NEW REFLEXO JOBBER

Progressive Musical Instrument Corp. Metropolitan Distributor for Reflexo Products

Reflexo Products, Inc., sole selling agent of Reflexo blue steel needles and Gilt Edge needles, both products of W. H. Bagshaw Co., Lowell, Mass., announces the appointment of the Progressive Musical Instrument Corp., New York City, as Reflexo distributor in the metropolitan district.

Louis J. Unger, general manager of the Reflexo Co., reports that an increased output has been made in the production of Gilt Edge needles and attributes this increase in a large measure to the new Gilt Edge display stand, which includes the dance tone needles.

Alice Verlet, the distinguished soprano who records for the Edison, arrived from Europe early in July, after a very successful tour abroad.



FOR THE FIRST TIME,

since last September, we are in a position to establish a few more Edison Dealers in the Metropolitan District.

OUR POLICY,

during a shortage, is to give all goods possible to the merchants who have been Edison Dealers and who have previously spent their time and money in working up sales and prospects.

CONSEQUENTLY,

and because we are now making up our Fall and Winter requirements, we invite inquiry from merchants who are located at good trading points, who believe in fair profits and who consider quality necessary to success.

The Phonograph Corporation of Manhattan

Metropolitan Distributors

Orange

New Jersey

Famous Orchestras Maintain

OKeh Supremacy

in the dance field

OKEH RECORDS early took the lead in the production of fast-selling dance records. Today, that supremacy is still maintained by offering monthly, our notably large and early releases of the latest dance hits played only by dance orchestras whose fame and popularity are firmly established.

Take, for example, Vincent Lopez and His Hotel Pennsylvania Orchestra, holders of the record-breaking nine consecutive weeks' vaudeville engagement, made at America's premier vaudeville house, Keith's Palace, New York. Where is there another dance orchestra that can parallel their tremendous popularity? Take Markels Orchestra, "Society's Favorite"—the orchestra that is almost unanimously the first choice of Society's discriminating "400" for the dance music at their very exclusive social functions. Take Rega Dance Orchestra, under the personal direction of our recording laboratory manager; it is one of the most versatile phonograph record dance orchestras in the country today.

Or take any one of the orchestras listed on the right. Each one is individually famous in their own respective cities or districts. Each one has its own host of admirers who fully appreciate the opportunities that OKeh Records give for hearing the music of their favorites right in their own homes. At the same time, by means of OKeh Records, the accomplishments of all these orchestras are available to the dance-lovers throughout the nation.

Is there any wonder with such an array of famous talent to choose from that OKeh Records continue to reign as "the best dance records"?

OKeh Records

The Records of Quality



A few representative dance orchestras that record for OKeh

- * Vincent Lopez and His Hotel Pennsylvania Orchestra
- * Markels Orchestra
- * Rega Dance Orchestra
- * Herbert Berger's St. Louis Club Orchestra
- * Finzel's Arcadia Orchestra of Detroit
- * Finzel's Detroit Society Orchestra
- * Guyon's Paradise Orchestra
- * Hotel Cleveland Dance Orchestra
- * Handy's Orchestra
- * George Kelly and His Original Six
- Blue Ribbon Trio
- Tampa Blue Jazz Band
- Original Dixieland Jazz Band
- Blue Diamond Dance Orchestra
- Glantz and His Orchestra

** Exclusive OKeh Artists*



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



Mail Orders Help Business Development

Talking Machine Dealers Have Excellent Opportunity of Expanding Business by Going After Mail Orders—Factors to Consider

Newspaper advertising brings the message of the talking machine dealer to a large circle of prospective customers. Direct-by-mail literature brings the dealer's message to a smaller and more select group of prospects. These are the two forces which enable the live merchant to extend his business far beyond the borders usually limited by the activities of the outside sales organization, window displays, clever store arrangements and other forms of publicity which affect only those people within a narrow radius of the establishment.

Extending Through Mail Orders

Every talking machine dealer has it in his power to extend his trade by the establishment of a mail order business on a small scale. The opportunity is there. It merely awaits development. True, the process of building up a mail order demand is slow under ordinary circumstances. For example, let us consider the opportunities existing in the record end of the business. Unlike the large mail order houses, who are compelled to publish more or less elaborate catalogs at periodical intervals, the talking machine merchant is supplied with catalogs (record supplements) each month. Of course, trying to build up a mail order demand merely by sending these supplements to out-of-town prospects or those residing some distance from the store is practically a useless procedure. The dealer must go much further than this. In short, he must develop a campaign which has for its object the building up of mail orders.

Many Factors to Consider

A campaign of this character may take many forms and there are a number of important points to consider. In the first place, there is newspaper publicity—advertising in the papers which reach the people who live in the particular communities which the dealer is trying to reach. This advertising must do much more than advertise the products which the merchant handles, or the service which the firm is in a position to extend to patrons. While these things should play a part in the publicity, the main function of the campaign should be to bring home to the readers of that newspaper that the Blank Music Co., or whatever the name may be, is prepared to take care of mail orders. Bring the fact that you are able to extend first-class service by mail home to the owner of a talking

machine who lives some distance from the nearest talking machine establishment and the chances are that you will get some business. Repeat orders will come in a measure equal to the satisfaction of the customer in your service and the enthusiasm of the talking machine owner in his or her instrument.

Payment Should Accompany Order

Unless patrons who desire to order records by mail have purchased at your establishment before credit in the case of records should not be extended. It is a simple matter for the prospect to send in the order accompanied by a money order or a check. The sending of cash through the mail should be discouraged because quite often letters go astray, the weight of coins tears the envelope and the money is lost, or other contingencies may arise in which the customer is at the losing end of the deal, with consequent loss of confidence in the plan and a feeling of irritation which the dealer will find difficult to overcome.

Orders should be filled as quickly as possible after receipt. Nothing so irritates a customer who is anxious to secure a product as long, tedious delay. Remember, the average patron is not disposed to look at the matter in a lenient manner. Service is expected and where it is lacking the merchant is, eventually, the loser. Service in the mail order business is not limited to prompt shipment of orders. It extends equally to insurance that records ordered reach the purchaser in perfect condition. This necessitates the exercise of great care in packing. Here the dealer can follow the example of the jobber from whom he receives his records.

There is another way in which direct-by-mail business can be built up and that is, as often suggested by *The World*, by making direct mail contact with a list of prospects which the dealer has searched out by canvassing the country and communities surrounding the city or town in which he is located. This method will probably prove more effective in impressing on the minds of talking machine owners the special service which the merchant is inaugurating. The expense, in comparison to the ultimate returns, is comparatively small. However, and this cannot be emphasized too strongly, the letters which the merchant sends to customers and prospects should be prepared with great

care. It is not a wise plan to try and save a few dollars at the expense of loss of quality and, consequently, pulling power of the campaign. If a drive of this character is undertaken at all it should be made as effective as possible and no pains should be spared in putting the plan across.

All Dealers Have Equal Opportunity

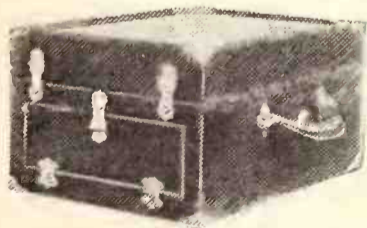
These few suggestions in regard to building up a mail order business apply with equal force to the talking machine dealer in the large city and the small town. In the large city the merchant has the advantage of many people within a few miles of his store, many of whom find it difficult to visit the dealer because of children, sickness and many other reasons. These prospects will welcome a plan which eliminates the necessity of going to the talking machine store or doing without the records they are anxious to secure. In the city a plan which might prove especially effective and can be run in conjunction with the mail order business is encouraging the receipt of orders over the telephone and delivering C. O. D. The small-town merchant has the advantage of being close to rural communities where the farmers very often find it difficult to make regular trips to the nearest town. This is especially so during the busy seasons of the year, when planting and harvesting are the order of the day. These people will take eager advantage of the mail order plan, if it is presented to them in the proper light. In fact, the large mail order houses in various large cities throughout the country are doing a tremendous business in talking machines and records with rural dwellers and much of this trade will go to the merchants who go after it aggressively enough and follow a definite campaign.

TALKING FILM CORP. CHARTERED

The United States Talking Film Corp., of Wilmington, Del., has been granted a charter of incorporation under the laws of that State to deal in talking pictures, with a capital of \$1,000,000.

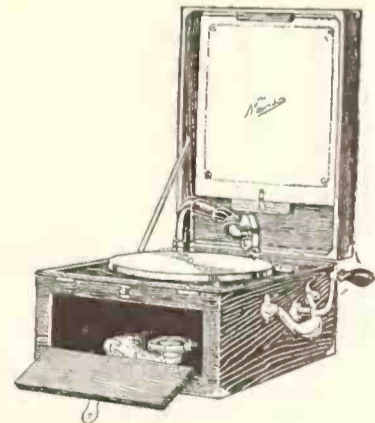
INCREASE CAPITAL TO \$300,000

The Toledo Talking Machine Co. has increased its capitalization from \$200,000 to \$300,000.



The
Modernolette

Retail Price —East of Mississippi —\$35.00
—West of Mississippi —\$40.00



ARE you getting your share of the portable business? Are you selling the right machine? The Modernolette is selling fast. It is constructed of solid walnut, wax finish. Has a reliable motor and tone arm. In quality, it is in the high priced class. In price it is low. We still have some valuable territory open for jobbers.

Manufactured by

MODERNOLA COMPANY

JOHNSTOWN, PA.

New York Distributor: PROGRESSIVE MUSICAL INSTRUMENT CORP., 319 Sixth Ave., New York, N. Y.

New Patrons as a Source of Information

The Successful Methods of Securing Information From New Customers Used by a Mid-West Dealer Outlined by Frank H. Williams

"There used to be a time," said a successful Middle Western music merchant, "when I was merely thankful to see new customers come into the store, and when the only thing I did with these new customers was to see that they got what they wanted and give them a warm invitation to return to the store when they were again in the market for any of the goods we handle. But now I go considerably farther than that—I endeavor to learn things from the new customers which will be a real help to me in getting more business.

"Let me tell what I learned in this way and just how I use this knowledge in going after more trade and bringing more people into the store.

Questions Show Source of New Trade

"I make a point of personally asking these questions of the store's new patrons: 'What brought you into this store? Was it our advertising? Was it the recommendation of some one of our regular patrons? Was it our window displays, or just what was it? What thing about the praise given us by one of our old customers, or what thing about our advertising or window displays particularly got your attention and made you want to patronize this institution?'

"These questions are put to customers in a diplomatic way, of course, which won't make them feel as though they were going through a third degree examination, and in practically all instances the customers seem to be perfectly willing to answer them.

"The answers to these questions show me where the new trade originates. It is interesting to know that 75 per cent of all our new trade comes to us through the praise or recommendations given us by regular customers who have been patronizing us right along.

Valuable Information Secured

"Our questioning has given us some valuable information upon which to work in building up still more business for the establishment. When it becomes evident that the good will and satisfaction of the regular customers of the store are so tremendously important in bringing in new trade, it shows that the best sort of business for us is to do everything in our power by means of service to please every customer who comes into the establishment. Thus, not only do we make sure of getting the future trade of that particular customer, but we also make sure of having that customer recommend us to other people who will in turn patronize us. In this way we are developing our business in a constructive, worth-while manner all the time.

"The questions also show us that our adver-

tising and window displays run just about neck and neck in developing new trade.

"It was an immense satisfaction to me to find this out, because I had been rather dubious about the value of my advertising and had been thinking of cutting it out. We had thought our window displays were instrumental in bringing in new patrons, and it was also a satisfaction to find out definitely that this was actually the case.

Securing Facts on Advertising

"The answers to the questions show us that the things about our advertising which are most successful in bringing new people into the store are the timeliness of the ads, the local and personal touch which we give them. Let me illustrate what is meant by all this by telling of some of the things said by new customers as to why our ads had brought them into the store.

"Your advertisements are always interesting," said one woman who had never before been in our store, "and one of the things which have really been instrumental in bringing me into the store have been your reports on the music which is most popular with your patrons, and in the dance halls of the city. I have some young children who dearly love to dance, and I've been very anxious to get the sort of music that would make them want to stay home in the evenings and bring their young friends to the house, but I didn't know what sort of music to buy, until I read your ads. That's why I'm here now—because I want to buy the sort of music that you say is most popular."

"Another woman had this to say about our advertisements:

"I never read your advertisements very closely until I saw in one of them where you told about Professor Smith, of the European School of Music, giving a summary of the proportion of jazz music and popular music and classical music which should be in every home. Now at our house we have always specialized on classical music, and our musical library is rather top-heavy as a result. My children are always making a fuss because we haven't enough popular music, and I have come to the conclusion that it will be a mighty good thing to vary our library."

"These two quotations will be sufficient to indicate the value of the advertising copy we are constantly running and will show how our copy is most instrumental in getting people into the store.

Window Displays Not Neglected

"When it came to finding out from the new customers who had been brought into our store by our window displays just what things about

our displays attracted their attention and made them want to patronize our establishment, we discovered some particularly interesting things. For instance, one new customer had this to say, 'I've always liked to stop and look at your show windows because the displays are always clean and attractive with a choice variety of goods shown. Whenever anyone is greatly interested in all kinds of music, as I am, window displays which show a wide variety of goods are particularly interesting. It helps a person in getting the right slant on the whole realm of music. The particular window display that brought me into your store is the one in which you are showing all the different kinds of stringed instruments you have in stock. I had no idea you carried such a big variety of stringed instruments, and because I'm particularly interested I've come in here to purchase one of those shown in the window.'

"Another new customer had this to say about our show windows: 'The thing about your window displays which has made me come into your store and become a regular customer is the fact that you change your displays frequently. I never go by this store without seeing something new and interesting in your windows—something that makes me want to come into the store and look at the goods on display and try them out.'

"All of this information learned from our new customers has been really of immense help to us in determining what to do in order to attract still more new customers to the store, and in order to do even more business than we are now doing.

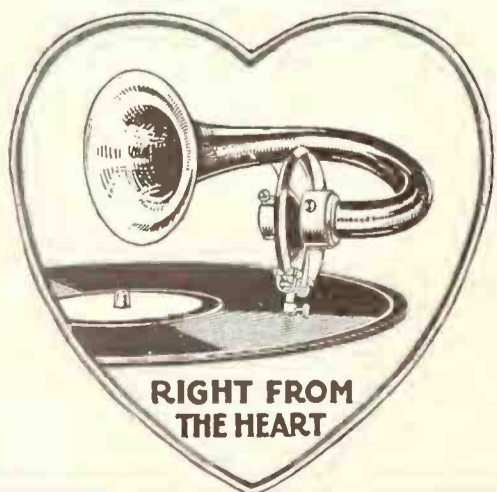
"Here in this store we consider the new customer the most important one we have. If we can get enough new patrons and make regular customers out of them our business will grow splendidly, and we will make money accordingly."

Aren't there some worth-while suggestions presented herewith which will help other music stores in getting more new customers?

GRANBY LINE AT FURNITURE SHOW

GRAND RAPIDS, MICH., July 1.—The entire line of phonographs made by the Granby Mfg. Corp., of Newport News, Va., was attractively exhibited on the ninth floor of the Ringe Building during the Grand Rapids Furniture Exhibition in this city. This exhibition draws visitors from all sections of the country, and the Granby display, accordingly, was well attended. J. F. Stapleton, sales manager of the company, was personally in charge.

NATURELLE



For
Portable
and
Cabinet
Phonographs

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

*"Your Naturelle Phonograph
is everything I've been hoping to
be & a great deal more"*

*"Enclosing check for the sample Naturelle,
with compliments to you for putting this
invention on the market"*

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

The Golden West

THERE is a real "Golden West" awaiting manufacturers of talking machine products who are making quality merchandise and selling it at a fair price, *but* the unlimited, tremendous sales possibilities for this merchandise on the Pacific Coast must be developed by a sales organization that *knows how to do it in the most resultful way.*

The Munson-Rayner organization, although a comparative newcomer in the talking machine industry, has already attained a substantial measure of success. It has built up an efficient, capable sales staff that visits talking machine dealers on the Pacific Coast every working day of the year. It has developed and fostered a spirit of dealer good will and friendship that is invaluable.

In other words, the Munson-Rayner Corporation has not only sold \$500,000 worth of talking machine merchandise to dealers on the Pacific Coast in a period of only nine months, but has established a good will that is far more important than sales totals.

If this successful organization can assist you in developing Pacific Coast distribution for your product, please submit your proposition in detail. The Pacific Coast market for talking machine merchandise represents one of the greatest buying powers in the industry, but it is a market that requires and deserves concentration, knowledge and experience.

Munson-Rayner Corporation

643 South Olive Street Los Angeles, Cal.

Branch Offices : *San Francisco - - Cal.*
 Portland, Ore. (Opens Aug. 15)

Distributor of Cheney talking machines.
Vocalion Red records and standard talking machine accessories.

Types of Men Who Make Best Salesmen

An Interesting Analysis by Walter S. Jenkins, of Chicago, of Method of Determining Whether Applicants Can Become Salesmen

I have been asked to state, according to my own experience, what type of man, untrained in salesmanship, can be molded into the best talking machine salesman.

It would seem that every type of humanity was placed on this earth for a special purpose, and that each has certain inherent qualities which the others lack. But let us, however, leave the human family for a moment to get an example to prove the point.

Suppose we were asked what type of horse is swiftest. We would naturally think of that branch of the equestrian family that nature built for speed—a race horse. Certainly we could not conceive of a dray horse coming down the home stretch leading the field. But if we attempt to state which kind of race horse is fastest we will likely lose quite a little money before we learn, as the old darky said, "we can make money on a race but not on the races," meaning it is a gamble to try to pick in advance the survival of the fittest.

Made for Selling Purposes

There seems to be just as clearly defined a species of humanity made for selling purposes as there is a type of horse created for speed; but it does not always follow that every man is a successful salesman that belongs to the salesman's class. A man may be classified properly but also outclassed by his contemporaries, for there appears to be just as much difference in commercial results between the natural born salesman, but lacking in some essential, as between thoroughbred horses that are short some quality. The winners are always in the minority, but they come from the class that produces winners nevertheless, and we want to study the salient features which separate the selling class of humanity from the others that were created for other purposes.

Now that we may get a mental picture of a successful salesman as sketched from psychological research and practical results, let us analyze the two following types:



he is not suited to outside hustling.

Here we have the athletic type. This type is capable of success both in and out of the salesroom. His characteristics are doing, compelling, initiating, pioneering, would rather rough it than to visit picture galleries, etc. (Professor Myron A. Lee, of Cornell University, has written several interesting articles on character analysis.)



Since, for this article, there is but space enough for a mere sketch of the skeleton of the law of character analysis, the difference between the requirements of the city and country salesman will not be touched upon. We simply assume the candidate before us is one of the above types and rates well in health, appearance, personality and mental ability.

Resourcefulness the Basis

From my own experience I have found many failures among men that pass all of the tests up to this point, simply because they lack resourcefulness. A salesman may read all the books on salesmanship and study psychological principles, points of contact, motives that make men buy, persistence, tact, views of the merchants, etc., but if he lacks resourcefulness he will become nothing more than a plain "parrot."

A man apparently lacking all of the qualifications of the salesman except one often makes a sale, and that is a sale—is it not? Proving that his resourcefulness overshadowed to a great degree all his shortcomings. There are, on the other hand, a great many old-time salesmen in the music field whose heads are full of knowledge regarding musical instruments, yet they are failures, simply because they cannot solve unexpected problems.

Resourcefulness makes a dreary, rainy day into a forerunner of a million-dollar crop and of the revival of business. It puts smiles on the storekeeper's face, even if the storm keeps away his customers, and it discovers the secret entrance to business when all the regular doors are closed and locked.

It is comparatively easy to find a resourceful man if one takes the trouble of asking the applicant to obtain certain information which may not be easily secured, or by inquiring for a solution of a certain selling problem. A little effort in this direction will often show you at once whether the applicant is a "leaner" or a "lifter."

A Real Example

When P. T. Barnum brought Jennie Lind to this country he sold her to New York so enthusiastically that 30,000 persons went down to the dock to meet the boat. People crowded on the roofs in the neighborhood, crowds followed her to the hotel, torchlight parades took place at midnight, while 20,000 people watched and cheered. The tickets for the first concert were sold at auction, and Tenin, the latter, a man not musically inclined, paid the goodly sum of \$225 for a ticket.

No great musical artist had ever visited America before, and high-class music was understood but by only a few, and yet Jennie Lind's ninety-three concerts under Barnum's management yielded \$712,161.34 in a period of nine months. Mr. Barnum knew nothing of high-class music, had never seen Jennie Lind before she appeared in this country ready to sing at the first concert—in other words, he did not know his goods, but he was resourcefulness

personified and all obstacles were forced to melt away.

The Formula

My little formula, therefore, for selecting salesmen from raw materials is as follows:

First—Decide if the candidate is for inside or outside.

Second—Select the type best suited for the work—"mental."

Third—From the applicants choose the most resourceful.

Of all the words in salesmanship there is none bigger than "resourcefulness."

ETHEL MILLER AGAIN WITH JENKINS

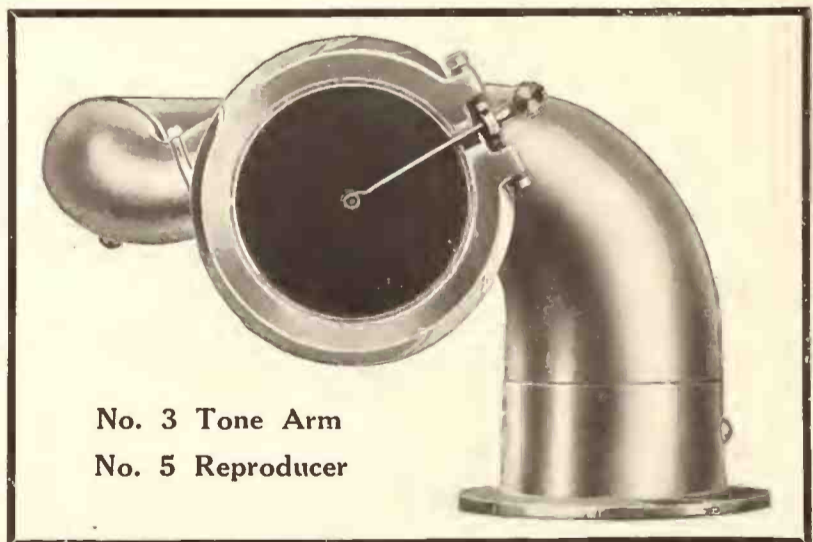
Well-known Record Saleswoman Placed in Charge of Record Department of J. W. Jenkins Music Co., Kansas City, Mo.

KANSAS CITY, Mo., July 5.—Miss Ethel Miller is again with the J. W. Jenkins' Sons Music Co. and is now in charge of the buying and distributing of the records through the retail store, 1013 Walnut street. Miss Miller has been constantly learning things since she was with the J. W. Jenkins Sons' Music Co. four years. "Above everything," said Miss Miller, "I have learned the commercial value of records."

Miss Miller established the Paul Talking Machine Shop in Kansas City and the exclusive shop in the south part of Kansas City, known as "Von Hershner-Trudell." Miss Miller also spent a Winter in the Arkansas hills, where she established the Melody Shop at Fort Smith.

Since returning to the J. W. Jenkins' Sons Music Co. she has been putting into practice a new system she highly approves of and recommends, which is the personal work of following up monthly releases with post-cards and the writing of monthly letters to customers, making suggestions along the line of their musical interests.

The Melody Music Shop, Saul Bluestein, proprietor, Memphis, Tenn., is featuring the Sonora and Brunswick instruments.



No. 3 Tone Arm

No. 5 Reproducer

“OLD RELIABLE”

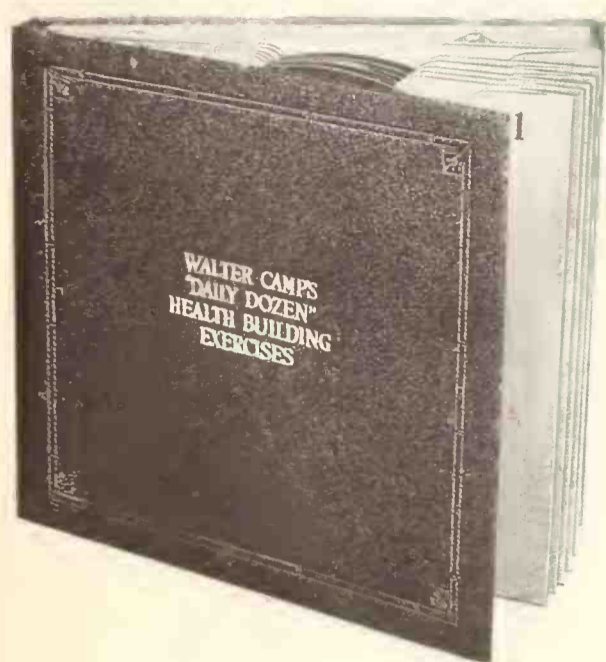
For several years this throw-back, ball-bearing Tone Arm has been the biggest seller in our catalogue. WHY?

MUTUAL PHONO PARTS MFG. CORP.

149-151 Lafayette Street

New York City

The Russell Gear & Machine Co., Ltd., 1209 King St., West, TORONTO, CANADA
Exclusive Distributors for Canada and All Other British Possessions
INDUSTRIALS UNIDAS, S. A., Balderas 110, MEXICO CITY, Exclusive Distributor for Mexico



Walter Camp's "Daily Dozen" *for the* Summer Camp

In many of the largest organized camps throughout the country, the campers keep fit by beginning the day going through Walter Camp's "Daily Dozen" on Health Builders' sets. Many smaller camps of which we have no record are also doing the same thing.

This demand provides opportunities for summer sales by the dealer. Every retailer who carries Health Builder sets should cash in on this. If you haven't taken on the line as yet, don't delay any longer. Write us today for full information.

HEALTH BUILDERS, Inc.

DEPARTMENT W7

334 FIFTH AVENUE

NEW YORK, N. Y.

A Chain of Successes—

**CAROLINA
MAMMY**

*A Real Southern
Mammy Song*

**YOU'VE
GOT TO SEE
MAMMA
EV'RY NIGHT**

*A Lonesome Blues
Fox Trot*

**SWINGIN'
DOWN THE
LANE**

*An Old Fashioned Song
With a Fox Trot Swing*

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

THE WORK OF JUNIOR MUSIC CLUBS

National Bureau for Advancement of Music Issues Most Interesting and Valuable Volume Covering Development of Such Clubs

The National Bureau for the Advancement of Music has just issued a very interesting and attractive volume on the History and Outlook of the Junior Department of the National Federation of Music Clubs, by Mrs. William John Hall, National Junior Club chairman. The book, which is handsomely printed and attractively bound, gives a detailed history of the various junior music clubs in the different States of the Union and offers a fund of information regarding the activities of these organizations that should prove a revelation not only to the members of the trade, but to those who have taken active interest in the development of musical appreciation among children.

C. M. Tremaine, director of the National Bureau for the Advancement of Music, has written an introduction for the book in which he tells the reasons for the volume and something of the manner in which the Bureau has tied up with the junior club movement. The volume, if anything, proves that this junior club idea has progressed far beyond the experimental stage and that these organizations of juveniles have progressed to the point where they represent a real factor in the musical life of the country. On this premise they are to be considered seriously by the members of the trade who believe in the cultivation of the child as a means for promoting future demand for musical instruments.

With a copy of the book at hand the local dealer is in a position to find out just what is being done by the junior music clubs in his locality and to lend his active support to the movement to the ultimate benefit of his business and the trade in general.

BLUE'S STORE IN BANKRUPTCY

BIRMINGHAM, ALA., July 3.—Blue's Music Store, which has been located on Dexter avenue for a number of years, has just filed a voluntary petition of bankruptcy in the United States Court here. Their liabilities amount to \$18,266.97 and their assets \$2,015.39. The latter are listed as merchandise and real estate, while the liabilities consist chiefly of open accounts.

ARMENIAN TENOR'S FIRST RECORD

Armand Tokatyan Makes Vocalion Record of "Miserere" From "Il Trovatore" With Rosa Raisa—Listed in the July Supplement

The opera-going public has long been familiar with artists of various nationalities appearing on the opera stage, such as Americans, Italians, French, Irish, etc., but peculiar interest attaches to the high position won in the opera field by Armand Tokatyan, an Armenian tenor, who has recently joined the ranks of the Metropolitan Opera Co.

Particularly interesting from the trade angle is the fact that Tokatyan makes his debut as a record artist in the Vocalion supplement for July, singing with Rosa Raisa a splendid recording of the "Miserere" from "Il Trovatore." Tokatyan will shortly be heard on a number of other Vocalion records, as it is said his recording voice is unusually good.

REDUCTION IN FREIGHT RATES

Export Bureau of Chamber of Commerce Secures 25 Per Cent Cut in Freight Rates on Musical Instruments to Australia

Through the efforts of the Advisory Committee to the Export Bureau of the Music Industries Chamber of Commerce, a reduction of 25 per cent in the freight rates on musical instruments to Australia has been obtained and it is hoped that a reduction will also be secured in the rates to Mexico.

The Bureau has compiled a very complete and up-to-date list of importers and dealers in American musical instruments in practically all foreign countries, a copy of which will be sent on request to any member of the Chamber who is interested in foreign trade.

IN CHARGE OF RECORD DEPARTMENT

CANTON, O., July 5.—Miss Marguerite Falor, for many years in charge of the sheet music department of the George Wille Music Co., is now in charge of the record section of this well-known music store.

Miss Falor, since assuming charge of this department, has made many changes in the arrangement and now has one of the most systematic departments in this city.

ADVISES READING OF TRADE PAPERS

Robt. N. Watkin, New President of Merchants' Association, Urges Dealers to Read Trade Publications to Increase Business Knowledge

Robert N. Watkin, the new president of the National Association of Music Merchants, has long been a staunch believer in the value of trade papers and has repeatedly called attention to the valuable information he has gleaned from the columns thereof.

It is significant, therefore, that one of the first official statements issued by Mr. Watkin as president was one urging that music dealers get the habit of reading their trade papers in order to learn how their fellow merchants handle the various problems. In this connection Mr. Watkin said:

"The arrival of your weekly or monthly trade papers should be looked forward to with eagerness. Their cost to prepare, both in dollars and in brain work, is enormous. They are prepared by men who have had practical experience in music stores and have the ability to tell others about it.

"The editorial pages contain helpful, business-promoting ideas. Their advertising pages constitute a market place of musical instruments. No matter where the music merchant lives, a live up-to-date trade paper will keep him informed as to what is going on in the music business.

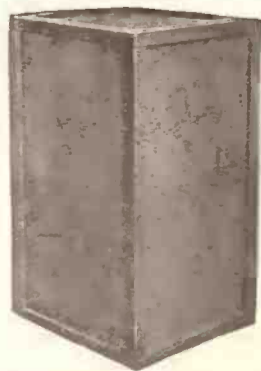
"We strongly recommend that every merchant in the National Association of Music Merchants, and those who are not members, get the habit in 1923 of reading their trade papers."

WILLIAMS STORE TO OPEN

CAMBRIDGE, MASS., July 3.—A new music house has been opened at 750 Massachusetts avenue, known as the Williams Music Store. Musical instruments and phonographs are sold.

WILEY PIANO HOUSE TO OPEN

CHARLESTON, W. VA., July 5.—The Alfred Wiley Piano House, temporarily located at 419 Stratton street, has opened for business.



PHONOGRAPH CASES RADIO CASES

Reinforced 3-ply Veneer

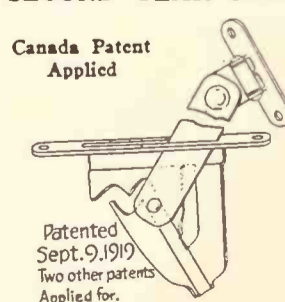
**The Standard Case for Talking
Machines and Radio Sets**

Let us figure on your requirements

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

SECOND YEAR SUCCESSFUL LEADER

**The Most
Dependable and
Inexpensive
Lid Support
on the Market**



Canada Patent
Applied
Patented
Sept. 9, 1919
Two other patents
Applied for.

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

flexible and bent.

Samples on request.

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.
G. L. LAING CO., Canadian Distributor
41 Richmond St., East, Toronto, Ont.

Reviving Interest of Record Customers

When a Customer Ceases to Make Purchases There Is Something Wrong—A Letter That Succeeded in Regaining Lost Patronage

The problem of the lost record customer is one that at various times serves to worry practically every talking machine dealer. It happens often that an individual will buy a machine and several records and later on will continue to add to the record library. Eventually, however, the customer suddenly ceases buying records or cuts his purchases down to an insignificant point. It is to meet just such a situation that a card list of record customers, showing their purchases, becomes of practical value to the dealer, because it enables him to check up promptly on those who have cut record purchases and prevents his overlooking those who, for one reason or another, dropped by the wayside. When the volume stops, for instance, the dealer is in a position to make a direct appeal to the customer for the reason as to the lapse of interest. It may be that interest in the talking machine itself has waned, but there is still a possibility that some failure of service or some other grievance may be the cause of the trouble.

A number of dealers, too, have found that excellent results are obtained by writing direct to the customer, sending either a personal or a form letter and inquiring as to the reason for the stopping of record purchases. This course does not always result in increasing the individual's record purchases, but at least it gives the dealer the information as to why there has been a change of heart and with this information at hand he can govern himself accordingly.

If it is a matter of waning interest and the customer admits the fact the dealer has a

chance of bringing to the attention of the customer special records that he believes will serve to revive that interest. If, on the other hand, some failure of service has been responsible for the loss of sales, the dealer can make proper restitution or correct the trouble so that it will not cause the loss of any other customers, whether or not it brings that particular individual back into the fold.

It is generally maintained that what is palpably a circular letter does not get any great measure of attention from those who receive it, but the fact remains that if the letter is properly worded it will receive attention in a surprising number of cases, particularly if information is sought and the recipient does not feel that he is placed under any obligation to spend money. The letter to the delinquent customer, therefore, that asks for information that is calculated to help the dealer improve his service has an appeal to the machine owner that brings satisfactory results.

As an example of such a letter we reproduce herewith a form used by the Will A. Watkin Co., Dallas, Tex. This letter is signed personally by the manager, and is general in character without any attempt being made to hide the fact that it is a circular letter, and it has produced results that have warranted its continued use. Retailers who are seeking ways and means for getting old record customers back into line might well study the letter with a view to developing one for themselves that will meet a corresponding situation:

Dear Customer: Looking over our records the other day, I noticed that you haven't been so good a customer

of ours as you used to be. That interested me at once, because I have a notion that whenever I lose a customer I also lose a friend. I puzzled a good deal over the things that might have happened to cause you to take your trade away, but I couldn't figure it out.

Finally I decided to drop you a line and ask you to tell me frankly just what the trouble was. Have we done anything that seemed to you discourteous or unfair? If so, I want a chance to do the right thing without delay. I may be able to afford to lose customers when the fault is in no wise ours, but I can't afford to lose even a single customer when it is.

In spite of all that any one can do, accidents will happen—oversights and slips occur. I think many of the difficulties of life arise from the fact that people don't try to clear up misunderstandings—just let them pass as if they were trifles. From my point of view, the loss of a customer isn't a trifle. If there's anything I can do to bring you back as a regular customer, I don't want to lose a minute about doing it.

Won't you write me personally (use the back of this sheet) and tell me just how you feel about dealing with us? With kind regards and the hope of hearing from you promptly, I remain, Sincerely yours,

Manager, Phonograph Record Dept., Will A. Watkin Co.

H. S. BROWN OPENS NEW STORE

GARDNER, MASS., July 2.—H. S. Brown, prominent New England music merchant, who operates a large music store in Lynn and another in Fitchburg, Mass., has opened a new talking machine establishment in the Rome Building, this city. The local store has been fitted with the most modern equipment obtainable and presents an attractive appearance.

The Lang Bros. Brunswick Shop, formerly located at 114 East Wayne street, South Bend, Ind., has moved to 439 South Michigan street.



A Mark of Service

Each month we prepare several hundred sets of attractively painted show cards featuring the new Victor Records, as pictured here.

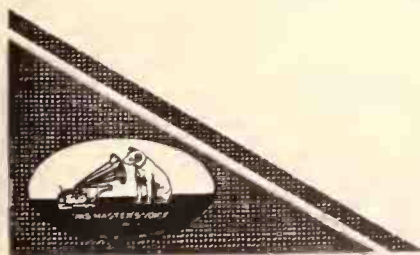
This service is considered a most important item in the M. I. S. extensive and thorough plan of sales co-operation with the dealer, as experience has shown that the strikingly designed and colorful cards, in their very refined gold frames, have a real selling ability, in direct proportion to the manner in which they are exhibited.

We are not actively interested in the sale of show cards, beyond their value as a medium for promoting Victor business. Our reason for extending the service, on a cost-share basis to Victor dealers, outside of our immediate representation, is to secure a larger subscription list which will permit still greater investments in art work.

Write for descriptive circular.

Musical Instrument Sales Co.

Victor Wholesalers
673 Eighth Avenue
TELEPHONE 9400 LONGACRE
New York



The NEW

P H O N O



*An Idea—
An Ideal and
Three Million Dollars*

The only phonograph that dares the test

EDISON

G R A P H

THE success of the New Edison was made possible through the soundness and practicability of the idea that suggested its development, the unusual ideals upon which it was built, and the unlimited facilities for the laboratory research which was completed only after years of scientific study and at an expenditure of \$3,000,000.

That the New Edison has lived up to expectations in the Re-Creation of music is now past history. Its numerous tests of direct comparison with the living artists before audiences in various parts of the United States and Canada proved beyond all possibility of contradiction that the devices perfected by Mr. Edison have leaped the gap between ordinary reproduction and actual Re-Creation.

It is indeed gratifying to witness the hearty acknowledgment accorded this greatest of all Edison triumphs by an appreciative public and the steadily increasing corps of Edison dealers.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

of direct comparison with living artists



You simply can't keep that fellow Cohen away from telephones. This month he both talks telephones and uses them in "Cohen On Telephone Etiquette" and "Cohen 'Phones The Plumber," Record A-3904.

Here you have the original and only authentic Cohen, Joe Hayman, in two numbers that loose buttons and burst stays as of old.

COLUMBIA GRAPHOPHONE CO.
New York

THE PACIFIC COAST AS A POTENTIAL FIELD FOR SALES

Interesting Talk With R. L. Rayner, Vice-president, Munson-Rayner Corp., Los Angeles, on New York Visit—Cheney Talking Machine and Vocalion Record Distributor Makes Important Deals

R. L. Rayner, vice-president of the Munson-Rayner Corp., Los Angeles, distributor for Cheney talking machines and Vocalion Red records, as well as for other lines of talking machine merchandise and accessories, was a recent visitor to New York. Mr. Rayner when seen by *The World* was enthusiastic over business conditions and prospects on the Pacific Coast, where, as he expressed it, there is a large buying public with a plentiful supply of money at its command. "Not only are the industries prosperous on the Coast," declared Mr. Rayner, "but those who come to us from the East, in the great majority of cases, come well supplied with money which they have accumulated in trade and which they use to make life pleasant in our country."

While in New York Mr. Rayner closed a deal whereby his company will act as distributor for Vocalion records in Oregon and Washington, in addition to the California territory now covered, and in order to take proper care of the growing business a branch office of the company has been opened in San Francisco and another office will be opened in Portland about September 1.

The Munson-Rayner Corp. is a firm believer in advertising and has started on an extensive billboard campaign along the leading motor

highways in California and adjoining States. Already 100 de luxe billboards, all of them painted and half of them equipped with electric lights, have been placed. Later in the year it is planned to have several thousand such boards along the Pacific Coast highways. The billboard advertising at the present time is devoted entirely to the Cheney talking machine, and possibly some of the boards will be devoted to the exploitation of the company's other lines as the campaign progresses.

An idea of the volume of business transacted by the Munson-Rayner Corp. may be gleaned from the fact that during the last nine months it has had a turnover of over \$500,000, thanks to a well-organized executive policy and a sales staff of hustlers, nine of whom are on the road constantly in touch with dealers and covering veritably all of the leading merchandising points in California.

The secret of the success of the Munson-Rayner Corp. is due to the fact that the organization keeps in close touch with the dealers. It stimulates them to new activities, and the results are satisfactory not only to the Munson-Rayner Corp., but to the dealers themselves. In brief, this corporation is teaching the dealers how to merchandise goods.

California is one of the greatest States per

capita in the purchase of musical instruments, and the buying market has been enhanced considerably, thanks to the splendid work of the Munson-Rayner Corp.

Mr. Rayner announced that both the Cheney talking machines and Vocalion records were enjoying increased demand all along the Coast, and that the principal question at the present time was that of getting sufficient stock from the East to take care of orders promptly.

While in New York Mr. Rayner arranged to take on in his company's territory Brilliantone steel needles and the new Cesco record repeater.

BRUNSWICK STAFF HOLDS MEETING

Eastern Phonograph Division Has Interesting Business Session—H. A. Beach Outlines Plans for Extensive Summer Campaign

The Eastern sales staff of the phonograph division of the Brunswick-Balke-Collender Co. held an interesting meeting recently at which plans were made for a vigorous Summer campaign. The morning hours were spent at the company's recording laboratory, where new Brunswick recordings were played, and after a luncheon at Keene's Chop House the meeting reassembled at an uptown club.

At this point Harry A. Beach, Eastern sales manager of the Brunswick phonograph division, outlined to the staff his plans for a Summer campaign, and commented on the fact that dealer applications had been received that very morning from every sales division in the Eastern territory, which in itself indicated the rapid strides being made by the Brunswick product in the East. Mr. Beach reviewed in detail the various happenings at the Brunswick meetings held in Chicago during convention week, and gave statistics of the Eastern Brunswick business, which in some divisions showed better than a 100 per cent increase over last year, with a general increase for the entire division. Dinner was served at the club and the evening was spent in discussion and exchange of ideas.

MOVIE ADS ATTRACT ATTENTION

Aggressive Merchant Secures Exclusive Rights to Advertise in Local Theatre

Advertising on moving picture screens has been conceded to be as effective as any other medium of publicity in bringing the merits of the talking machine before a large number of people. Henry W. Berry, Victor dealer, 505 Massachusetts avenue, Cambridge, Mass., has secured the exclusive rights to advertise talking machines in one of the leading local moving picture houses. Twenty-three slides, all relating to Victor products handled by this progressive house, have been prepared, and these are regularly flashed on the screen. When it is considered that practically every patron who attends the show eagerly reads everything flashed on the screen, the value of publicity of this character may be realized.

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.

SOME SALES STIMULATORS

Dealers in communities close to the farming districts are often at a loss as to the best way to reach the farmers. There are a number of ways in which this may be done, among several recently described in *The World* being the compiling of a farmer prospect list through personal canvass and then sending out literature to them by mail. Heim's Music Store, operating stores in Danbury and Ridgefield, Conn., and in Brewster, N. Y., has found the local Farm Bureau publication a valuable means of making contact with rural dwellers. Regular advertising in this publication designed along lines likely to appeal strongly to the farmers has brought excellent returns.

Keeping the prospect list up-to-date means saving money. Where the list remains for a year or more without undergoing a weeding out process the merchant is constantly sending out literature to people who are not and never will be interested. In several years the time, trouble and expense involved in sending out this material reach considerable proportions. The prospect list should undergo the weeding out process at least twice each year, and, of course, where people have moved out of town, died, or for any other reason are unlikely as prospects, the names should be dropped from the list. There are enough people who may develop into customers so that the dealer cannot afford to waste time and money on long chances. The Temple of Music, Scranton, Pa., sends out at regular intervals to people who are in the seemingly "impossible" class a postal card enclosed in an envelope. The card is worded in such a way that if the customer re-mails it to the store he or she signifies the desire to remain on the mailing list. Over 60 per cent of these cards sent out to the patrons and prospects of the store some time ago were returned. The others were dropped from the list as worthless, as far as sales were concerned.

Here is a stunt which dealers in the larger towns and cities can take advantage of if they are willing to co-operate. It was originated by several merchants in a Middle Western city, who got together and printed a little monthly booklet entitled "Favorite Records Review." These booklets were inserted in local theatre programs. In cases where two or three dealers combine in producing something of this character the expense is reduced to a minimum for each one and a more elaborate little booklet can be prepared than would be possible if only one dealer financed the whole thing. No better place could possibly be found for the distribution of these little monthly publications than in theatre programs. Both from the standpoint of economy and because of the fact that the booklets are most likely to be digested this method of circularization is the best.

A certain dealer who was determined to build up a clientele of wealthy patrons stationed a man on the thoroughfare on which his store is located to take down the numbers of all automobiles which stopped in his block. In a week he had quite a long list of numbers which he checked against the automobile registry, thus securing the names and addresses of the owners. To these he mailed sales letters designed to appeal particularly to this class of people. A fine grade of bonded paper and envelopes were secured for this direct-by-mail work. The results were very satisfactory. The merchant whose store is located on a high class business thoroughfare may find this a profitable means of securing some live prospects.

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., July 10.—In the summary of exports of the commerce of the United States for the month of April, 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 4,710, valued at \$175,916, were exported in April, 1923, as compared with 4,406 talking machines, valued at \$154,891, sent abroad in the same period of 1922. The ten months' total showed that we exported 49,381 talking machines, valued at \$1,912,518, as against 29,951 talking machines, valued at \$1,250,545, in 1922.

The total exports of records and supplies for April, 1923, were valued at \$121,634, as compared with \$101,912 in April, 1922. The ten months ending April, 1923, show records and

accessories exported valued at \$958,553, as compared with \$1,274,881 in 1922.

The countries to which exports were made in April and the values thereof are as follows: France, \$2,293; United Kingdom, \$6,814; other Europe, \$6,067; Canada, \$39,703; Central America, \$4,256; Mexico, \$13,676; Cuba, \$13,442; Argentina, \$4,821; other South American countries, \$9,112; China, \$736; Japan, \$20,214; Philippine Islands, \$3,192; Australia, \$10,761; Peru, \$3,123; Chile, \$14,394; other countries, \$23,312.

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."

Some salesmen achieve the best results when they receive encouragement and others do their best work when they are forced.

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES -- ON RECORDS

REG. U.S. PAT. OFF.



\$1
Complete Book

25c
Individual Records

Ready NOW---the loose leaf juvenile record album!

It gives just twice the ordinary juvenile record value!

SIX DIFFERENT SELECTIONS on three **SEVEN-INCH DOUBLE-FACED** records with beautifully colored picture and verse cards in a handsome loose leaf book—retail price \$1.00.

INDIVIDUAL RECORDS are 25c each—two selections on a seven-inch double-faced record with picture and verse cards packed in a novel loose leaf pocket to fit the book.

Liberal discounts to jobbers and dealers. Write NOW!

REGAL RECORD CO.

20 West 20th Street

New York

Widdicomb

PHONOGRAPH
The Aristocrat of Phonographs

Do you get the best class of trade?

Do discriminating phonograph buyers award you their esteem and patronage?

PEOPLE of taste and refinement admit unhesitatingly the two-fold appeal of the Widdicomb—its unusual tonal beauty and faithfulness of reproduction, and its exquisite cabinet work in popular period styles.

Merchants handling the Widdicomb find that they are building a steadily increasing patronage and prestige among the most discriminating buyers. Are you getting *your* share of this class of trade?

Investigate the Widdicomb franchise, learn how you, too, can command the business and the esteem which accrue to the Widdicomb dealer. Write today for complete catalog and full particulars.

THE WIDDICOMB FURNITURE COMPANY

Grand Rapids, Michigan

Fine Furniture Designers Since 1865

NEW YORK: 105 W. 40th Street CHICAGO: 327 S. La Salle Street



Sheraton Model 5—finished in Red or Antique Mahogany and Oak. Equipped with partitions for records, automatic stop and patented tone control.



Chippendale Model 4—finished in Red or Antique Mahogany and Walnut. Equipped with albums for records, automatic stop and patented tone control.

Widdicomb Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood-fashioning. They are the handiwork of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture. Widdicomb Phonographs play all records. Prices of the various models range from \$90 to \$260.

How Others Make Canvassing Successful

Some Tested Plans Outlined by Martin L. Pierce, of the Hoover Suction Sweeper Co., at Pittsburgh Meeting of Victor Dealers

It is recognized that one of the secrets of success in the development of a retail business in the talking machine field as well as in others is to go after the sales where they are and not wait for them to come to the store. This means the organized efforts of a competent canvassing and outside sales force, not always an easy thing for the man who has not had actual experience in this work. We believe, therefore, that the following paper on "How Dealers Are Making a Success of House-to-House Selling," which was read by Martin L. Pierce, of the Hoover Suction Sweeper Co., at a recent meeting of Victor dealers held in Pittsburgh under the auspices of the Standard Talking Machine Co., and which appears somewhat abbreviated, should prove of general interest to the trade. Certainly there should be something found in the experiences of the various concerns referred to that could with profit be adopted by talking machine dealers.—EDITOR.

House-to-house selling is not a new method of merchandising. It is one that has been used by the old-fashioned pack peddler for many years. It is, however, a comparatively new method of distribution for the legitimate retail dealer. The method has proved especially effective during periods of unusual sales resistance. This method of selling is just as scientific and requires just as careful preparation as any other method being used. The fact that so many concerns have failed to make good on the method is nothing against it. To-day many industries are dependent absolutely upon this method of selling in order to keep them going. House-to-house selling is just as dignified and requires just as high a type of salesmanship as any other kind of merchandising.

George D. Gaw, of Chicago, has built up one of the largest envelope businesses in the country by going out after the business. He says, "I turned every doorknob that might lead to a

sale." The method he used was to go into a district and canvass it absolutely clean.

During the dull period of 1921 the Stratton-Bliss Co., New York distributor of Dodge automobiles, needed business mighty bad. It sent out door-to-door canvassers and co-operated with them by sending out direct-mail advertising. The canvass actually sold more cars than enough to pay for the work done besides giving them a valuable prospect list. They secured over 100,000 prospects during the drive. When the prospect had been located they simply arranged a satisfactory and convenient time for a demonstration.

The following methods of house-to-house canvassing have been used successfully by the electrical industry:

The Commonwealth Edison Co., of Chicago, has electric trucks into which it loads all kinds of appliances, also from ten to fifteen salesmen. These trucks go out into various parts of Chicago and are located on some convenient corner. A stock man remains with the trucks and the salesmen begin house-to-house canvassing, radiating from the truck as a center. The city is divided into districts with definite boundaries. In making the canvass they go to the back door where the lady of the house is found who does her own work and who particularly appreciates labor-saving devices of all kinds. This company maintains eight trucks with a force of 120 such salesmen. They are given an initial knowledge of the appliances they are to sell. Their educational work comes from the Central Station Institute. The men are not turned over to the captains until after they have passed

successfully this preliminary preparation. By this method the appliances that are sold are delivered on the spot.

E. N. Hurley, president of the Hurley Machine Co., of Chicago, manufacturer of the Hurley washing machine, places canvassing first in his merchandising scheme. All its advertising either is to apply as a suitable background for the canvasser or to introduce him to the homes of prospective buyers. The Hurley Co. in Chicago maintains a chain of forty retail stores. Fully 95 per cent of its sales are made either by the canvasser direct or by people coming into the store as a result of the canvassers' solicitations.

The manager of the Eureka Vacuum Cleaner Co. recently stated that the outstanding essentials for success in selling vacuum cleaners were, first, a competent house-to-house selling force; second, local newspaper advertising; third, telephone campaign, and, fourth, complete canvass of prospects. He stated, "My observation leads me to believe that retail salesmanship by soliciting orders by personal calls at the homes comes first. The salesman must use his head, but he can't use that unless he uses his feet generously."

The Trobaugh Hardware Co., of Morristown, Tenn., has, for some years, been booking orders from the farmers by personal solicitation. Its argument is that when you take the farmer's order in his home you have eliminated competition.

The Toledo Railway & Light Co. has divided the city into twenty-eight districts. Each of these districts is assigned a salesman. This
(Continued on page 34)

A Combination That Can't Be Beat!

The New GRANBY
Queen Anne Console Model No. 215
List Price \$100



Granby Uprights, \$100, up
Granby Consoles, \$100, up

The strong appeal of Granby Phonographs to the buying public is to be found in:

- 1.—Their superb elegance and careful workmanship and construction.
- 2.—Their wonderful tone and performance.
- 3.—Their reasonably low price.

These are the three most important considerations by which the public judges a phonograph and they are met in a greater degree in

Granby

PHONOGRAPHS

than in any other machine.

In addition to the ease with which the Granby line sells, there is another advantage that makes a Granby franchise worth while, and that is the unusually liberal discounts we allow the dealer.

If you would like to have full particulars of our proposition to dealers, phone or write.

The GRANBY "Baby Grand"
Short Adam Console Model No. 225
List Price \$135



Granby Manufacturing Corporation

Offices and Factory: Newport News, Va.

New York Branch: 37 West 20th St., New York Telephone Watkins 4508



"As Mellow as Southern Moonlight"

prosperity

All sales records are broken. Bagshaw Needles are selling far beyond our greatest expectations. On every product quality always wins the public and Bagshaw quality has brought us the largest needle business in the industry.

BAGSHAW NEEDLES

For two reasons we advise dealers not to wait until their supply of Brilliantone, Petmecky and Combination Tone Brands runs low. First, because we are running ahead of capacity and need a little more time to fill orders; and second, the rising cost of raw products may bring a sudden increase in price. Get in on the low market now and have no future regrets.

W. H. BAGSHAW CO.

370 SEVENTH AVENUE

AT 31st STREET

NEW YORK

SUITE 1214

Factory, Lowell, Mass.

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

Western Distributor:

The Cole & Dumas Music Co.
50-56 West Lake St.
Chicago

Pacific Coast Distributor:

Walter S. Gray Co.
942 Market St.
San Francisco, Cal.

This Idea went over big!

BRILLIANTONE
REGISTERED TRADE MARK
RECORD CLEANER and
NEEDLE CONTAINER
500
NEEDLES



Packed in this attractive
 Counter display Carton.



The record cleaner side is here illustrated. It's a feature that takes instantly. Everybody that sees this display carton on the counter stops, looks and buys!

The container side illustrated above contains 500 Brilliantone needles to sell for 50c. It multiplies your needle business by 5. It creates a 50c sale where you made a 10c one before.

NO longer a novelty—no longer a fad, but an assured and permanent success. The increasing demand everywhere, the rapid fire repeat orders prove that the public wants this new 50c. idea in preference to 10c. envelopes. Orders are coming in so fast that this item is becoming the biggest feature of the biggest needle business in the industry.

Our Special Introductory Offer

of 10 cartons, each containing 20 packages to a carton, that costs you \$60 and sells at \$100 may soon be withdrawn.

Our Advice is Order Your Fall Requirements **NOW** at Present Prices

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

Pacific Coast Distributor:
 Walter S. Gray Co.
 942 Market St.
 San Francisco, Cal.

Western Distributor:
 The Cole & Dumas Music Co.
 50-56 West Lake St.
 Chicago

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

Foreign Export:
 Chapman, Ltd.
 8-10 Bridge St.
 New York City

Three Novelty Fox Trots -

BLUE HOOSIER BLUES

A Real Homesick Blues Fox-Trot

"You can't go wrong with any 'Feist' song"

RUNNIN' WILD

An Ebony Fox-Trot Tune

DUSTING THE KEYS

A Dusty Rag Fox-Trot

HOW OTHERS MAKE CANVASSING PAY
(Continued from page 31)

salesman is protected on all sales going into this territory. On the sales that he makes in the territory he gets approximately 10 per cent. On the sales that are made to people in the store, to whom he has demonstrated, he gets approximately 5 per cent, and people from his territory who are sold in the store to whom he has not demonstrated he gets 1 per cent or 2 per cent. As the salesman proves successful he is moved into territories from which a greater quantity of business can be secured. These salesmen are brought in each morning at 8.30 for a meeting, where prospects that were secured the previous day at the office are distributed to the salesmen. The salesmen are required to report on the number of calls they made the previous day and as to sales that they made both as to quantity and dollars and cents. This system has been operating successfully for several years.

The New Orleans Railway & Light Co. has a system similar to this, but its men are not given territories. It uses what it calls the "nine block system." A salesman is assigned a territory of nine blocks, three each way. It requires approximately three weeks to cover this territory. Any time during the three weeks he is not more than three squares away from a prospect,

or a person to whom he has made a sale. If, in the squares that he canvasses to-day, people are away, to-morrow he can go back to those homes and not be compelled to walk more than three or four squares to get all of them. This system saves car fare and automobile expense. The salesman can easily make from ten to twelve back calls, as well as the necessary demonstrations for the appliance which he happens to be selling, each day.

Experiences of a Talking Machine Man

For several years Leslie King, of the Morehouse-Martens' department store in Columbus, and now with the Brunswick Co., had charge of the sales of Victrolas and Hoover sweepers. He had the same type of organization selling both lines of merchandise. He assigned his men to streets. After using this method for three years he reported the following results: For every 100 houses canvassed the salesman would find ten live prospects. From every ten live prospects on the average the salesman would make four sales. Mr. King also made it a practice to follow up the reports of his salesmen with women selling records. They were to go to every home that had a talking machine with a basket of records, the thought back of this being to get the people headed towards Morehouse-Martens' to buy their records regardless of what kind of a machine they had.

The following are some of the outstanding characteristics of the successful house-to-house salesman.

Usually it is better that he have no experience selling your type of merchandise than to have had competitive experience. Regardless of how honestly the salesman may accept your merchandise, if he has at any time been connected with a competitor the likelihood is that in his subconscious mind he still has stored away his competitor's arguments against your merchandise or the competitor's arguments in favor of his own merchandise. He will nearly always be found to be a little "touchy" when his old methods of selling or the merchandise that he used to sell are referred to in sales conferences or by his fellow-salesmen. It is usually a good thing to get men who have nothing to unlearn before they can give you whole-hearted allegiance.

The salesman should have had some experience in selling to women. Men who have worked at some kind of retail selling usually make good in house-to-house selling.

The Kind of Salesmen Who Win Out

The prospective salesman should be a man of responsibility. When it is only necessary for a fellow to make \$15 or \$20 a week for spending money, who lives at home and eats off his father or mother, he will never develop into a successful house-to-house salesman. He should be married or at least have a mother or sister or somebody dependent upon him. This keeps him steadily in the traces and gives him an objective worth working for. A short time ago a young man who had been making \$100 a month was taken on the Hoover sales force.

By high-pressure methods our district manager worked him up until he made \$350 in a month. He resigned and went back to his old job, stating that he would not work that hard for anybody. This is a typical experience where pressure is put behind such men.

This type of salesman should have a high school education or its equivalent. In many organizations college men have proved most successful. This is particularly true of the Wear-Ever Aluminum Co. The preliminary training should have outlined to the prospective salesman the mechanical features of the product, its use, its outstanding sales points, arguments for meeting objections and a clear-cut statement of the competition that the salesman is apt to meet.

Training on the job. The prospective salesman should spend some time in homes with an experienced salesman. This will show him just how his preliminary instruction is to be used. He will be able to see first-hand how demonstrations are made and the usual objections disposed of. He will also gain confidence readily as he himself commences to sell by being conscious that there is someone present who will back him up if he stubs his toe. This training on the job is very essential and is used almost universally by house-to-house merchandisers.

School instruction. After the salesman has proved that he can sell the commodity and is able to make a living at it, he becomes eligible to a higher type of instruction which most organizations are now giving at their home offices or to groups in the field.

The Value of Sales Meetings

Sales meetings. Every organization of house-to-house salesmen must have regular sales meetings if they are to be kept up to their full efficiency. Many organizations have daily meetings either in the morning before going to work or in the evening after the work is over. Many have weekly meetings. Some have a combination of the two, a morning meeting for reports, and one night a week for a full discussion of sales problems, planning and outlining sales programs and policies. The big objective of these meetings is to continually give the men more selling material and new points of approach so they will not at any time grow stale on the job.

Ward's Padded Khaki Moving Covers



for Pianos and all Models of Upright and Console Machines

Distributors
BRISTOL & BARBER, INC.

3 E. 14th St. New York City

SHERMAN, CLAY & CO.

741 Mission St. San Francisco, Calif.

THE C. E. WARD CO.

Manufacturers

NEW LONDON

OHIO

STYLUS BARS

(Any Style)

Stylus Bar and Mfg. Co.

Clague Rd.

Bay Village

OHIO

OKeh NEEDLES

“A Famous Name for a Perfect Needle”



Now Packed in ENVELOPES
and BOXES

Extra Loud—Loud
Medium — Soft
Half-Tone

OKeh Needles are known for their
Uniform Points
Uniform Lengths
Perfect Reproduction

Every dealer handling OKeh Needles
will be furnished with attractive display
material for store, counter and booth.

*Your distributor is equipped to give your orders
immediate attention*

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street

New York

CHECKING UP ON CLERKS' VALUE

Effective Plan for Keeping Track of Earning Value of Clerks Worked Out by a Merchant in the West—Non-producers Found Out

A music dealer on the Western Coast has worked out a plan that keeps him informed at all times on just which clerks and departments are paying their way and which are simply burdens to the store. He figures that a clerk's salary should represent no more than a fixed sales expense percentage of the total merchandise he sells. He figures from his records that he can allow 5 cents out of every dollar's worth of goods sold for the salary. Then, if he is paying a clerk \$25 a week and that clerk sells \$500 worth of goods in the course of a week he is just barely earning his wages. If he sells less he is an expense.

There are two simple records in his system. They are headed "Sales by Clerks" and "Sales by Departments." The "Clerk" slips have a date line at the top and vertical columns with the names of each of the clerks at the top. The first thing each morning the bookkeeper sorts the sales slips of the previous day, each sale of each clerk is listed under his name and at the bottom are the total sales of the day by each clerk. Below that are appended the total sales of each clerk for that part of the month which has elapsed and also his sales for the entire previous month. Thus the proprietor has at his finger tips complete information about the usefulness of each clerk. He pays every man a fair wage and everyone knows that he is rated on results alone.

When the time comes to adjust salaries this merchant consults his "Record of Sales by Clerks" and thus those with good records are rewarded, while the poor ones, after being given warning and a fair trial, are dropped. This system results in keeping every man on his toes and they all develop into real salesmen, instead of mere order takers. This does not mean that they adopt the attitude of trying to force goods on unwilling customers (for that cheap policy always defeats its own end in the long run), but that they study the good points of their merchandise, the right method of approach to a customer and other points that go to make a top-notch salesman.

O. W. RAY SAILS FOR EUROPE

General Manager of Vocalion Record Department on Extended Trip Abroad

O. W. Ray, general manager of the Vocalion Record Division of the Aeolian Co., sailed for Europe from New York recently on the S. S. "Mauretania." He was accompanied by Mrs. Ray and plans an extended trip through England, France and Italy, making stops at London, Paris, Rome and other cities. Mr. and Mrs. Ray are expected to return about August 10.

NEW McFARLAND STORE OPENS

SPRINGFIELD, O., July 5.—The formal opening of the H. H. McFarland Music Store in its new location, at 14 South Fontaine avenue, took place recently. A small orchestra furnished music on the mezzanine floor and the second floor was given over to a demonstration of piano selections played by Paderewski and De Pachmann on a Welte-Mignon reproducing piano. Miss Susan Thomas rendered vocal solos on the third floor throughout the evening. The McFarland store was located for many years at 28 South Limestone street and is widely known.

CHATTANOOGA CO. CHARTERED

CHATTANOOGA, TENN., July 3.—The Chattanooga Music Co., which has been organized about a year, filed corporation papers in the county clerk's office recently. The incorporators are Thomas O. Adams, V. C. Adams, Frank E. Costello, J. R. Costello and D. M. Coleman. The company will have a capital stock of \$15,000.

RAYMOND L. FRENCH IS RE-ELECTED

General Traffic Manager of Columbia Graphophone Co. Re-elected President New England Traffic League at Boston Meeting

Raymond L. French, general traffic manager of the Columbia Graphophone Co., Bridgeport, Conn., was unanimously re-elected president of the New England Traffic League at the recent annual meeting held in Boston—one of the most active and largely attended meetings ever held.

Mr. French has been active in the league for a number of years, having served on the executive committee prior to his selection as president. He has conducted the league in the past year most successfully during a period when transportation was most difficult and the problems many. He has represented the league before the Interstate Commerce Commission, the New England Governors' Committee and many of the various railroad

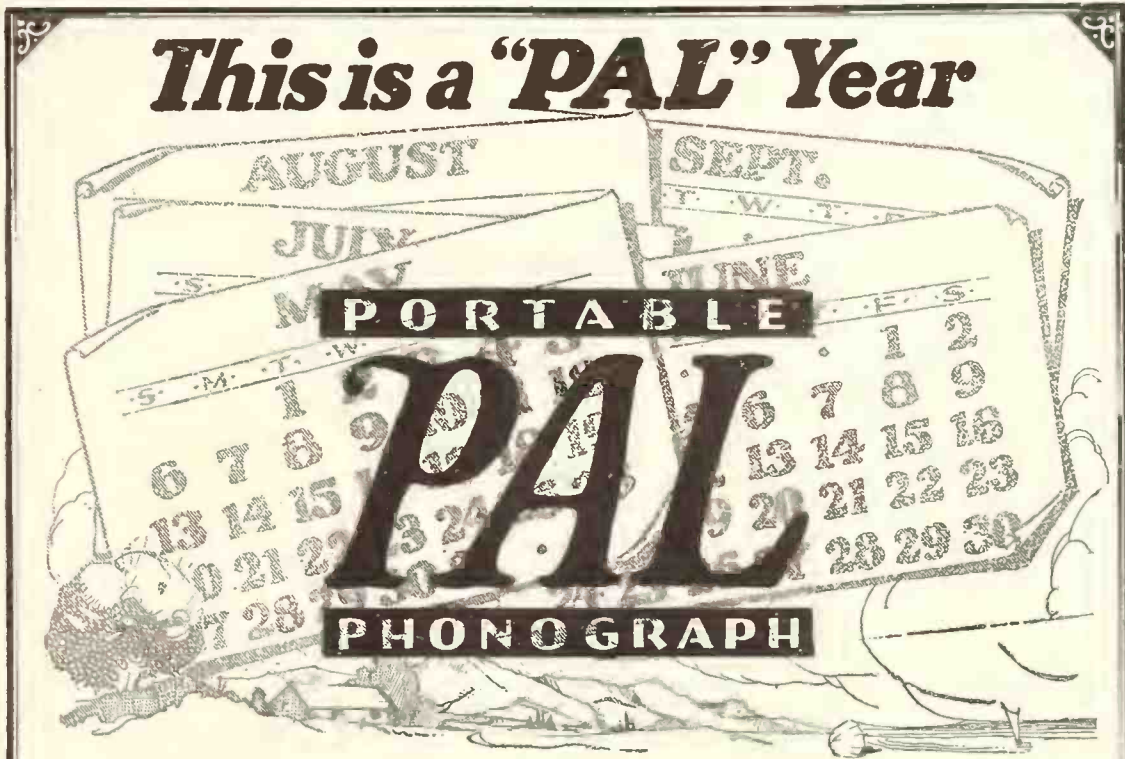
organizations and acquitted himself most favorably. At the close of the meeting the membership tendered Mr. French a vote of thanks for the service which he has rendered. They feel that he will be an important factor in advancing the views of the league during the ensuing year.

H. UFFNER SAILS FOR EUROPE

H. Uffner, vice-president of the Peerless Album Co., New York, and one of the veterans of the album industry, left the city July 10 on the steamer "Resolute" for a vacation trip abroad, accompanied by his wife and daughter.

SADLER'S MUSIC STORE MOVES

NAPERVILLE, ILL., July 3.—Sadler's Music Store, Inc., handling Brunswick phonographs and records, sheet music, etc., has secured new quarters at 9 West Jefferson avenue. The establishment is in charge of Miss Frances Tansey.



*July---August---September---
the outdoor months!*

PORTABLE time. Portable profits. But always you must emphasize price and quality.

With "PAL" you merely need show your customer the machine and tell him the price. Thus you emphasize both price and quality simultaneously.

Light. Compact. Beautiful to

"PAL"—in Mahogany, Walnut, or Fabrikoid

List \$35

Liberal Discounts Offered
F. O. B. New York

PLAZA MUSIC CO.

18 West 20th St., New York

*"Every time you sell a 'PAL'
you make a friend."*

look at. Good to listen to. Built to last. And sold at a price that is actual proof to the buyer that he is getting his money's worth.

Sell "PAL" and you'll make friends.



\$5,000,000

worth of Discontinued Models

COLUMBIA GRAFONOLAS

SOLD to the public in a three days' sale by the leading department stores throughout the country.

Unexpectedly we discovered that we still have a few thousand of these Grafonolas ready for shipment.

Wire or write for models and finishes still available.

PHONOGRAPH JOBBERS CORPORATION

RUDOLF KANAREK, President

56 Bleecker Street

New York City

Telephone Spring 7197

REACHING AND MAKING SALES TO SUMMER VACATIONISTS

Some Suggestions for Locating Prospects During the Summer and Boosting Sales of Machines and Records to Vacationists Set Forth by Frank V. Faulhaber for The World

Instead of letting business lag during the Summer months, the enterprising talking machine dealer will strive to interest such prospects as can easily be sold. There are many people going on their vacations who should be in the market for at least some portable machine, to say nothing of records. Reach these prospects! You can go after them from now until the approach of Fall, thus keeping your establishment not only busy, but emphasizing your aggressiveness.

There are, of course, divers ways of interesting the Summer vacation prospects. Almost any sort of sales-efforts with them in mind is better than none. Special newspaper advertisements can be devoted to bringing about this business and specific circulars and sales-letters will be timely, the work of some clever canvasser also being productive. The business is right there, even in your own neighborhood; so don't hesitate to broach your proposition.

Sometimes in your local newspapers appear announcements of residents leaving for vacations; these particular people should be very good prospects. And the work can be followed within your own store. Tactful questioning will bring to light information whether and when your customers are going on their vacations. If a patron tells about his or her coming vacation the salesman can explain the advantages of a portable machine with records right then and there. Some of your customers can give you tips regarding other people's vacations; secure the names and addresses, then write them a letter discussing your proposition. A personal visit to these prospects should bring worthwhile responses in many cases.

The talking machine dealer should not want for prospects. To the contrary, these specific

prospects can be obtained from various sources. Small, suitable prizes to children might be offered to get more of this particular information. At the same time, run displays that tie up with your object here, so people will be reminded in different ways and be more certain to give you their business.

You can also write those people residing in your neighborhood, likewise referring to the telephone book. Now let us cite a specimen letter here that will convey a good idea of the possibilities. The following can be used to good advantage by the talking machine dealer:

"Dear Mr. McFee:—We must tell you about our many portable talking machines which we are sure will interest you now. Many people, vacation-bound, are securing such an instrument from us, together with a liberal assortment of records. Last year one pleased customer, immediately following her vacation, came to us to acknowledge her gratification. She declared: 'I am sure we would not have enjoyed our extended holiday so much had we been without that small talking machine you brought before my attention. I thought I had taken many records with me—but once we got started in camp the younger people could not get enough. Next year I shall surely take more of them with me, for they contribute so much to one's enjoyment. We had many dancing parties in camp, all because of that machine, which we also played while on the water. I cannot thank you too much!' Let us tell you more about these machines, Mr. McFee. We will welcome you at our store or gladly send a representative. Send a letter or card, or use your 'phone; you will procure prompt information."

Go after this vacation business, now!

CLASSIFICATION SYSTEM A SUCCESS

Group Plan for Selling Records Introduced by the Peerless Album Co. Has Proved Successful in Considerably Enlarging Sales

Over a year ago Phil Ravis, president of the Peerless Album Co., New York, introduced the classification system for record albums. The



Phil Ravis

result has been that the classification system of selling records has not only met with general approval, but has been found to be a very successful method of selling records in group lots. The numerous classifications which can be

used to increase the volume of record sales, add considerably to record libraries and at the same time assure the consumer of the best service for his instrument are quite comprehensive and, indeed, the idea might still be termed as in its infancy. In fact, in seasons to come carrying out the idea of the group sale of records will be one of the most appropriate and profitable functions of the successful record salesman.

It might also be added that the classification idea, or group plan of record sales, came at the most opportune period in the history of the talking machine industry. Record sales were, undoubtedly, at their lowest ebb. Record enthusiasts, who during the inflation period had purchased records in quantity, had reached the stage where single record purchases were their maximum. The group sale plan, following closely on this period, was most timely.

The importance of group sales has now come in for general recognition. So much so that sales managers everywhere are advocating the idea. And new suggestions, of which the classification idea is the basis, are constantly being brought forward.

According to Mr. Ravis the Peerless Co.'s classification systems are sales stimulators everywhere. The fact that the trade is behind the idea demonstrates that the retailer is quick to accept practical merchandising plans.

PRAVDER MUSIC HOUSE CHARTERED

The Pravder Music House has just filed incorporation papers under New York State laws and will operate in Brooklyn. The officers of the company are P. and C. Pravder and O. Seifert. S. F. Swinburne, of New Rochelle, will act as attorney.

PEARSON OPENS BRANCH STORE

PORTLAND, IND., July 2.—The Pearson Piano Co., of Indianapolis, has opened a branch store in this city on Meridian street, with T. B. Reddington in charge



REGAL
50c
RECORDS




"It's surprising," writes a dealer, "how REGAL RECORDS sell now—despite July."



It is not surprising. Summer is a big season for the REGAL dealer for it brings innumerable prospects who want to save money on their summer records.



Naturally, all the old customers plus so many new buyers bring a real "height of the season" rush right thru July and August.



That is why the Regal Dealer's record sales are continually at their high normal—even in July!

REGAL RECORD CO.
20 W. 20th ST. NEW YORK

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 Hidden Eye Values of Sonora Instruments



Baby Grand
\$200

BELOW the surface your prospects find the story of Sonora superiority told at a glance. Here they see the many features which create distinctive tone quality; laminated, all wood amplifier, all wood and brass tone arms and scientifically correct reproducer. Likewise they see the well built, heavily plated, smooth running motors; three quarter inch cabinet walls; thorough interior finish and sound, lasting construction throughout.



Serenade
\$150

It is the sum total of *interior* eye value and universally recognized tonal superiority added to exterior beauty which makes Sonora such a profitable success for the aggressive dealer.

Why not become acquainted with Sonora selling possibilities? Wire or write today.

SONORA PHONOGRAPH CO., Inc.

279 BROADWAY

NEW YORK

Canadian Distributors

SONORA PHONOGRAPH, Ltd.

Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

The Highest Class Talking Machine in the World



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

State of New York

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

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

State of New Jersey.

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

State of Indiana.

Kiefer-Stewart Co.,
Indianapolis, Ind.

State of Nebraska and Western Iowa.

Lee Coit Andreesen Hardware Co.,
Omaha, Nebr.

The New England States.

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

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

The Magnavox Co.,
115 Jessie 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.,
1720 Wazee St., Denver, Colo.

Utah, Western Wyoming, Southern Idaho and Eastern Nevada

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

Illinois and Eastern Iowa.

Illinois Phonograph Corp.,
616 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.,
17 Hanover Place, Brooklyn, N. Y.

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

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

Greater City Phonograph Co., Inc.,
234 W. 39th St., New York

Putting Originality in Window Displays

A Strong Sales Appeal Can Be Made Through Window Displays if the Beaten Path Is Shunned and Something "Different" Is Tried

During the last year a number of talking machine dealers in various parts of the country have attracted a great deal of attention to their establishments, secured live prospects and gained considerable free publicity through staging unusual stunts of various descriptions. Invariably, where dealers have succeeded in getting out of the beaten path in bringing their lines to the attention of the public, the returns have more than justified the time, money and trouble involved. Many of these sales promotion stunts have been described in the columns of *The World*, thus broadcasting successful plans which those merchants who are awake to real opportunities could take advantage of.

Originality Is Necessary

The same old thing done in the same old way, week after week, and month after month, takes the freshness out of any business, particularly window displays. Along this line the talking machine dealer has an unequalled opportunity of making his store known to everyone who passes his door. Simply displaying a few machines in the window in the usual stereotyped manner will not attract the attention of the public. Put something in the window which is different than the usual run of talking machine window displays and the story is different. The idea is to make people stop, look and then, when they have passed by, remember.

It is much more advantageous to spend a few dollars in making the window a thing of beauty than to curtail expense in this direction and have a display which is so similar to the average run of such exhibits that no one pays any attention to it. In fact, a regular appropriation should be allotted for window publicity purposes each year when the advertising appropriation is made out. This appropriation need not be large because, as the dealer accumulates window display materials, he will find that much of it can be used time and time again for different displays to good advantage.

Human Interest Appeals

Originality is the one vital thing needed in window displays, especially in the talking machine business. A little touch of human interest in the window is worth much to the dealer. In New York a concern manufacturing a new type of so prosaic a thing as a furnace has its showroom. When the furnace, without any attempt at placing it in the proper setting, was placed in the window the display was conspicuous for the number of people who passed by without more than a perfunctory glance. One day, however, the display was changed. The furnace was placed in its proper setting, a room in the home. An artist must have been at work

on that window. Instead of merely placing the furnace in a room the greatest nicety of detail was observed in making that room a living and breathing thing, even to lifelike figures of a gray-haired woman comfortably seated in a rocking chair knitting and a fatherly-looking old man reading a newspaper. Now, from morning until night, people stop in front of this display, not merely for a moment, but many of them remain for some time, studying the various details. Of course, the furnace is displayed in such a way that it cannot escape the attention of onlookers.

This incident is not related because in itself

GALLI-CURCI IN LAWRENCE CONCERT

Gardner's Temple of Music Enjoys Increased Sale of Famous Victor Artist's Records Following a Largely Attended Concert

LAWRENCE, MASS., July 2.—Gardner's Temple of Music, Shawsheen Manor, this city, has enjoyed



Fred Gardner—Mme. Galli-Curci an unprecedented demand for records by Amelita Galli-Curci, famous Victor artist, who recently

it can help the dealer, but simply to illustrate the point that, no matter how unromantic a product may be, there is always an opportunity of making a window display which is bound to arrest attention. And the talking machine is far from prosaic. The merchant who desires to do so has the opportunity of arranging displays which should bring a steady stream of people past his doors just for a look. This sounds like a fantasy of the mind, but it has been done. Here and there throughout the country there are dealers who have created a distinct name for themselves through the attractiveness of their window displays.

appeared before a large audience in the Empire Theatre, this city. While here Galli-Curci visited Gardner's, which is one of the finest and most progressive music concerns in the city. The illustration shows Mme. Galli-Curci and Fred Gardner, proprietor of the music house bearing his name, at Shawsheen Manor. Immediately before and following the concert the aggressive sales organization was kept busy supplying the demand for Galli-Curci records. Fortunately, every record made by this artist was carried and as a result no trouble was experienced in supplying the demand.

Gardner's Temple of Music carries a large stock of fine instruments. The talking machine lines include the Victor and Brunswick and in addition Ivers & Pond and Bjur Bros. pianos are handled by a competent sales force.

LOPEZ BECOMES A MINER

Famous Okeh Artist Descends Into Mines at Scranton—Orchestra's Enthusiastic Reception

SCRANTON, PA., July 5.—Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okeh artists, visited this city recently for the purpose of playing at a mammoth dance. Upon its arrival here the orchestra was met by a committee of city officials, a crowd of enthusiastic citizens, a brass band and the Anthracite Miners' Sextet. Mayor Durkan conducted the members of the orchestra on a tour of the city, including a call at the International Correspondence Schools and the Von Storch coal mines.

Upon arriving at the Von Storch mines the Lopez Orchestra was serenaded by the Miners' Sextet and, after this part of the entertainment was finished, Vincent Lopez and his men donned miners' costumes and descended into the mines. Okeh dealers in Scranton were well prepared for the appearance of the orchestra and newspaper advertising and posters were used to advantage.

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.



THE STYLE XIX STARR PHONOGRAPH

STYLE XIX
Oak, Walnut or Mahogany

Height, 33 inches; width 36 $\frac{1}{8}$ inches; depth, 21 $\frac{1}{8}$ inches; adjustable tone-arm for playing all disc records; high-grade, silent, Starr-made motor; twelve-inch turn-table; speed control; automatic motor stop; tone regulator; nickel-plated hardware; one package steel needles; filing system.

The Style XIX Starr is an instrument you'll be proud to have on your floor. Not only has it the features and refinements now expected of the modern phonograph, but it possesses beauty and dignity throughout and is replete with that quality of workmanship which has made all products of Starr origin famous for half a century.

Silver Grain Spruce, "the music wood of centuries," forms the path for the perfect tone reproduction through the "Singing Throat" of the Starr Phonographs. All tones are produced with exact fidelity to the original. That is why we say "The difference is in the tone."

You'll marvel at the tone of Style XIX as well as its other features of obvious merit. Let us send you further information.



Silver-grain Spruce, "The Music Wood of Centuries," Makes the Difference in the Tone of the Starr Phonograph

The Starr Piano Company

Established 1872

Richmond, Indiana

NEW YORK

CHICAGO
CLEVELAND

LOS ANGELES
INDIANAPOLIS

BIRMINGHAM
BOSTON

DETROIT
LONDON, CANADA

CINCINNATI



Someone must have slipped Eddie Cantor a nut sundae just before he sang "I Love Me." Of a certainty, you never heard nonsense song rendered with more infectious hilarity than Eddie works into this hymn to him.

As an encore, he puts another swift one right over the plate with "Ritzi Mitzi," a snappy, peppy ditty of flappers and such. Record A-3906.

COLUMBIA GRAPHOPHONE CO.
New York

HOW LIVE DEALER DREW CROWDS WITH ARTISTS' TIE-UP

Fine Example of How Dealers Can Capitalize on Appearance of Popular Record Artists—Crowds Hear Vincent Lopez and His Hotel Pennsylvania Orchestra, Okeh Artists, in Schuler Music Store

BUFFALO, N. Y., July 6.—The Schuler Music Store, of this city, Okeh dealer, was quick to take advantage of the recent appearance in this city of Vincent Lopez and His Hotel Pennsylv-

but the Schuler Music Store went a step further and arranged for a concert in its establishment. A capacity audience attended the concert and, in fact, hundreds of dance enthusiasts were

MEYER MUSIC CO. MAKES DEBUT

KALAMAZOO, MICH., July 2.—The Meyer Music Co., 316 West Main street, has opened for business in its up-to-date quarters in the Henderson-Ames building. A complete line of musical instruments, including Victrolas, pianos, sheet music, records and small goods will be handled. Harris Meyer, the proprietor, is still a young



Enthusiastic Crowds in Front of and Inside Schuler Music Store, Buffalo, N. Y., to Hear Vincent Lopez, Okeh Artist

vania Orchestra, exclusive Okeh artists. This enterprising dealer realized the fact that an exceptional opportunity was being presented for effective and timely dealer tie-up, with the result that Lopez Okeh records enjoyed a phenomenal sale at the Schuler store.

When Lopez and His Orchestra arrived in Buffalo to attend the opening of the new Hotel Statler detailed plans were made for launching an intensive publicity campaign. J. A. Sieber, advertising manager of the General Phonograph Corp., New York, manufacturer of Okeh records, and J. F. Gillespie, business manager for Vincent Lopez, spent several days in Buffalo prior to the arrival of the orchestra and in their publicity campaign received the hearty co-operation of the Iroquois Sales Corp., Okeh jobber in this city.

Practically every Okeh dealer in Buffalo devoted his windows to featuring Lopez records,

unable to gain admission. Lopez played a number of selections which he has made famous on Okeh records and received an ovation.

There is no doubt but that the Schuler Music Store, in addition to stimulating the sale of Okeh records, added materially to the prestige of the Okeh line in this territory through its initiative and aggressiveness. This dealer set an example for other Okeh retailers to follow wherever Lopez and His Orchestra appear and Mr. Schuler has been congratulated upon the aggressiveness that characterized his tie-up with the Lopez appearance at the Hotel Statler.

TENNESSEE JEWELERS TO MEET

The annual meeting of the Tennessee Retail Jewelers will be held in Memphis, Tenn., some time this Summer. Many of these jewelers handle talking machines.

man, but is thoroughly acquainted with the music business. In addition to being a competent organist, he has had many years' experience with his father's business.

QUALITY IS NOT AN ACCIDENT

The superior quality of our COTTON FLOCKS for record manufacture is the result of continual study of the manufacturer's requirements—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.

VICTOR DISTRIBUTORS

PERRY B. WHITSIT CO.

'Record Business

THE Whitsit organization is paying close attention to the dealers' activities in connection with the development of Victor record business. Our facilities and experience are at your disposal—why not take advantage of it?

COLUMBUS - OHIO

EARLE POLING CONGRATULATED

Popular Victor Retailer Wins Good Wishes From His Many Friends in Trade—Now Sole Owner of Windsor-Poling Co.—Has Interesting Plans Under Way for Coming Season

AKRON, O., July 6.—The recent announcement in The World to the effect that Earle Poling had become sole owner of the Windsor-Poling Co.,



Earle Poling

of this city, Victor dealer, has brought Mr. Poling letters of congratulations from his friends throughout the country. All of these letters have commented upon the fact that Mr. Poling has won a well-deserved success; a success based on initiative, progressiveness and hard work.

According to Mr. Poling's plans Akron music lovers will be given an opportunity to hear many Victor artists in this city during the coming year. This plan of bringing Victor artists to Akron was inaugurated by Mr. Poling several years ago, and during his first year in business he brought thirteen famous artists to this city, including John McCormack, Schumann-Heink, Sousa, Harry Lauder and others. He engaged the armory, the largest building for concert purposes in this city, and every artist played to capacity audiences.

Because of his activities in the concert field Mr. Poling's Red Seal business has practically equaled the sale of other records in the catalog, an achievement that has been attained by very few dealers in this country. Courtesy and service are two of the main factors contributing to Mr. Poling's success and, as sole owner of the Windsor-Poling Co., he will be in a position to carry out his plans and policies with maximum efficiency and thoroughness.

PAUL L. BAERWALD SAILS FOR EUROPE

Paul L. Baerwald, Eastern sales manager of the General Phonograph Corp., New York, sailed on Wednesday, June 27, on the steamer "York" for a six weeks' stay abroad. Mr. Baerwald plans to make this trip a combination pleasure and business journey, although he is taking the voyage primarily to visit his mother in Germany. Mr. Baerwald has a host of friends abroad who will, undoubtedly, give him a royal reception during his stay in Europe.

McMILLAN MUSIC CO. TO OPEN

MIAMI, OKLA., June 30.—The McMillan Music Co. will open its new store in the City Book Building in a few days and will handle a stock of musical instruments. Fred Frevert will act as manager.

TALKING MACHINE MEN'S OUTING

Preliminary Plans Completed for Annual Outing of Talking Machine Men, Inc., to Be Held at Karatsonyi's on Tuesday, August 14

Preliminary plans have been completed for the annual outing of the Talking Machine Men, Inc., which will be held on Tuesday, August 14, at Karatsonyi's, the popular outing resort at Glen Head, L. I. This year the talking machine men and their guests will travel to the picnic grounds by boat, the committee having chartered the steamer "Seagate" for that purpose. The party will leave Pier A, North River, at the Battery at 9 a. m. sharp and will land at Karatsonyi's shortly before noon and in time for a first-class luncheon.

The committee in charge of the outing, including Sol Lazarus, chairman, together with Messrs. Goldfinger, Kurtz, Berlow, Brown, Goldsmith, Abelowitz, Conn, Galuchie and Davin, motored to Glen Head recently in order to look over the situation and see to it that the best of everything was ordered for those who will attend the outing.

The tide table showed that the water will be high in the afternoon of August 14, which will make it ideal for a long list of water sports, including swimming races and diving contests. There will also be the usual baseball game and various sports on the commodious grounds adjoining the hotel, after which there will be dancing until such time as the boat starts back for New York. Naturally, an elaborate shore dinner with all trimmings will be one of the features.

Single members of the party are urged to bring their best girls, for the committee promises a moonlight sail on the return trip and, even should the moon fail to show, the outing committee insinuates a dark deck with the right kind of girl is not so bad after all.



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

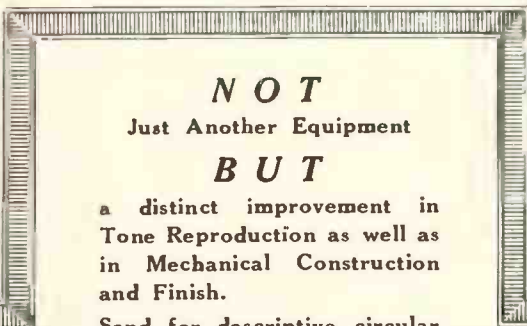


Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



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




A Move That Doubles Our Producing Capacity

Demand for "United" Phonograph Motors so far exceeded the capacity of our old plant on Lake Shore Drive that we were forced to look for new and larger quarters. We now have exactly the plant we needed.

We bought this fine modern factory with its 60,000 square feet of floor space and its eight acres of land—for future extension in order that we might better serve our customers.

The plant could not be more ideally arranged or equipped. Light streams in from all sides and thru the glass-clad saw-tooth roof. The whole factory is one solid floor of concrete on one level. A switch track at our loading platform brings in our raw materials and takes out our finished products. A truck platform performs the same service for local and express receipts and shipments.

Later, we will show interior photographs of the various departments—how the raw materials move, in an orderly manner, thru the various manufacturing, finishing, inspecting and testing and packing processes.

This move, and our increased working

capital, is one of the first accomplishments of the new management of this old-established concern.

All this means at least a *doubled* producing capacity — 1,500 motors a day.

It means greater promptness in filling orders and—if such a thing is possible—a better product.

"United" Phonograph Motors, with their protecting cast iron housings and automatic capillary lubrication, are in such world-wide demand among both manufacturers and dealers that we look forward to a not-distant time when even this great plant will have to be extended to keep pace with the demand.

You are invited to visit us in our new home. It is near the Burnside Station (95th Street) on the Illinois Central; while the Cottage Grove Avenue electric cars stop at the door.

Send for our new book—"The Heart of the Phonograph."

UNITED MANUFACTURING AND DISTRIBUTING COMPANY
9507 COTTAGE GROVE AVENUE, CHICAGO, ILLINOIS

Advertising for Foreign Trade at Home

The Great Percentage of the Population in the Larger Cities May Be Reached Through Publicity in Foreign Language Newspapers

Although talking machine record manufacturers have for many years featured strongly records in foreign tongues for the use of the domestic trade and have advertised those records consistently and persistently in foreign language newspapers, it still is evident that a large number of talking machine retailers are not yet inclined to take full advantage of the opportunity of tying up the manufacturer's campaign to their own advertising in such newspapers, and thereby reaching into what may be considered a comparatively new field.

The fact that in New York City, for instance, as well as in a number of other cities of the country, those of foreign birth or the children of foreign-born parents make up the bulk of the population is not to be ignored from the standpoint of business, for it develops a situation that makes it necessary for the merchant who seeks to reach the majority of citizens to take into consideration the problem of the foreign population and how it may be approached.

The Large Foreign-speaking Population

According to the census figures for 1920, New York City had a total population of 5,839,738, of which 4,294,629 were of foreign birth or the children of foreign-born parents. This means that close to three-quarters of the population of the city might be said to represent the foreign element, even though something over two million were actually born in this country, but of foreign parents.

It is only necessary to make a casual survey of New York to realize the extent of the foreign influence in many localities. The large Jewish population, or at least the bulk of it, is congregated in two or three centers, the lower East Side, sections of the upper West Side and in the Bronx and northern part of Brooklyn. The Italians also have well-defined colonies in the lower sections of the city, in Brooklyn and on the upper East Side. The Russians, Hungarians and Germans are also more or less clannish, and although they do not congregate as strongly in certain districts, they, nevertheless, stick close to many of the Old World customs and traditions.

No stronger evidence of the clannishness of these foreign peoples is to be found than in the fact that a number of newspapers published in foreign tongues have circulations that compare well with certain accepted American dailies. That these newspapers have such large circulations means that just so many people are not reached by the newspapers printed in English, and, therefore, cannot be appealed to by the advertising published in such papers. It happens, too, that a great proportion of these readers of foreign newspapers are thrifty, well fixed financially and willing to buy musical instruments to be installed in well-furnished homes.

Various talking machine dealers in the metropolitan district have for many years used various foreign language newspapers, but have generally confined their publicity to one or two dailies in that class. In short, if a store is located in a strong Jewish section Jewish newspapers would be used, if in an Italian, the Italian newspapers, etc., or, perhaps, the merchant being of a certain race would feel inclined to appeal to others from his native country through his own foreign language newspapers.

What the Aeolian Co. Has Done

It apparently has devolved on the Aeolian Co. to emphasize the manner in which the foreign-speaking population and those who read foreign newspapers can be reached in a general campaign. For some time past the Aeolian Co. has run display advertising featuring both

Vocalion records and pianos regularly in half a score foreign language newspapers, including the New Yorker Staats-Zeitung and the New Yorker Herald (German), the Forward and the Day (Jewish), the Il Progresso Italo-Americano, the Corriere D'America and the Bollettino Della Sera (Italian), the Amerikai Magyar Nepszava (Hungarian) and the Novoye Russkoye Slovo (Russian), and the results have thoroughly justified the campaign which has made its effects evident in the increased volume

the circulation of any single American daily. Three-quarters of a million represent over 12½ per cent of the total population of the city, including men, women and children, and is a factor to be reckoned with.

Can Be Done in Many Cities

The experience of the Aeolian Co. is cited in this case to show what can be done in the covering of the foreign field and what has been done in New York can be done in a number of other cities of the country, such as Phila-



Some Examples of Aeolian Co.'s Advertising in Foreign Language Newspapers in New York City

- 1. Russian—2. Jewish—3. Italian—4. Hungarian (Magyar)—5. German

of business experienced by the company's stores, particularly in the Brooklyn branches and in the Bronx. The copy used was not drafted with the particular view of meeting the foreign idea, but simply represented a translation of corresponding copy used simultaneously in the regular American dailies.

It is maintained in general advertising practices that the larger the circulation the more likely is the advertisement to bring results for the reason that the more people to whom a sales talk can be presented the larger number of sales that must result, figured out purely on the basis of percentage. The foreign language newspapers, at least the representative ones such as those used by the Aeolian Co., have a daily circulation in excess of three-quarters of a million copies, the aggregate being larger than

delphia, Detroit, Cleveland, Chicago, etc., where the foreign born, or children of foreign-born parents, make up a substantial percentage of the population.

The talking machine manufacturers long ago realized the possibility of cultivating this foreign trade at home, so to speak, with the result that not only is special newspaper advertising run in the leading foreign dailies, but special window hangers and posters were prepared in foreign tongues for the use of dealers in localities where there are many foreigners.

The success of the retail talking machine business lies in cultivating every field intensively and in searching for and developing new fields, and a direct appeal to the foreign-speaking population has brought excellent results in practically every case in which it was tried.



A view of Brunswick Exhibit of Phonographs at Drake Hotel, Chicago, during Music Dealers' Convention.

Brunswick Creates Quick Profits while building dealer prestige

The Leviathan and Brunswick

When the giant Leviathan of the U. S. Shipping Board Fleet sailed July 4th, on her first trip, she carried four Brunswick phonographs for the entertainment of her passengers. Two Brunswick phonographs were installed in the first-class section and one each in the second and third-class quarters.

In the kingdoms of Europe a dealer gains prestige by adding to his firm name the words: "Purveyor to His Majesty the King."

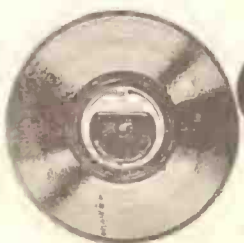
In these United States the dealer gains prestige by representing a house whose products have grown famous through high quality and constant advertising. Products that are in big demand.

The Brunswick line of Phonographs and Records is a prestige line. It stands pre-eminently among the greatest. To be a Brunswick dealer establishes a merchant, or enhances his standing. For Brunswick has built in a short term of years an enviable position in the music world.

But Brunswick is not only a prestige line. It is a high profit line. So the dealer who handles Brunswick gains prestige and profits. Brunswick phonographs pay generous returns. Brunswick records are so skillfully merchandised that with a limited catalog and a small inventory the dealer has a quick and frequent turnover. Profits are multiplied this way.

New England Distributors:
Kraft, Bates & Spencer, Inc.
80 Kingston Street, Boston, Mass.

THE BRUNSWICK-BALKE-
CHICAGO NEW YORK



Brunswick

PHONOGRAPHS AND RECORDS



Another view of the Brunswick Exhibit of Phonographs at the Drake Hotel, Chicago, during the Music Dealers' Convention.

What The Brunswick Franchise Means besides prestige and profit

The Brunswick line is not only the premier line of prestige and profit. It also insures to Brunswick dealers the preservation and protection of their rights and privileges.

When you handle Brunswick Phonographs and Records you deal with the manufacturer direct or with those distributors governed by the manufacturer's policy—not with middlemen whose conflicting interests may work to your disadvantage.

Brunswick Phonographs and Records are distributed through Brunswick branch houses. So dealers are assured at all times fair treatment, square dealings, equal privileges.

This is one of the many reasons why Brunswick dealer franchises are in ever-increasing demand.

Brunswick selects its dealers carefully.

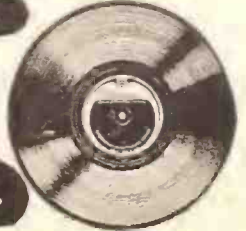
Therefore, the sign "Brunswick" on a dealer's store is a sign of musical prestige.

COLLENDER CO. *Manufacturers—Established 1845*
CINCINNATI TORONTO

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

Brunswick

PHONOGRAPHS AND RECORDS





A prominent young evangelist, John Ross Reed, sings two of his most successful hymns, "I Come To Thee" and "The Lost Sheep," in Record A-3899.

Reed is reputed to have appeared before more persons than any other singer in this country, and his magnificent baritone voice is heard with great effect in these two numbers.

COLUMBIA GRAPHOPHONE CO.
New York

S. KAMINSHINE BECOMES SECRETARY

Of Wall-Kane Needle Mfg. Co.—Capacity of Needle Display Stand Is Increased—President Cohen on an Extended Business Trip

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., has announced that S. Kaminshine has been appointed secretary of the company. In addition to his duties as an executive of the organization he will continue to have full charge of the sales. Mr. Kaminshine recently completed a successful trip through Middle West



S. Kaminshine

territory. He found business good and every one optimistic over the Fall outlook.

The Wall-Kane Needle Mfg. Co. recently questioned its customers relative to the advisability of increasing the capacity of the Wall-Kane needle display stand from sixty boxes to one hundred boxes of needles. In practically every instance the opinion was strongly favorable and, therefore, it is announced that in the near future new stands will be produced containing one hundred boxes each.

N. Cohen, president of the company, reports that the factory is very busy filling orders, with a fair apportionment of the demand between the Wall-Kane line of ten-time needle and the concert and jazz one-time. The trade has responded well to the announcement of price increase on the Wall-Kane line, effective September 1, and many jobbers have anticipated their

Fall requirements and are taking advantage of the present prices.

Mr. Cohen, accompanied by Mrs. Cohen, left on July 1 for an extended trip, which will combine both business and pleasure. All the principal cities throughout the United States will be visited, with a side trip to the Hawaiian Islands when San Francisco is reached. Mr. Cohen expects to be gone for nearly three months.

PLAN TO CELEBRATE ANNIVERSARY

F. C. Kent Co., Manufacturer of Talking Machine Equipment, to Celebrate Tenth Anniversary—Plant Working to Capacity

The F. C. Kent Co., 67 Grace street, Irvington, N. J., will shortly celebrate its tenth anniversary as manufacturer of talking machine attachments and equipment. Originally the Kent organization manufactured, exclusively, attachments for the Edison machine. The company still produces large quantities of such attachments and counts that portion of its product as its most important item. In recent years, however, this concern has manufactured tone arms and sound boxes of standard size and dimension and specially designed products on order. This department of the Kent Co. is now running at full capacity and in certain seasons the plant finds it necessary to run overtime.

F. C. Kent is the head of the company that bears his name. Prior to entering the talking machine industry he had many years' experience, particularly in the field pertaining to intricate mechanisms and fine jewelry. W. S. File, secretary of the company, devotes most of his time to the sales and advertising end of the business. He is a statistical expert of some note and has had more than a little experience in sales efficiency methods.

F. C. Kent, in speaking of the present trade trend, said: "While it is true our business in attachments is quite considerable we find the other departments of our business constantly in need of enlargement. This is especially true of our brass tone arm, which is manufactured and shaped under hydraulic pressure. A considerable amount of our present output is being shipped to manufacturers of the console type of machine. The growth of this type of product is quite large and, seemingly, it is the model that will be in demand for the next few years."

POSSIBILITIES OF FREE PUBLICITY

Contributing to Music Section of Local Newspaper Opens Way to Increased Prestige

One enterprising dealer in a fairly large city developed quite a reputation as an authority on artists and things musical by contributing regularly to the musical section of his local newspaper. He made it a point to write brief stories of interesting incidents in the lives of the leading record artists, and he also prepared quite a number of small contributions on various difficulties encountered in making records. The result has been that he and his business have become widely known in his city, and many people have come to him to purchase instruments and records, as well as to ask advice, who never would have done so otherwise. This is a splendid opportunity for gaining prestige and free publicity.

MAKE OKEH RECORDS IN CHICAGO

Ralph S. Peer, of the Okeh executive staff of the General Phonograph Corp., New York, returned recently from a trip to Chicago, where he met Fred W. Hager, director of the Okeh recording laboratory, and Charles Hibbard, technical chief of the Okeh library. While in Chicago the three Okeh executives co-operated with E. A. Fearn, president of the Consolidated Talking Machine Co., of this city, Okeh jobber, in making a number of special recordings for the Okeh library.

Victor Wholesalers



The House
of
Mellor
in
Pittsburgh
since
1831

Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE

1000-1002 Pine Street

St. Louis, Mo.

The New Pathé Products

The New Pathé Records

play on all phonographs with steel needles. The only nationally known trade-mark record on the market at a popular price. Catalog complete with the latest dance and vocal hits of the day. Also classical and operatic records by world famous artists, all double-faced at the same price.

The New Pathé Phonograph Line

Beautiful new designs in Upright and Console Models with the new Pathé oval horn. Also the new *Pathé Portable Model*, compact but complete including record file.

The Pathé Actuelle Phonograph

The Pathé Actuelle Phonograph is new, novel and different from any other phonograph in the world.

The Pathé Radio Loud Speaker

The radio world acclaim a new marvel. The Pathé Radio Loud Speaker marks a new epoch in radio reception; reproduces with any desired volume, speech that is natural and clear and, without distortion, music that is pleasing.

The Pathé Skyscraper Record Rack

enables dealers properly to display their records. Constructed of steel; beautifully oxidized and polished. Built in sections (like a sectional bookcase); you add new units as you need them. Comes knocked-down but is very easily assembled. More substantial and better in every respect than anything on the market—and cheaper.

THE NEW



On every continent on the face of the globe, in the remotest corners of the earth, the Pathé Red Rooster is known. It is the most famous trade-mark in the world today. For thirty long years, Pathé's world-wide organization has been manufacturing acoustical products.

That is why

- the new Pathé records that play on all phonographs with steel needles are the equal of any records in the world, irrespective of selling price.
- the new Pathé line of phonographs is handsome in design and supreme in tone.
- the Pathé Actuelle is different from any other phonograph in the world—a new principle in the art of sound reproduction.
- the Pathé Radio Loud Speaker is recognized by leading radio engineers and the public at large as the best Loud Speaker on the market.
- thousands of dealers from coast to coast are today handling the new Pathé products and hosts of new dealers are continually being added to the list.

This is the Meaning of Pathé the World Over

Fill out the coupon, sign and mail it to us to-day.

PATHE PHONOGRAPH & RADIO CORP.
 20 Grand Avenue, Brooklyn, N. Y.

Mail descriptive matter, prices and discounts on items checked.

Pathé Records That Play on All Phonographs with Steel Needles.

Pathé New Phonograph Designs.

Pathé Actuelle Phonographs

Pathé Radio Loud Speaker.

Pathé Skyscraper Record Rack.

Address.....

.....

.....

T.M.W.

Pathé the World Over



Take a dash of Grieg. Add a generous measure of brass, banjo and saxophone. Mix all with the masterly musicianship of Paul Specht and His Orchestra. Pour into a record.

Now you have "Morning Will Come" and "Don't Cry Swanee"—Record A-3910—one of the finest fox-trot releases ever offered the American public. Simply gorgeous.

COLUMBIA GRAPHOPHONE CO.
New York

POINTS TO QUALITY AS SALES AID

Herbert D. Berkley, Manager of Bloomingdale's Phonograph Department, Describes Results of Featuring Right Merchandise and Methods

An interesting article on "Quality in Merchandise and in Merchandising" by Herbert D. Berkley, manager of the talking machine department of Bloomingdale's, New York City, recently appeared in the "Sonora Bell," the live house organ of the Sonora Phonograph Co. The article, based on facts covering many years of experience, showing the trend in demand, presents some thoughts on the talking machine



Herbert D. Berkley

business which are worth the attention of the entire trade and, therefore, it is reproduced:

"Customers judge the firm through impressions made upon them by salesmen. True, we know that. But how many salesmen think of it when selling?

"One of our steadfast rules is to employ only specialists to sell phonographs, men who know the business thoroughly, so that we can be represented intelligently. We have found, as no doubt others also have, that the salesman whose knowledge consists of just enough to 'get by' resorts repeatedly to misstatements. Misstatements are harmful all around. Men of this cali-

ber are too expensive to experiment with. Don't do it!

"We have whipped a live-wire organization into being, given them the right kind of merchandise to sell, a broad and liberal policy to back them up and generous publicity, newspaper and otherwise. To us it has spelled results—satisfactory and profitable.

"But we have come to realize that our success depends, aside from the splendid organization, on quality merchandise for a foundation. 'Quality first' has been, is and always will be our slogan. To that, more than any one thing, we can attribute an ever-increasing volume of business; a self-advertised business!

"Merchandising phonographs in a department store is a little different from the retail phonograph shop. Yet the same basic principles apply. The difference is in turnover, upstairs location, periodical window displays and other elements which are of themselves handicaps to the very nature of the business. Yet department stores are a very important outlet as distributors of phonographs.

"The phonograph is being purchased by discriminating buyers. They are buying with as much an idea for style, design and interior decorative effect as for phonograph purposes. This accounts for the remarkable business being done in period console models, in which we have shared to no small degree.

"But tone and constructional care in cabinet work are being carefully scrutinized. Real honest-to-goodness merchandise is having first call. It is the call of quality!"

STATHOPOULO INCORPORATED

A new musical instrument concern called the House of Stathopoulos has just been incorporated in New York City with a capitalization of \$10,000. The following are the proprietors: M. A. Stathopoulos, A. G. Malamas and F. Lynch. Acting as attorneys are Kramer, Bourke & Galgano, 130 West Forty-second street.

TWO NEW MUSIC STORES OPEN

CONCORD, N. H., July 5.—Two new music stores have just been opened in Newport and Lebanon, according to announcement by the proprietor, William H. Avery, of Concord.

NEW QUARTERS IN CLEARFIELD, PA.

E. E. Smith Holds Formal Opening of Elaborate New Home in That City—Handles Complete Line of Victor and Brunswick Instruments—Many Attend Celebration

CLEARFIELD, PA., July 5.—E. E. Smith, who entered the piano and talking machine business in this city in 1914, recently found it necessary to procure more space to handle his growing business and, as a result, held the formal opening in an elaborate new business home in this city last month. A reception was held at the new warerooms in the evening, for which Benjie Krueger's Orchestra furnished the music, and later about 150 guests attended a dance at the Dimeling Hotel, where the same orchestra held forth during the entire evening and into the next morning.

It was estimated that over 5,000 people visited the store on the opening date and elaborate decorations were prepared for their benefit. Each visitor was presented with a flower as a souvenir of the event.

The new building erected by Mr. Smith comprises two stories and basement, fifty feet by fifty feet. All the floors are of hardwood and the interior color scheme is buff, ivory and mahogany. A special system of indirect lighting has been installed and ninety-four feet of show window space has been provided. In addition to E. E. Smith, proprietor of the business, the organization includes Miss Helen Cole, manager of the record department; Miss Bernice McDowell, furniture department; Miss Mada McDowell, office manager, and Flynn Smith, salesman.

Mr. Smith carries a complete line of Victor talking machines and Brunswick Phonographs and records, in addition to an extensive line of well-known pianos and player-pianos which are featured. Among the trade representatives from out of town who attended the opening were H. A. Mills, of the Weaver Piano Co., Inc., York, Pa.; Edward A. Ferguson, of the Standard Talking Machine Co., Pittsburgh, and Jack Endress and Walter Badger, of the Brunswick-Balke-Collender Co.

NEW RECORD DELIVERY BAGS

The New York Album & Card Co., New York City and Chicago, manufacturer of the well-known "Nyacco" line of talking machine albums, has just introduced to the trade a new line of heavy craft paper record delivery bags of the string and button type. Max Willinger, president of the company, stated that it was planned to have the dealers' imprints appear on the side with the button and string, as it is believed that this side of the envelope is far more often seen than the so-called front. Samples that have been shown are reported to have created a number of initial orders. The album end of the business is reported going well, with a marked change in the demand towards quality albums.

Oké Records

STRAND 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.

BENNY DAVIS SIGNS WITH EMERSON

Popular Songwriter and Singer to Record Own Numbers for Emerson Records

Benny Davis, the well-known songwriter and popular singer, has been signed by the Emerson Phonograph Co., Inc., to sing exclusively for Emerson records. Mr. Davis will sing his own numbers and other popular selections. The trade will particularly remember him as the writer of "Margie," "Dearest," "Say It While Dancing," "Stella," "Make Believe" and other successes.

In exploiting this new artist the Emerson Co. will issue a lithographed hanger for display purposes which will carry the monthly releases of his songs. The company has greatly extended its dealer service, particularly in the way of available advertising material, and is also including for trade distribution a monthly window strip featuring the selections of Irving and Jack Kaufman.

ATTACKING PROSPECTS' WEAK POINTS

Salesman Should Analyze Customers and Plan Sales Talks Along Most Effective Lines

During a discussion of the factors which contributed to the success of one of the business leaders of this country, one gentleman who had known the successful man for many years declared: "He always studies the people with whom he comes in contact and tries to find wherein they are weakest. He then attacks their weak points and never gives up until he gets what he is after."

There is some food for thought in this brief statement for members of the talking machine trade to ponder upon. The dealer and his salesmen are in business to make sales. Analysis of each customer should indicate along what lines the sales talk should be made. In other words, the weak point of the customer should be discovered if possible, and the salesman who is handling the prospective purchaser should hammer away along the lines where the customer is in a position to offer least resistance. Of course, tact and courtesy must be used and great care must be exercised so that the customer is not antagonized.

RECORD DEMAND TO CONTINUE

A. J. Baum, of the Independent Recording Laboratories, Analyzes Trend of Demand

A. J. Baum, of the Independent Recording Laboratories, who is at present doing the recording for various record manufacturers, states that indications show there is to be no drop in the demand during the Summer season. The tendency of record manufacturers is to lengthen their record lists this Summer. While it is true that some of the additions appeal to dance enthusiasts there is also, apparently, an increase in the demand for good popular songs. Vocal selections are returning to prominence and this indicates further additional sales for the retailer, inasmuch as sales of dance records are holding their own.

Arthur Bergh, musical director of the Independent Recording Laboratories, looks with much favor on this aroused interest in vocal renditions. It undoubtedly marks a return to works of the better sort. Mr. Bergh also stated that the care and attention now given to present-day orchestrations demonstrate that the purchasers of instrumental numbers are becoming more discriminating.

PATHE AT MERCHANDISE FAIR

The Pathé Phono. & Radio Corp., Brooklyn, N. Y., will exhibit at the forthcoming National Merchandise Exhibition. This well-advertised affair will be held at the Grand Central Palace, from July 23 to Aug. 3. The Pathé Co. has secured an attractive location at Booth 556, where the entire line will be well displayed.

YONKERS CO. OPENS THIRD BRANCH

Opening of Third Store in Yonkers, N. Y., by the Yonkers Talking Machine Co. Made Gala Event—Many Hear Musical Program

YONKERS, N. Y., July 6.—The Yonkers Talking Machine Co., one of the most rapidly growing music concerns in this city, recently opened its third branch at 457 South Broadway here. The formal opening of this new Victor establishment was made a gala occasion and the many music lovers who visited the store on that day were entertained by Brooke Johns and His Orchestra, Victor artists. The Victor Talking Machine Co. presented the management with a large floral piece and also congratulations.

A number of well-known members of the industry were present, including Otto May and Paul Carlson, of Chas. H. Ditson & Co., New York Victor distributors, and Mr. Martin, Victor jobber, with headquarters in Brooklyn, N. Y.

The dealer who operates a repair department is in a position to render service to patrons.

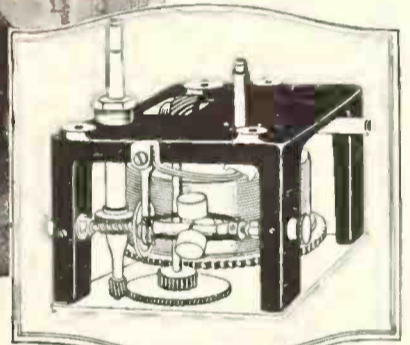
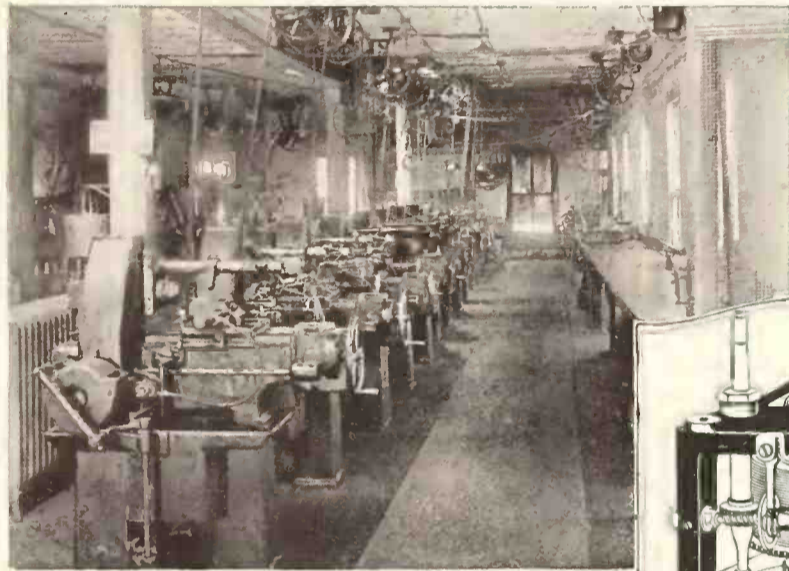
WALES FURNITURE CO. ADDS EDISON

New Building Under Construction for Florida Firm—Plans Fine Phonograph Department for the Edison Line in New Structure

LAKE WALES, FLA., July 3.—The Wales Furniture Co. here has recently taken on the Edison line, having succeeded the Lake Wales Pharmacy. The deal was closed by Phonographs, Inc., Edison jobber, Atlanta, Ga.

H. E. Draper, proprietor of the Wales Furniture Co., has under construction at the present time a handsome new brick building facing two streets and will have some of the finest show windows in central Florida, as well as some of the best sound-proof booths in that part of the State. The Wales Furniture Co. will pay special attention to the Edison department.

Charles Durso, well-known talking machine dealer, of Somerville, N. J., recently added the Brunswick line of machines and records to his stock. Mr. Durso is planning a vigorous drive on his new acquisition.



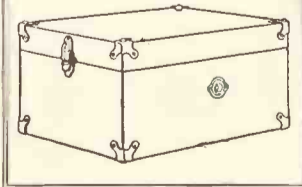
Plays two 10-inch, or one 12-inch record at single winding.

The
SPENCERIAN
is absolutely guaranteed

A Fact!

In downtown Detroit, the following merchants are among our many customers:

- Cable Piano Co.
- Crowley-Milner & Co.
- Cunningham Drug Co.
- Detroit Music Co.
- Max Strassberg Co.
- People's Outfitting Co.



THINK of the sales you will clinch by telling your customers that the Spencerialian is guaranteed thruout! Even the motor spring is guaranteed for one year.

Only the use of quality materials plus precision in manufacture make this sweeping money-back pledge possible.

For example, every part of the Spencerialian motor is required to be perfect within less than $\frac{1}{5000}$ of an inch—less than half the diameter of a human hair!

Westphono backs you 100%. "Every claim handled promptly and satisfactorily," says one merchant. Isn't this a tribute to our co-operation!

LIST PRICE (East of Rocky Mountains) \$30

Westphono Inc. 46 W. Fourth St. St. Paul, Minn.



The sweetly sad melody of the "Adagio—from 'Moonlight Sonata'" (Beethoven) never was presented with greater understanding than by Duci de Kerekjarto's sympathetic violin in Record 80802.

Legend has it that this number was Beethoven's farewell to a noble maid who spurned his love. Certainly, it is tinged with dramatic melancholy which Kerekjarto brings out with irresistible charm.

COLUMBIA GRAPHOPHONE CO.
New York

MILLER PIANO CO. OPENS NEW HOME

Formal Opening of Coatesville, Pa., Branch Attracts Many Music Lovers—Large Stock on Display in Attractive Quarters

COATESVILLE, PA., July 3—Elaborately furnished and decorated, completely equipped and conveniently arranged, the new store of the Miller Piano Co. was formally opened here late in June with great crowds filling the place both afternoon and evening.

Having just completed a sale of old stock in connection with the removal to a new room, the store was opened with a full line of pianos, talking machines and small musical instruments. One thousand Victor dogs were given away as souvenirs of the occasion, and even then the supply was not sufficient to meet all requests.

Webbies Orchestra furnished music and there were also musical numbers by Bennie Henton, of Conway's band; Mr. Knecht, of Sousa's band, and Mr. Liberetta, of Creatore's band. These gentlemen represented C. G. Conn, Ltd., manufacturer of band instruments, and presented a program of band instrument music, while Mr. Knecht, who is also a pianist of note, played a number of piano selections. There were present also representatives of the Victor Co., Thomas A. Edison Co., Cheney Sales Co., Weaver Piano Co. and other manufacturers.

The store presents a pleasing appearance from the street, with its two big display windows attractively arranged. At the front of the store are the cabinets containing records for talking machines and a cabinet for display of small musical instruments. Back of this, and divided by an elaborate partition, are seven sound-proof rooms for demonstration of talking machines

and player-pianos. The display of pianos occupies a large part of the floor space, while in the rear is the office of the firm.

Mr. Miller expressed great pleasure because of the splendid crowds which participated in his opening, and this morning stated that within a few months he will extend the building to the rear in order to provide even more space than is now used. With the opening of the new store the Miller Piano Co. has added the Victor line of machines and records.

B. E. BENSINGER "LEVIATHAN" GUEST

President of Brunswick Co. Makes Trial Trip on Famous Steamer—Four Brunswick Phonographs in "Leviathan" Equipment

B. E. Bensinger, president of the Brunswick-Balke-Collender Co., Chicago, was one of the guests on the trial trip of the "Leviathan," the United States Shipping Board's world-famous steamer. Mr. Bensinger's presence on board was made doubly enjoyable by the knowledge that this "Queen of the Sea" includes in its equipment four Deluxe model Brunswick phonographs. Mr. Bensinger's attendance on this trip was caused by the fact that the Brunswick-Balke-Collender Co. has for many years been an active figure in export shipping circles, although it so happens that Mr. Bensinger is a personal friend of Chairman Lasker, of the United States Shipping Board.

OKEH RECORD FEATURES NOVELTY

"E. Z." Flute Used for Recording Purposes—Inventor Attains Excellent Results

The General Phonograph Corp., with its usual aggressiveness, has just issued a record by Sam Cook, the whistling minstrel, featuring on one side "Dearest" and on the other side "Crying for You." Mr. Cook's method of reproduction is a new "musical instrument" known as the "E. Z." flute, which is nothing more or less than the old-fashioned tin whistle dressed up and modernized. With a little practice an amateur can produce real tunes on the "E. Z." flute, but Sam Cook, its inventor, produces results that are exceptionally fine. His Okeh record is meeting with success and may be the forerunner of wide popularity for the "E. Z." flute.

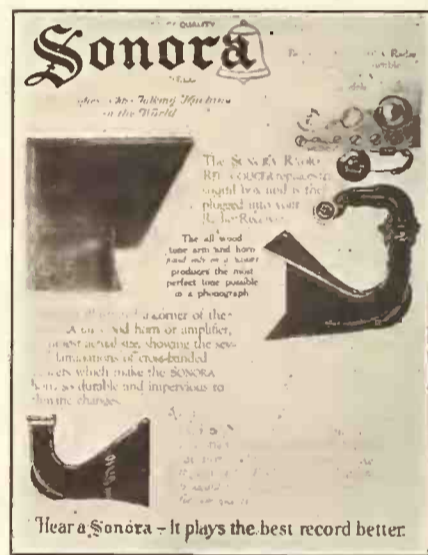
DOING NICE MAIL ORDER BUSINESS

LITTLE ROCK, ARK., July 5.—The Hollenberg Music Co., 415 Main street, this city, has succeeded in building up an excellent mail order business in records through the medium of a special coupon order slip and record list which is sent out to patrons and prospects. The records desired by the customer are noted in space provided for that purpose on the coupon, which is then mailed in to the store. Prompt filling of orders and efficient service have helped materially in making this plan a success.

POSTERS HELP CLOSE SALES

New Sonora Posters Designed to Help Dealers Sell Instruments—Show Distinctive Features of Product—Exceptionally Good Publicity

An important series of posters has just been prepared by the Sonora Phonograph Co.'s advertising department for the purpose of providing dealers with material which will give the story of the Sonora phonograph's interior construction and exclusive sound-reproducing fea-



One of Several Striking Sonora Posters. Besides forming exceptionally fine window and wall display material these posters have been designed to help the dealer sell Sonora instruments. It is suggested that the dealers frame these posters as permanent sales helps in order that they may be used to close sales and give prospective purchasers an adequate idea of the many distinctive features of the Sonora instruments.

CULP BROS. IN NEW HOME

FORT SMITH, ARK., July 5.—Culp Bros. Piano Co., one of the largest music houses in this city, has just moved into new quarters at 703 Garrison avenue. The new home has been thoroughly remodeled and ample provision has been made for the display of the large line of pianos, talking machines and musical instruments which the concern handles. This is now one of the finest music houses in the city.

Repair Parts, Main Springs, Motors

- Single-spring Motors\$ 2.50
- Double-spring Motors 3.25
- Liberty Motors 6.00
- Three-spring Motor 12.50
- Four-spring Motor 15.00
- Tone Arm and Sound Box, per set, \$1.35 and up

WRITE FOR CATALOG
PLEASING SOUND PHONO. CO.
204 E. 113th St. New York, N. Y.

ITALIAN Popular Music



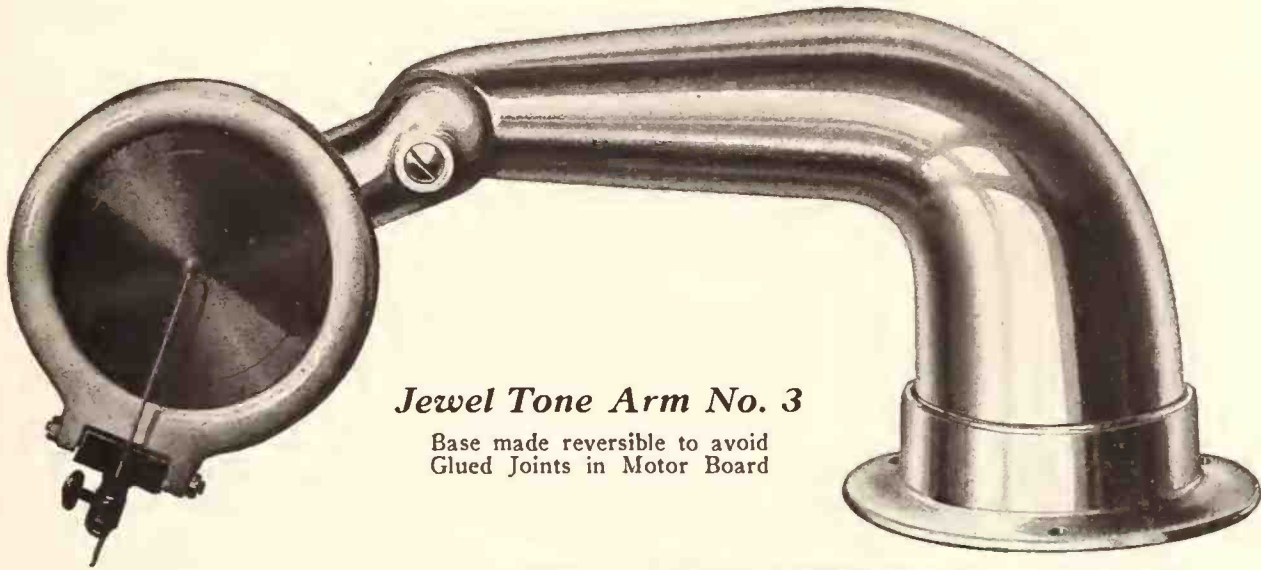
AND



MONTHLY RELEASES
WRITE FOR CATALOG
Out-of-Town Agents Wanted
Distributed by

ITALIAN BOOK CO.
145 Mulberry St. New York, N. Y.

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

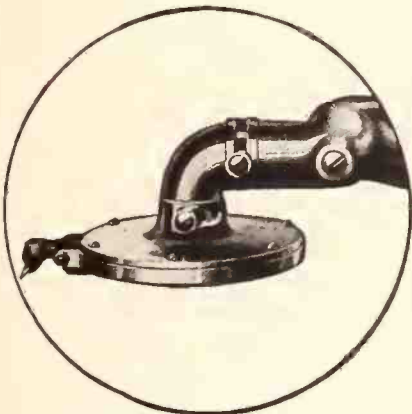
Note handsome Bell-Shaped
Base without Flange showing

Original and Exclusive Features

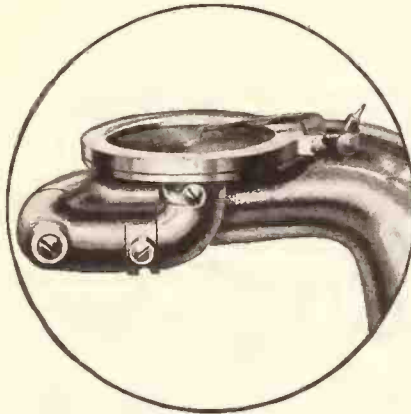
Plays Edison and Pathe Records in actual Edison position and with a fibre needle.

Made in 8½", 9½", 10½". When thrown back on tone arm in Edison position, the reproducer 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.



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



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.

TRADE'S MUSIC WEEK COMMITTEE TENDERED A BANQUET

Officials of Talking Machine Men, Inc., Entertain Committee in Charge of Music Week Publicity for the Trade in Appreciation of Their Successful Accomplishments

The committee in charge of the activities of the local phonograph interests during the recent music week celebration, when full-page advertisements were run in several New York dailies and special advertising material was supplied to retailers with a view to having them hook up directly with the celebration, were the guests on Thursday evening, June 28, of President Irwin Kurtz and the executive committee of the Talking Machine Men, Inc., at an elaborate though informal dinner at the Hotel Pennsylvania. There were about thirty present and the affair was one of the most successful in talking machine trade annals. Good fellowship reigned supreme and everybody had a thoroughly good time.

During the course of the evening Abram Davega, chairman of the Music Week committee of the talking machine industry, addressed

the gathering and summarized the work of the committee and the results accruing therefrom. He was followed by Lloyd Spencer, treasurer of the committee, who made public a list of those who had contributed to the publicity fund, and gave an accounting of the expenditures. Otto Heinemann, president of the General Phonograph Corp., who had direct charge of the publicity campaign, was out of town and therefore could not be numbered among the guests.

President Kurtz, incidentally, announced that in view of the growing number of Okeh record dealers in the Metropolitan district, a special Okeh division of the Talking Machine Men, Inc., had been created for which a vice-president would be elected at a later date.

A generous amount of entertainment was furnished by representatives of the various music

publishing houses and the talking machine men joined heartily in the singing of "Yes, We Have No Bananas" and the other classics of the day, thus showing their appreciation of the better class of music.

The affair was so successful that it was somewhat of a task to recall all the details thereof. It might be well to cite the fact that if Mr. Volstead or William Jennings Bryan had been present they would have been awfully sore and discouraged.

Owing to the absence of a satisfactory outdoor course, a number of the guests confined themselves to that form of golf known as "African" to the satisfaction of some of the participants and the distress of others.

C. A. RICHARDS IS HONORED

Sonora Export Manager Honored by French Government—Sails on Long European Trip

C. A. Richards, manager of the export department of the Sonora Phonograph Co., returned recently from a four months' trip in



C. A. Richards

the interest of Sonora product to Mexico, Cuba and South America. On his return to New York he found a letter from the French Consul General, informing him that the President of the French Republic had conferred upon him the cross of "Chevalier de la Legion d'Honneur," in recognition of the services rendered by Mr. Richards to the French cause during the late war. Mr. Richards, accompanied by his wife, left on July 1 for a trip to Scandinavia, England, France and Italy.

MOVE EDISON DEPARTMENT

BIRMINGHAM, ALA., July 3.—The Edison department of Loveman, Joseph & Loeb, this city, has recently been moved from the fourth to the first floor of the building and, while they anticipate extending the department in the near future and taking more floor space, they have handsome display rooms and booths on the first floor of their mammoth building. Mr. Holstein, local manager, states that they will make still further improvements in the very near future.

POSTCARDS PROVE SALES BUILDER

Interest in records has been stimulated to a considerable degree by the use of postcards by the talking machine department of Bloomingdale's, large New York department store. The cards contain lists of the latest record releases and are headed by the following message: "Just telephone us. We'll send these special Victor records." The entire mailing list is circularized in this manner and the results have manifested themselves in many orders over the telephone.

WEST CO. LEASES NEW BUILDING

JOLIET, ILL., July 5.—The West Music Co. has just obtained a ninety-nine-year lease on the Alpine Building in Van Buren street, but will not occupy these quarters until the expiration of a three-year lease on its present location.

THE PHONOMOTOR CO.

121 West Avenue

ROCHESTER, N. Y.

The PHONOMOTOR

Trade Mark Reg. U. S. Patent Office
WM. F. HITCHCOCK, Proprietor

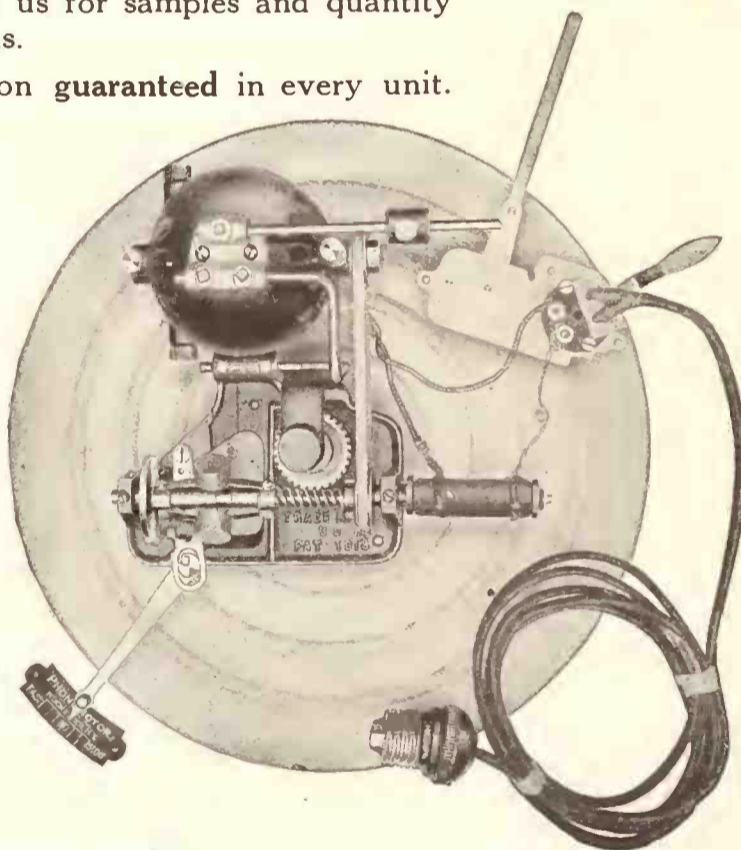
The Perfect Electric Phonograph Motor

Is again in the hands of the INVENTOR for exploitation.

Phonograph Manufacturers and Dealers are invited to communicate with us for samples and quantity quotations.

Satisfaction guaranteed in every unit.

Universal, alternating, or direct current without change or adjustment.



Complete with Cord, Plug, Turntable and Automatic Stop.

Reasonably priced at last.

This motor has a splendid reputation of eight years' multiple service, the only electric equipment remaining in the field since its start, and there are thousands of them running perfectly and with correct timing of records.

Let us prove all this to YOU.

Sample will be sent C. O. D. for \$25.00. Money refunded if not perfectly satisfied. Give size of motor board desired, for sample only.

Our PHONOSTOP is also the perfect automatic-stop for electric and spring motors. No phonograph complete without it.

Agents for installation of Phonomotors and Phonostops in old phonographs wanted in every city.

Write us immediately

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

Three Melody Hits —

CRYING FOR YOU

A Fox Trot Ballad
By the Writers of
Why Should I Cry Over You"

WONDERFUL ONE

Paul Whiteman's
Sensational
Waltz Hit

SAW MILL RIVER ROAD

The Irresistible Fox Trot Hit
Another "McCarthy-Tierney" Masterpiece

WASHINGTON

Recent Shrine Convention Resulted in Increased Demand for Records—Louis & Co. Remodeling Quarters—Activities of Month

WASHINGTON, D. C., July 7.—The recent Shrine convention here, with the resulting influx of visitors, was responsible for a greatly stimulated demand for records. In addition to the two Shrine marches—"Nobles of the Mystic Shrine," by Sousa, and "Saracen Guard," by White—the hit, "Yes, We Have No Bananas," was just beginning its big run, and both local and out-of-town sales were excellent. Ansell, Bishop & Turner, Victor dealers, 1221 F street, N. W., reported a big mail business, records being sent to nearly every State in the Union. The Van Wickle Piano Co., 1222 F street, also enjoyed a good record business, shipments being made to nearly forty of the forty-eight States.

At Cohen & Hughes, Victor distributors, it was impossible to supply enough of certain records to meet all demands during the height of the run, but Leslie Lore, manager of the Washington office, states that the demand is slackening off somewhat now and he has been able to catch up with orders. Portable models of phonographs, it was explained, are going very well, although Mr. Lore has observed more activity throughout the territory around Washington than in the city itself.

Console models still lead in sales in this city, those with the new divided top being especially popular. Cohen & Hughes report much interest on the part of dealers in the release of the new art machine to be put out by Victor Co. and it is predicted that these will be in much demand.

Louis & Co., Victor and Brunswick dealers, located at Seventh and G streets, N. W., are busy remodeling their building. Up to a short time ago the talking machine department occupied the ground floor, while the second and third floors were taken up with toys and novelties, but recently the entire toy and novelty stock was sold to one of the big department stores in the city and the whole building will be given over to talking machines and records. Extensive changes are contemplated which will make this establishment one of the biggest talking machine stores in Washington.

Diplomatic representatives of the Latin-American countries on their way to the Los Angeles exposition were entertained on their trip across the country by a Brunswick model 212 and a library of records which were placed in their observation car by the store of Lansburgh & Bro., 420-430 Seventh street, N. W.

The Mt. Pleasant Music Shop, 3310 Fourteenth street, N. W., has inaugurated a canvassing campaign which is stimulating sales during the hot-weather period. It is taking the store to the customer, so to speak.

Console models are not so much in demand as they were three or four months ago, accord-

ing to R. H. Stuart, manager of the talking machine department at Gibson's, 917 G street, N. W. "Console sales are noticeably less at our store," he said. "During the Winter we sold many console models, but they are slowly giving way to the upright models now. The reason for this, as I see it, is that the average small house these days simply hasn't room enough for a large console and people are getting the upright models because they fit in better."

CHANDLER IN NEW BUILDING

SANTA ANA, CAL., July 3.—B. J. Chandler, engaged in the musical instrument business here, plans to move into his new building on its completion in about two weeks. The structure is two stories in height and will cost about \$50,000.

BRUNSWICK DEALER EXPANDS

Hurley-Tobin Co., Trenton, Opens New Annex —Phonograph Department Has Increased Space

TRENTON, N. J., July 5.—The Hurley-Tobin Co., of this city, Brunswick dealer, held a formal opening recently of its new annex on Hanover street and during the week of the opening Craft's Orchestra, a local musical organization, gave a series of concerts. The new annex accommodates the phonograph department, which has been given added space and equipment. The Hurley-Tobin store comprises about 43,000 square feet of floor space, which makes the establishment one of the largest merchandising houses in Trenton. Numerous telegrams and floral pieces were received at the opening, including a congratulatory offering from the Brunswick Co. The Hurley-Tobin Co. now operates seven large retail establishments in Trenton, Camden, Atlantic City and Bridgeton, N. J.; Wilmington, Del.; Hazleton and Wilkes-Barre, Pa., in which talking machines are featured.

Every social organization is a good prospect for a talking machine and records.

ZIMMERMAN · BITTER

CONSTRUCTION · COMPANY

Presents a New Installation.



*The Eclipse Talking Machine Co.
Paterson, N. J.*

This is one of the 5 floors installed for the above concern in their new building at 168 Main St., Paterson, N. J. The installation is considered throughout the trade as the most complete and modern equipment in the entire state of New Jersey.

quality design

Record Racks Display Cases
Hearing Rooms Musical Instrument
Service Counters Cases, Etc.

Prices on request

ZIMMERMAN-BITTER

CONSTRUCTION COMPANY

325-27 East 94th Street, New York
Phone Lenox 2960

The AEOLIAN- VOCALION

High Quality at a Low Price



Queen Anne Period Model

Specifications: Height, 34 $\frac{1}{8}$ "; Depth, 21 $\frac{1}{8}$ "; Length, 34 $\frac{1}{8}$ ". Graduola—Velour Turntable—Nickel Hardware. Walnut Finish.

Priced
\$150

THIS high-grade phonograph at a popular price will prove a sensation in the music instrument field this season.

The fact that it is an Aeolian-Vocalion is a guarantee of its musical perfection and the high standard set by the Aeolian Company for superior cabinets means that at last the demand has been met for a quality phonograph at a popular price.

This model is equipped with the Graduola, which is to the phonograph what the artist's touch is to other instruments.

The AEOLIAN COMPANY

AEOLIAN HALL

NEW YORK

VOCALION

RED RECORDS



Selvin's Orchestra

another popular attraction
which records exclusively for

VOCALION

RED RECORDS

Probably no group of musicians has set more feet a'dancing than the Selvin Orchestra.

Many thousands are enjoying, listening and dancing to the remarkable Selvin Vocalion Red Records which faithfully reproduce all the harmony and sway which have made Selvin's Orchestra the most popular on Broadway.

Have you these great records?

- 14583—A Kiss In The Dark—Intro. "Weaving My Dreams"—Waltz.
—Broken-Hearted Melody—Waltz.
- 14545—Don't Think You'll Be Missed—Fox Trot.
—Seven or Eleven—Fox Trot.
- 14544—Down Among the Sleepy Hills of Tennessee—Fox Trot.
—Don't Be Too Sure—Fox Trot.
- 14563—Old Time Waltzes—Part 7—Intro. Sunshine of Paradise Alley—She
May Have Seen Better Days—Take Me Out to the Ball Game—
Maggie Murphy's Home.
—Part 8—Intro. Daisy Bell—Bird in a Gilded Cage—Molly, O—My
Sweetheart's the Man in the Moon.
- 14532—Bambalina—Fox Trot.
—Argentine—Fox Trot.

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.
- VOCALION RECORD CO. OF MD.,
305 N. Howard St., Baltimore, Md.
- O. J. DEMOLL & CO.,
12th and G Sts., N. W. Washington,
D. C.
- LIND & MARKS CO.,
530 Bates St., Detroit, Mich.
- VOCALION CO. OF CHICAGO,
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.
- 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.,
115 Jessie St., San Francisco, Cal.

TOLEDO

Energy of Dealers Resulting in Good Summer Business—Many Merchants Add New Lines—The News

TOLEDO, O., July 6.—Talking machine merchants are obtaining a good Summer volume of trade. It is being secured, however, through hard, consistent plugging. Moreover, dealers have added many lines of merchandise the past month, and this, with the fact that salaries to workers in local industries have been increased, augurs well for future business.

The Toledo Talking Machine Co., Victor jobber, has enjoyed a 20 per cent increase in business during the six months just passed over the same period last year, Chas. H. Womeldorff reports. It is said also that the Victor dealers are well pleased with the special record releases,

for they bring customers to the store more frequently.

Warren L. Kellogg, of the traveling force, is vacationing at Chippewa Lake, Mich. A. S. Leybourn, office manager, and his family are now occupying the Leybourn cottage at Toledo Beach. C. H. Womeldorff recently made a business motor trip to Michigan points. Later he and his family will vacation at one of the northern Michigan resorts.

E. A. Ericsson, New York, president, and J. J. Ryan, vice-president of the Toledo Talking Machine Co., were recent visitors to the local warerooms.

At the Lion Store Music Rooms, where Victrolas, Brunswicks and Cheney's hold forth, trade is ahead of last year for the first six months, A. J. Pete reports. Record and portable buying by cottagers and young people seldom has been better. Fully 75 per cent of all records go to boys and girls and are of the dance type.

At the LaSalle & Koch Co. Music Shop trade for the half year just closed shows a large gain, Forrest O. Edwards, manager, states.

The Master, a popular-priced table top console phonograph, has been added to the Cheney and Victor lines and will be used to obtain sales volume. The Jewel record is another addition. Dance records are selling in the ratio of five to one to others.

At Grinnell Bros. portable Victrolas in combination with records have been responsible for a good Summer business to date. Larger instruments are also in fair demand. Miss Thelma Woodward has joined the record sales force and Miss Elois Fletcher is a new member of the sheet music staff.

W. A. Grubbs has been appointed manager of the talking machine department of the Cable Company. He formerly occupied a similar position with the house. The Brunswick line is now handled here in addition to the Victrola and Columbia. The record department has also been enlarged recently.

The Goosman Piano Co. reports sales above the corresponding six months of last year. President Fred Goosman states that outside sales work is producing a good share of trade today. In one week recently a number of sales of Columbia, Aeolian and Granby machines were sold almost entirely through outside work.

Frank Fleightner, Cherry street Columbia dealer, has upon his floors the new Columbia models. They are receiving an enthusiastic reception from customers, he says.

J. Pietrykowski, who conducts Columbia music shops on Junction avenue and on Lagrange street, both in the heart of the two local Polish sections, is doing a brisk business among these people.

Frazelle Piano Co., Sonora and Vocalion retailer, is enjoying a Summer patronage of pleasing volume. A booklet entitled, "The Sunny Saunterings of a Sonora," illustrated with scenes on shipboard, in Constantinople, in the movies and in distant lands, presents a concrete story of a trip with a portable which is proving an effective bit of direct advertising.

The Whitney-Blaine-Wildermuth Co., in spite of the extremely hot weather of the past ten days, is maintaining a fair volume of Summer sales, especially portables and records.

At the Kneisel Record Shop the Wolverine portable is meeting with the approval of a large number of vacationists, Miss Angeline Hankenhoff states.

At the J. W. Greene Co., one of the important elements which has been responsible for the fine showing this year is the team work of department workers. Before records or other merchandise is purchased all employes are asked to inspect the article and give an estimate of the number of items they can dispose of. This estimate is used as a buying schedule, as well as a check on the clerk. Moreover, the perpetual inventory card system recently installed is a direct aid to record sales. A bargain basement is being opened as a feature of the new store. New merchandise added includes the Carola and Spencerian portables.

Kenneth E. Frederick is spending his vacation enjoying a lake trip which will include Niagara Falls.

A. A. Fischer was bereaved through the loss of his son recently.

On July 1 E. A. Kopf, for several years manager of the talking machine department, assumed charge of the music roll section also. These added duties, with the completion of the enlarged departments, will make his post one of the most important in the house. Miss Charlotte Hapgood, formerly in the roll department, has joined the record force and Miss Sadie Opp is now a member of the roll department.

Carl Rule, of Grinnell Bros., is enjoying a two weeks' fishing trip at Thornapple Lake, Mich.

Wm. Gaston, formerly Victor traveler, now sales manager of Grinnell Bros.' retail stores; Geo. Deacon, of the Cleveland Talking Machine Co., and H. E. Kane, of the Chicago Talking Machine Co., were recent business visitors.

Out-of-town dealers visiting this market lately included Wm. Hubble, Monroe, Mich.;

TRADE MARK
AUDIOPHONE
REG. U. S. PAT. OFFICE

A big volume of tone sufficient to fill a very large space can be had from any phonograph by using Bristol's Audiophone Reproducer outfit. This utilizes the same Loud Speaker which is so successfully used in connection with radio receiving.

It not only gives a big tone, but is a real reproducer and brings out the natural qualities of the original performance. The tone is smooth and beautiful—entirely without blurring and mechanical noises.

A hand control is provided which makes it possible to regulate the volume

to accommodate the size of space and effect desired.

Just visualize the satisfaction of having such an equipment to use this summer, for concerts, entertainments and especially dance music on the porches of clubhouses—homes—yachts—hotels—etc. They can listen to the celebrated artists, can dance to music by the most famous orchestras. And, it is always ready—no waiting or disappointment. Impromptu occasions arranged without trouble.

Take advantage of this summer-time sales opportunity. Write for further information. We would at least like to give you a demonstration.

THE BRISTOL COMPANY
WATERBURY, CONN.

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

J. Bauch, Oak Harbor, O.; Miss Charlotte Sawkins, Alma, Mich.; W. Wagonlander, Sylvania, O.; Fred. Meier, Monroe, Mich.; E. M. Pratt, Delta, O.; H. E. Deck, Bryan, O., and Frank Davidson, Columbus, O.

Harold Goldy, Columbia representative, will take with him to the Columbia branch gathering in Cleveland the first part of July a number of dealers, among them Frank Fleightner, Jos. Pietrykowski, A. E. Rae, Toledo, and R. S. Budd, Lansing, Mich.

J. L. Collier, Tecumseh, Mich., general music dealer, is moving his business to a larger building close to the center of the town. The Victrola department will be one of the finest in that section of the State, it is reported.

REFLEXO PRODUCTS IN GOOD DEMAND

Louis J. Unger, President, Concludes Satisfactory Trip—Joseph M. Miller Added to Reflexo Corp.'s Organization.

Louis J. Unger, president and general manager of the Reflexo Products Corp., New York City, recently completed a six weeks' trip covering New Orleans, Texas, Kansas City, St. Louis and other important trade centers. Mr. Unger found business conditions good, which were attested to by the substantial amount of new business he received. The new Gilt Edge stands, which include the dance-tone needle, proved very popular wherever shown throughout the trip.

The sales staff of the Reflexo organization has been augmented by the addition of Joseph M. Miller, who will cover the metropolitan trade in the interests of Reflexo and Gilt Edge needles. Mr. Miller is an experienced talking machine man, having been connected with the retail end of the business for a number of years in the New York warerooms of Sol Lazarus.

SMITH BROS. OPEN NEW STORE

WHITTIER, CAL., July 3.—The Smith Bros. Music Co. held its formal opening recently at 114 East Philadelphia street. A fifteen-piece orchestra and the William Axworthy Trio furnished special music for the occasion. Frank W. and H. Clinton Smith constitute the company and they have been engaged in business for the past twenty years in Redlands. The new establishment is in the form of an L-shaped room, with an interior finish of gray. The concern will handle a complete line of standard musical instruments and a group of sound-proof demonstrating rooms has been installed in the rear of the store. Large crowds attended the store's formal opening.

LANG BROS. IN NEW STORE

SOUTH BEND, IND., July 5.—The new quarters of Lang Bros.' music store at 439 South Michigan street have been recently opened for business. This is now one of the most attractive stores in the city and has many new and up-to-date features. Record racks, sound-proof record rooms and display space for showing pianos and players are accommodated on the ground floor. In the basement are the showrooms for displaying the various phonograph models. Lang Bros. were formerly located at 114 East Wayne street. Brunswick phonographs are handled.

WOOD BROS. IN FINE NEW HOME

Prominent Pittsfield, Mass., Concern Opens Spacious Quarters

PITTSFIELD, MASS., July 7.—Wood Bros., prominent musical instrument concern, have just moved from 114 North street, this city, into their handsome new establishment at 421 North street, which is considered one of the finest stores devoted to the sale of musical instruments in this part of the State. The new home really comprises two buildings, the one facing North street being three stories in height and the rear structure one story high. The latter building will house the workshop and will also be used for storage purposes. The front contains spacious display rooms. The concern also operates a store in North Adams, Mass. In addition to a complete line of pianos, Victor talking machines and records and musical merchandise are handled. John E. Murphy is manager of the local store.

TO MOVE TO NEW QUARTERS

PLYMOUTH, MASS., June 30.—W. N. Snow, who handles phonographs as well as housefurnishings in his Main street store, will move into new quarters early in the Fall.

EMERSON RECORDS NOW FIFTY CENTS

Important Price Reduction Announced by Emerson Phonograph Co.—Quality Standard Will Be Maintained—To Be Marketed Exclusively Through Talking Machine Dealers

The Emerson Phonograph Co., New York, manufacturer of the well-known Emerson record, which is now being merchandised by dealers throughout the country, recently announced a reduction in the list price of its records from 75 cents to 50 cents. This change will affect the company's complete catalog, comprising popular and standard selections.

In making this announcement to the trade, B. Abrams, president of the company, emphasized the fact that the Emerson record will be marketed exclusively by talking machine dealers and a few of the most prominent department stores. The company is making this move in order that its records may be presented to the trade as a standard quality product backed by a responsible manufacturing organization.

Mr. Abrams placed special stress on his company's plans for the future production of Emerson records, stating that the quality of the records will be maintained and the reduction in price will in no way affect the company's manufacturing standards. Among the many retail establishments which are now carrying Emerson 50-cent records are the following: Landay Bros., with its many stores; Saul Birns, Inc., nine stores; Gimbel Bros., Frederick Loeser & Co., Abraham & Straus and others.

BRUNSWICK IN INDUSTRIAL PARADE

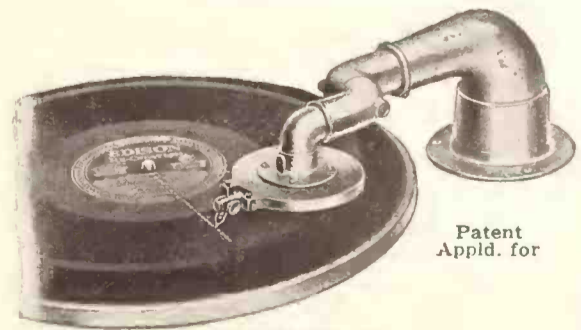
Among the many participants in the great Industrial Parade, Saturday, June 23, in connection with the Silver Jubilee of New York City was the Brunswick-Balke-Collender Co., which displayed on an attractively arranged float some very artistic samples of the various products which it manufactures.

ORO-TONE PORTO-TYPE



Here is a portable phonograph, complete in every detail, that dealers the country over are finding easy to sell. Read the reasons why you also will find it profitable to sell this remarkable Oro-Tone Porto-Type.

1st—A consistent high standard of workmanship is your guarantee that you are selling an item of real merit. 2nd—The tone quality compares well with larger-sized machines. 3rd—Every part, including the records, is contained within the case, so that when closed, the compact case is easily carried without danger of breaking either parts or records. 4th—The motor is mounted in a rigid cast-iron frame and is constructed to play two records with one winding. 5th—Oro-Tone standard tone arm and equipment is used on all Porto-Types except where the automatic equipment is desired. 6th—The record-filing compartment holds one dozen ten-inch records. 7th—Dimensions: Length, 16½ inches; width, 11½ inches; height, 7 inches; weight, 20 lbs.



The No. 16 Oro-Tone Automatic Arm, shown above, plays all records and AUTOMATICALLY adjusts weight, centers the needle and gives the correct angle when playing either lateral or vertical cut records. The list price of the Porto-Type equipped with the Automatic Concert Arm is \$37.50.

Do not fail to mention style of arm wanted when ordering.

LIST PRICES
With Standard Tone Arm as shown in illustration above. Plays all Records\$35.00
With Automatic Equipment, as shown on the right.....\$37.50
Usual Discount Allowed to Responsible Dealers

The Oro-Tone Co.
QUALITY FIRST

1000 George St. CHICAGO



Rothschild & Company, Chicago, Ill. An exceptionally attractive department.

If All Music Customers Were Blind

You could sell musical merchandise in a junk shop successfully—the sense of sight would not influence your customer.

But—the eye does exert an important influence—stop and ponder over your average sale of a phonograph.

A beautiful phonograph in restful home surroundings—and the entertainment of the world's best music which it affords—is your appeal.

Can you get that appeal across in a store which makes no pretense of the “restfulness and comfort” which you picture?

Does the significance of “attractiveness” in the product suggest the desirability of similar attractiveness in your store where that product is displayed?

There is only one way to make your store effective—use “Unico Service” which successful, cheerful and attractive stores have used for a decade.

Specialized facilities, patented sectional construction and expert service combine to make the “Unico System” the only successful and economical method for equipping your store. Over 3,600 users in the United States and in 13 foreign countries prove to you its exceptional merit. Can you really afford to ignore your future sales in this season of renewed prosperity?

Remember—the really successful dealer sells quality products in a quality atmosphere. To profit by that thought—and sell more merchandise, write to

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*

NEW YORK, N. Y.
299 Madison Ave.

58th Street and Grays Avenue, Philadelphia, Pa.

CHICAGO, ILL.
30 N. Michigan Blvd.

DALLAS, TEX.
209 Dallas Bank Bldg.
SAN FRANCISCO, CAL.
275 Post St.

NEW ORLEANS, LA.
506 Marine Bank Bldg.

SALT LAKE CITY, UTAH
150 Main St.
DENVER, COLO.
1642 Arapahoe St.

ATLANTA, GA.
25 Moore Bldg.

H. A. MOORE & CO., LTD. (Sales Agents)
Premier House, London (W.C.I.), England



UNICO SALES ORGANIZATION CHANGES

Geo. A. Lyons Advanced to Assistant General Sales Manager—W. D. Montgomery Replaces Mr. Lyons as Western Sales Manager

Effective July 1, Geo. A. Lyons, who since January 1 has been functioning as Western sales manager for the Unit Construction Co., has been promoted to assistant general sales manager with headquarters at the home office in Philadelphia. Mr. Lyons will in the future keep in close contact with the company's sales activities in all territories.

W. D. Montgomery, formerly Western sales manager for the company, has again been placed in charge of the Middle Western territory, with headquarters at the Chicago office.

Owing to the increasing demand for Unico equipment in far-off South Africa, a sales agency has been established with headquarters in Johannesburg under the direction of Philip M. Cohen, who has had a wide experience in the musical merchandising trade of that territory. Negotiations are now pending for the establishment of a Canadian branch which, including the very active London, England, agency, will give the company three foreign branches.

The Unico sales organization personnel as now constituted is as follows: President and general sales manager, Rayburn Clark Smith; assistant general sales manager, Geo. A. Lyons; sales service manager, F. L. Rice; credit manager, Alfred Spring; sales engineer, C. W. Reid; Eastern division, Charles Clement, all of Philadelphia; New York and New England district, J. P. Crane, New York City; Western district, W. D. Montgomery, Chicago; Southeastern district, M. E. Lyle, Atlanta; Southern district, Charles Wenar, New Orleans; Southwestern district, L. Thomas-Hays, Dallas; Rocky Mountain district, Robert C. Cornett, Denver; Northwest district, J. E. Clark, Salt Lake City; Pacific Coast district, Everett Worthington, San Francisco; Great Britain, H. A. Moore, London, England; South Africa, Philip M. Cohen, Johannesburg.

VINCENT LOPEZ AT THE PALACE

Famous Orchestra and Exclusive Okeh Artist Appearing at Finest Vaudeville House—Holds Record for Lengthy Engagement

Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okeh artists, began an indefinite engagement at the Palace Theatre, New York, on July 2. The orchestra has been given an ovation at every performance since that date, and undoubtedly the act will be retained for many weeks. At the present time the Vincent Lopez orchestra holds the record for playing consecutive weeks at the Palace Theatre, having appeared at this famous amusement place for nine solid weeks last year. The Palace Theatre is recognized throughout the theatrical world as the finest vaudeville theatre in America, and vaudeville artists consider their ambitions realized when they are booked for an engagement at this theatre.

SALESMEN MUST THINK QUICKLY

The talking machine and record salesman who works on the outside comes in contact with many types of people and is constantly confronted with problems of the most difficult nature which he must overcome instantly in order to make a sale. Quick thinking is necessary and not only this, but the salesman is faced with the necessity of thinking in the right direction, i. e., the problem must be solved correctly or the sale is lost, for the time being at least.

Newark Recording Laboratory Individual and Commercial
RECORDING
 15 West Park Street Newark, N. J.
 Tel. Mitchell 1586

THE VALUE OF EDISON'S GENIUS

New York Times Carries Interesting Article on Value of Capitalized Inventions

The value of Edison's genius is placed at fifteen billions of dollars in an interesting article in the New York Times recently, showing the influence of Edison's inventions on industrial and civic development. Excerpts from the article follow:

"There is one human brain that has a hard cash market value to-day in the business and industrial world of \$15,000,000,000. Billions is correct, not millions. That is within 20 per cent of equaling the value of all the gold dug from the mines of the earth since America was discovered.

"The brain is that of Thomas Alva Edison, who many a time has said to his cronies, 'Well, if worse comes to worst, I've got a good trade. I can always make \$75 a month as an expert telegraph operator and I can live comfortably on that.'

"The \$15,000,000,000 represents the present investment in America alone in industries which are entirely based on the inventions of Edison or which have been materially stimulated by his inventions. Several of the country's largest industries are included.

"Here is the list, and it touches only the high spots. It shows either the capital or the total investment, according to the latest dependable estimates:

Moving pictures	\$1,250,000,000
Telephones	1,000,000,000
Electric railways	6,500,000,000
Electric lighting and power	5,000,000,000
Electrical supplies	857,000,000
Fixtures	37,000,000
Phonographs	105,000,000
Electric car shops	109,000,000
Dynamos and motors	100,000,000
Edison storage batteries	5,000,000
Cement	271,000,000
Telegraph	350,000,000
Wireless telegraph	15,000,000

LITTLE ROCK FIRM CELEBRATES

LITTLE ROCK, ARK., July 5.—The Gus Blass Department Store, of this city, which operates a large music department in which talking machines are featured, recently celebrated the fifty-second anniversary of the establishment of the business. This concern was one of the first mercantile houses in this section and is one of the few that have grown through the years.

SID COLEMAN BECOMES A BENEDICT

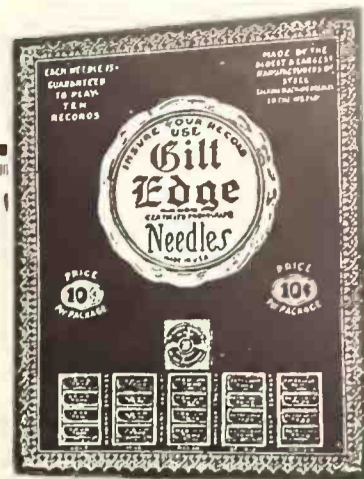
Sid Coleman, connected with the sales organization of the Greater City Phonograph Co., Inc., Sonora distributor, New York City, is receiving the best wishes of his many friends in the trade on his marriage on June 24 to Miss Lee Hyman. Following a honeymoon in Canada and the Thousand Islands Mr. and Mrs. Coleman are making their home at 1494 Ocean avenue, Brooklyn.

ADD-A-TONE WELL RECEIVED ABROAD

H. Segal, of the Unique Reproduction Co., Inc., New York, manufacturer of the Add-a-Tone reproducer, states that business is excellent. New jobbers are being appointed and re-orders are being received regularly. Mr. Segal makes a note of the fact that the talking machine business is active at the present time in foreign countries and good-sized export orders are being received for the Add-a-Tone reproducer. A few of the countries where this company's product is meeting with approval are Cuba, Japan, South Africa and New Zealand.

PHONOGRAPH CO., INC., CHARTERED

OKLAHOMA CITY, OKLA., July 3.—The Phonograph Co., Inc., this city, has been granted a charter of incorporation, with a capital of \$25,000. Incorporators are A. C. Dennis, R. H. Sherman and W. J. Davidson, all of this city.



THIS COUNTER DISPLAY STAND WILL DOUBLE YOUR NEEDLE BUSINESS

Our dealer combination Gilt Edge Needle outfit, including a beautiful metal display stand for your counter containing an assortment of 40 packages of loud tone, 20 packages of extra loud, 20 packages of medium and 20 packages of Dance Tone is a silent salesman. The outfit costs you \$5.00 complete, and you sell the needles at 10c a package—your profit being 100 per cent.

GILT EDGE NEEDLES

"A Bagshaw Product"

In uniform quality, in record preserving and in consistent performance they are the best on the market. Each needle plays 10 records, clearly and without scratching.

The Reflexo Blue Steel Needle with three tones in one is also a winner. Packed 50 needles to a package and sell at retail for 15c a package. Your profit is 100 per cent.

Ask your jobber. Write for samples



Reflexo Products Co.

Incorporated
 Sole Agents for
 W. H. Bagshaw Co.
 Gilt Edge and Reflexo Blue Needles.
 Factory:—Lowell, Mass.
 Office:—347 Fifth Avenue
 New York City

The NEW

P H O N O



The ever-increasing demand for the New EDISON is a public expression of appreciation for the foremost phonograph of all time



WHEREVER shown and wherever heard the New Edison is meeting with public approval. The demand for the New Edison is increasing daily, a substantial expression of appreciation for the unusual beauty of its cabinet design, and the super qualities which distinguish its Re-Creation of the singing and playing of famous artists.

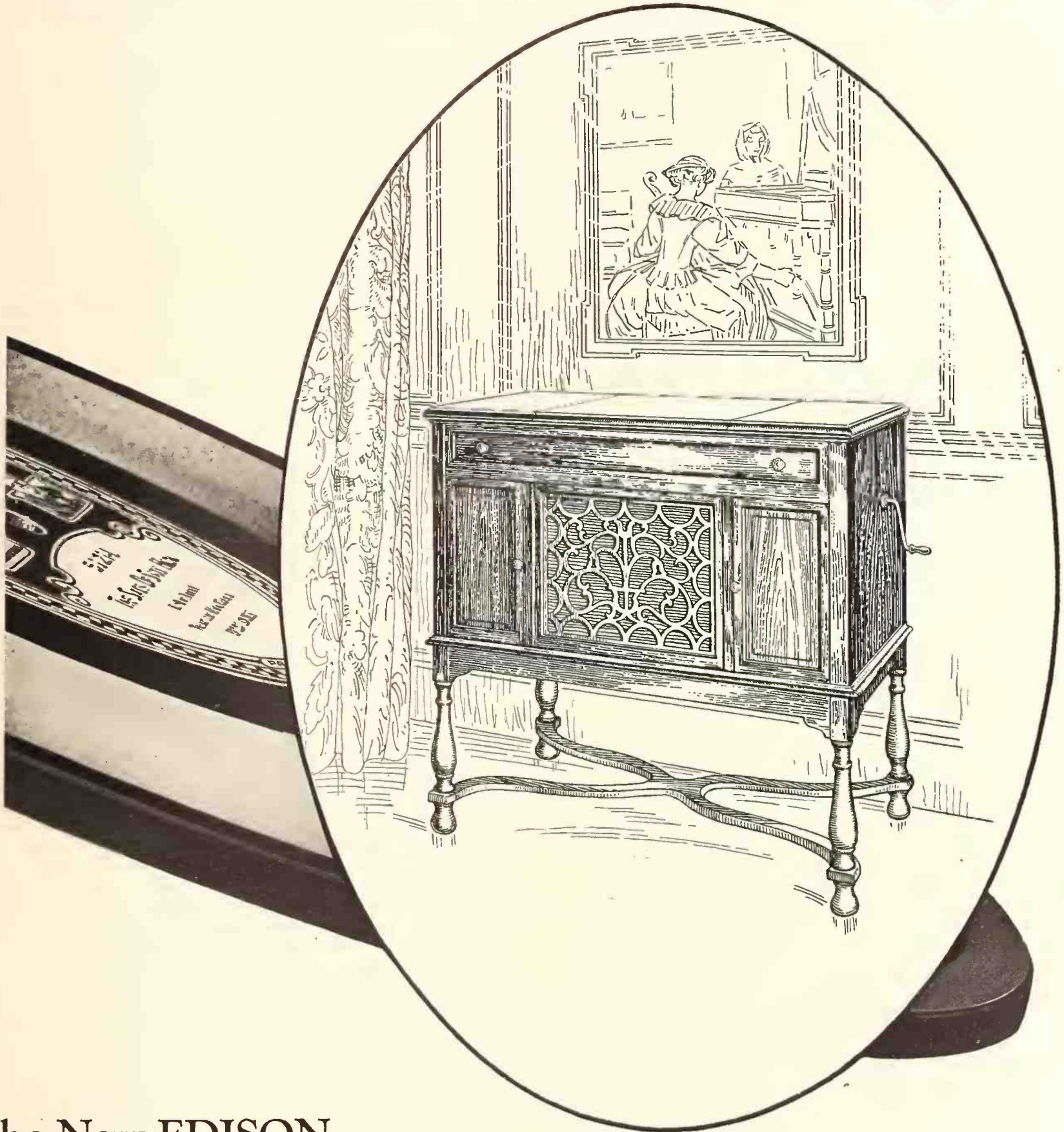
Every glorious color and tint of tone, every fine shading, every perfection that distinguishes the talented musician, are preserved and reproduced unmarred on the New Edison. The ever-increasing demand for the New Edison is opening up new and profitable territories for Edison dealers.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

The only phonograph that dares the test

EDISON

G R A P H



The New EDISON leads not only in reproducing qualities, but in cabinet designs

IT was essential that the cabinets which were selected to encase the New Edison be in keeping with the acknowledged superior reproducing qualities of the instrument itself. The historic masterpieces of the famous Periods were drawn upon for certain cabinets.

The inspiration of Edison designers was drawn upon for others.

The result today is a complete line of representative phonographs with a range of style and a range of prices that practically blankets the entire market.

of direct comparison with living artists

INDIANAPOLIS

Satisfactory Business Enjoyed Despite Oppressive Heat—Frederick C. Pullen Promoted—Edison Shop Discontinued—The News

INDIANAPOLIS, IND., July 6.—With six months of the year now a matter of record, local dealers are very much elated with the results of that period. Sales have been made in large volume and for the greater part have been of the higher-priced instruments. June has been a very favorable month, in most cases showing a substantial increase over the same month of last year. The city and State are passing through a period of very oppressive heat, which has caused a slight depression in buying, but dealers do not look forward to any very adverse effects from this condition, inasmuch as the first three weeks were unusually good in point of sales.

Figures That Show Good Business

A good illustration of the showing made by dealers in the first six months of the year is the sales record of L. S. Ayres & Co. This store, according to R. R. Follis, manager of the talking machine department, passed the figure for the first six months of last year in April, and the sales of the six-months period of this year will show an increase over the corresponding period of last year of greater than 40 per cent. The talking machine and record sales of the Pettis Dry Goods Co., another large department store, will show a very substantial increase over the six months of last year, according to Ira Williams, manager of this department. The Taylor Carpet Co., Victor dealer, has enjoyed a good business during the period and on Saturday, June 23, made a sales record that has not been equaled on any one day of this year. Other Victor dealers report good sales.

Sonora Demand Exceeds Supply of Goods

Local Sonora sales are being held down by the continued inability of the local dealers, Charles Mayer & Co., to secure delivery of machines from the factory. B. Friedman, of the Sonora department of this store, reports that deliveries are being made more promptly, however. Most of the Sonora sales being made at this time are of the lower-priced machines. The Mayer store stocked approximately the same amount of portables as were sold by them last season, but this stock has been entirely exhausted and they are unable to supply the demand for this class of merchandise. Edward

and Oscar Mayer, of the Kiefer-Stewart Co., attended the Sonora Sales Convention at Saginaw, Mich., recently. The Kiefer-Stewart Co. are Indiana distributors of Sonora machines and Okeh records and report a good State distribution of these lines.

Edison Shop Closes Out

The Edison Shop, a local Edison store, is being closed out. This will leave only one Edison retail dealer in Indianapolis—the Carlin Music Co. The closing of the Edison Shop signifies the withdrawal of Walter Kipp from the phonograph business in Indianapolis and Indiana. Mr. Kipp withdrew from the wholesale business at the time of the sale of the Kipp Phonograph Co. to the Phonograph Corp. of Indiana, and it has been known for some time that he intended to dispose of his retail interest.

Edison sales, as reported by the Phonograph Corp. of Indiana, wholesale distributor, have held up very well during the hot Summer months. The unusually large sale of records continues. The newest Edison dealers are Hardin Drug Co., Flat Rock; Frank M. Baker, Shoals, and Roy Wood, Farmersburg.

Frederick C. Pullen Appointed Manager

Frederick C. Pullen, widely known throughout the Edison organization and the phonograph trade in general, has been appointed manager of the Phonograph Corp. of Indiana, taking the place of J. M. VanderVoort, who for the present is being transferred to the Edison factory. Mr. Pullen's experience with the phonograph industry extends over a period of fifteen years, the last three of which have been spent as production manager of the Edison record manufacturing plant. Mr. VanderVoort leaves a wide circle of friends in Indiana and the regret on his leaving this territory is only equaled by the welcome extended to Mr. Pullen.

Making a Canvass of Buying Public

The Carlin-Quick Music Co., new Edison store, Kokomo, Ind., has been doing an unusually large volume of business since the opening of the store a few weeks ago. Both Mr. Carlin and Mr. Quick, in their long connection with phonograph sales, have learned the value of intensive canvassing and are personally calling on

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Isley'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

every family in Kokomo. A card record showing the kind of phonograph, if any, and the kind of piano or any other musical instrument, owned by the family, is being prepared. This record will not only furnish valuable information to the present phonograph business, but in case a line of pianos or other musical goods is added at a later time the Carlin-Quick Co. will have in its files a complete record of practically every musical instrument in Kokomo and a very complete record of prospective buyers.

Baldwin Co. Doing Well With Brunswick

Brunswick is doing a normal business, according to reports of the Brunswick Shop and the Baldwin Piano Co., local Brunswick dealer. Record sales are unusually good. The record "Yes, We Have No Bananas" has been featured by the Brunswick Shop and is perhaps the best seller at the time of this report.

WILL MARKET MADERITE COVERS

Maderite Sales Corp. Will Distribute Products of A. Bruns & Sons—Sales Manager Karpen Planning Intensive Campaign

The Maderite Sales Corp., Brooklyn, N. Y., was recently incorporated in New York State with a capital of \$50,000, the incorporators being Victor Bruns, Alfred Bruns and H. N. Karpen. This new corporation is a subsidiary of A. Bruns & Sons, Brooklyn, N. Y., well-known manufacturers of canvas products, including "Maderite" phonograph moving covers. The Maderite Sales Corp. will distribute all of this company's products and an intensive sales campaign is now in process of completion.

H. N. Karpen, sales and merchandise manager for A. Bruns & Sons, who is well known in mercantile circles, stated recently in a chat with *The World*: "Talking machine dealers are beginning to realize and appreciate that considerable time and money are saved by the proper use of the phonograph moving covers. It is a simple matter to place a cover on a machine and remove it when necessary, but this simple procedure saves money and keeps the stock in proper condition. The use of covers in the warehouse also prevents the possibility of cabinet scratches and enables the dealer to deliver his instruments with the knowledge that they are perfect in every detail."

PLAN EMERSON DEALER CO-OPERATION

Arthur H. Cushman, sales manager of the Emerson Phonograph Co., Inc., returned to the New York offices of the company early this month following a ten-day visit to the Emerson Co. at Philadelphia, where co-operative plans for greatly increasing the sale of Emerson records in that territory were arranged. The Fall campaign exploiting the Emerson product will be quite elaborate and includes plans for assisting dealers materially in increasing the sale of records.

ATTENDED CONVENTION OF THE ELKS

A. Frangipane is general manager of the Mutual Phono Parts Mfg. Co., of 151 Lafayette street, New York City, and is also an Elk. Accordingly, he was very much in evidence at Asbury Park, N. J., during the recent New Jersey State convention of Elks. The convention was a great success, and provided Mr. Frangipane with a respite from his duties in taking care of the big and ever growing business being done by the Mutual Co.

To Wide-awake Phonograph Dealers

We Offer an Interesting Dealer Proposition



Make plans now for your future success and profit. Grasp this opportunity now.

The Edison line now offers 16 new models, including a full sized cabinet model as low as \$100 list. An Edison now to suit every taste and purse, combined with the New White Label Records released every week means increased sales and profits for Edison Dealers.

Write for our liberal Dealer proposition. Dealer territory now open in parts of Indiana and Illinois. Your Town may be open.

Phonograph Corporation of Indiana

325 North Delaware Street

Indianapolis, Indiana

"SERVICE THAT COUNTS"



Swanson Dealers Are Profiting Most from the Demand for Good Portables

\$35.00

is the retail price of this supremely satisfactory portable. Your customers, after comparing the Swanson with others, will recognize instantly that here is value for every dollar.

The Swanson combines dependability, excellent tone qualities, strong construction, beautiful finish, compactness and light weight.

With the Swanson Portable, music may be carried into the home, into the woods, on the beach, on the canoe or motor boat, or any place where music may be enjoyed. It plays all disc records—OkeH, Edison, Gennett, Columbia, Victor, Vocalion, etc.

This excellent instrument will prove a good friend of your cash-register, too

Reap the maximum profits from the increasing demand for good portables during 1923—the greatest portable year in history. With the new Swanson, you can accomplish this result—and turn “portable popularity” into “portable profits.”

The market for this wonderful instrument is almost without limit. It is the choice of those who seek the greatest enjoyment

- at the Summer Camp
- on Beach Parties
- on the Motor Boat or Canoe
- on Motoring Trips
- in the Home or Small Apartment
- on Picnics

The Swanson is not a machine “for the day.” It is a year-round instrument—a source of constant enjoyment to its owners—and of liberal profit to the dealer who sells it.

Make the most of portable year by ordering a sample today. Use the coupon below. After seeing this wonderful instrument, you will re-order without delay.

SPECIFICATIONS OF THE NEW SWANSON

SIZE: 11 1/4" x 13 1/4" x 7 1/2".

WEIGHT COMPLETE: 15 1/2 pounds.

TONE QUALITIES: Elimination of all discordant sounds of motor and metal is accomplished by the combination of the Swanson tone arm and wooden sounding board. The exclusive Swanson tone arm, constructed of wood, is combined with a high-grade reproducer with genuine mica diaphragm to produce a natural tone quality of unusual richness. The tone is brightened and purified by the specially constructed lid which is utilized as a sounding board.

MOTOR: The Swanson contains a strong double-spring motor of high quality which can be wound while playing. The correct placing of the crank makes for ease in winding.

CONSTRUCTION: The case is solidly built of wood, covered with heavy, durable, artificial leather, which is beautifully grained and water-proof. Locks and catches are solid brass, nickel-plated and highly polished. Velvet-lined compartment in case for carrying crank and tone arm. Comfortable leather handle that fits the hand for carrying is detachable. All material and parts used are the best obtainable.

EQUIPMENT: One twelve-pocket record album, fitting into lid; special needle holders for loud, soft and used needles are built into the machine and fitted with spill-proof covers; ample space in velvet-lined compartment for needle cutter and record cleaner.

CONSOLIDATED TALKING MACHINE COMPANY

227 West Washington Street - - - CHICAGO

Branch: 2957 Gratiot Avenue, Detroit

Just reach for your pen and scissors, sign this coupon, pin it to your letterhead, and mail it to us. It will bring you a Swanson profit—the big source of portable

CONSOLIDATED TALKING MACHINE Co., 227 W. Washington St., Chicago, Ill.

Your claims as to the excellence and money-making possibilities of the new Swanson Portable are of interest to us. Send us.....of these machines at \$35.00 each, less dealers' regular discount.

Signed.....

Firm Name.....

Address.....

City..... State.....



Does the summer record user buy records from you?

Does he buy the expensive records for his outdoor parties or is he inclined to insist on the good 50c record?

Your experience tells you that he buys the 50c record. It is logical for him to prefer it.

Let that experience be your guide. It will start you on a record business that will pay your overhead and leave you a handsome profit throughout the summer.

PLAZA MUSIC CO.
18 WEST 20TH STREET NEW YORK

MAKES SURVEY OF RURAL FIELD

Investigation by Garver Bros., Canton, O., Discloses Drop in Interest in Radio—Special "Talker" Concerts Prove Successful

CANTON, O., July 3.—That radio is fast losing its popularity with the farmer is indicated from an interview this week with Harold Fashbaugh, manager of the music department of the Garver Bros. Co. store at Strasburg, O., known as the world's largest country store. In 1920 this store did a \$1,000,000 business.

"Waning of radio interest in the rural districts is being reflected in talking machine sales," said Mr. Fashbaugh. "Radio is becoming less popular with the farmer and for the past three months there has been a noticeable increase in the number of talking machine inquiries, in some weeks there being double the number received as in the same length of time four months ago."

The head of the Garver Bros. Co. music department said he had just completed an extensive survey of the rural communities in this section of Ohio. "I have learned," he said, "that three-fourths of the farmers who have had radio sets installed are tiring of them and are returning to talking machines."

More attention is to be given talking machine merchandising in the future, it was said at the Garver store this week. A specially equipped, light truck for the delivery of machines has been purchased and from now on larger appropriations are to be forthcoming for advertising and special exploitation.

One profitable exploitation stunt in which the store has been successful is in holding special talking machine concerts at the more prominent granges throughout this section. Mr. Fashbaugh, after receiving permission to hold a demonstration in the grange hall, gets the mailing list from the master of the grange and mails each of the members a postcard telling of the proposed concert. This has been twice attempted and each time there was a large attendance. At intervals Mr. Fashbaugh stops and explains the many features of the machine to the interested listeners.

The survey previously referred to has disclosed that the average farmer will spend \$100 for a talking machine and no more unless he is a man of means. The upright is in most demand, although of recent weeks the console model has been gaining attention.

SON OF W. A. WILLSON DIES

W. A. Willson, manager of the educational department of the Columbia Graphophone Co., is receiving the sympathy of his many friends in the trade upon the death of his son, Eugene Willson, who died at his home in Maplewood, N. J., recently. Eugene Willson was only twenty-two years of age at the time of his death and, although not associated with the phonograph industry, he was keenly interested in musical affairs, having played with a well-known orchestra in his spare time.

NEW POST FOR WALTER BENNER

LIMA, O., June 25.—Walter Benner, manager of the Starr Piano Co. branch here for the past eighteen years, has been promoted to the position of sales manager of the Starr Piano Co. at Dayton. Mr. Benner will be in charge of sales district comprising the territory between Middletown and Lima and from Greenville to Marion. Mr. Benner is known as one of the best-informed piano men in this section.

G. W. HOPKINS REGIONAL OFFICER

At the recent meeting of the National Association of Sales Managers held in Atlantic City, N. J., Geo. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., New York, was elected regional vice-president.

BOOK ON ACCOUNTING NOW READY

"Accounting for Retail Music Stores" Now Available to Trade Members

The Trade Service Bureau of the Music Industries Chamber of Commerce has just issued a bulletin to the trade calling attention to the book on "Accounting for Retail Music Stores," which was presented so prominently at the Chicago convention and made a distinct impression on retailers.

The book, which is now ready for delivery, was compiled by Prof. Archie M. Peisch, of the Amos Tuck School of Dartmouth College, as a result of investigations of over 100 retail music establishments made by M. W. Newcomb and E. D. Smith, of the Dartmouth College student body. The various accounting methods and forms included in the book have been successfully installed by Prof. Peisch in a number of music stores. The book is offered to association members for \$2 a copy and to non-members for \$3.

Mr. Edison Man:—

Don't Say

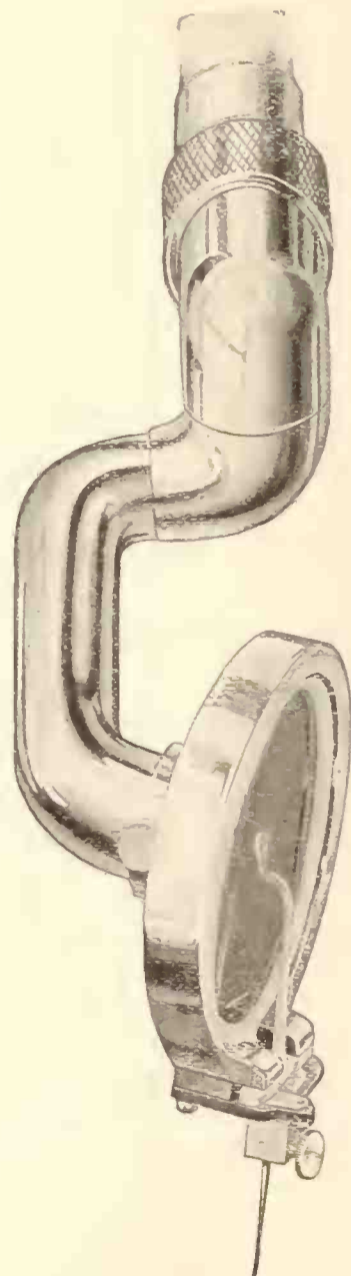
"KAN'T," say "KENT"

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.

"When You Walked Out Someone Else Walked Right In" was written as a fox-trot. Ray Miller and His Orchestra play it this month as a combination of everything known to jazz—and your feet never miss a step.

"Wolverine Blues," on the reverse side of Record A-3911, is another powerful dance potion compounded by the same master alchemists.

COLUMBIA GRAPHOPHONE CO.
New York



NEW ORLEANS

Intensive Sales Campaigns Augment Excellent Business—Noon-day Concerts Attract Business Women—Other News of the Trade

NEW ORLEANS, LA., July 7.—Talking machine dealers and distributors of this city are very well pleased with the volume of business being received. In many cases it has far exceeded anticipations and continues to progress very favorably. Not content to lie back in jubilation over the encouraging position it has ascended to music men are prosecuting sales vigorously, intent upon establishing greater records. Extensive advertising and the introduction to the market of the latest factory models of machines, spot releases of "jazz" numbers that enjoy unbelievable popularity among the disc selections and similar processes are being pursued with the idea of creating a volume of trade that has heretofore been unheard of during this period of the year.

"The music trades' convention held in Chicago last month brought out the largest delegation of talking machine men from all parts of the country that I have ever witnessed at any similar conclave which I attended," declared J. D. Moore, manager of the music department of the Maison Blanche Department Store. "Not only were they on hand for the sessions, but all seemed eager to participate in the various discussions, leading toward the building up of the trade and landing it in its rightful place in the field.

"The annual exposition, in my opinion, was the most successful one ever attempted by the trade and it is bound to produce results. A great deal was accomplished and memory of it is certain to linger in the minds of those who were present for a long time to come."

Referring to the present state of affairs in the talking machine trade in New Orleans, directly bearing on his house, Mr. Moore said that they are doing their share of business.

The Maison Blanche Co., through Mr. Moore, is furnishing daily lunch-hour concerts on the Victrola to young women who eat their noon-day meal at the Young Women's Christian Association. A machine is loaned the luncheon room and a young saleslady is assigned daily to the task of operating it. She attends to the playing of the music. Cards are circulated and the diners write down their desires for particular records and artists, giving also their daily lunch hour. When they return, either the following day or as soon as it is possible to get around to them, the records wanted are played. This idea has proved extremely popular and a number of purchases have been made from the house by means of it. The prevailing wish, however, seems to be for the classical, rather than the popular numbers. The music period lasts for about an hour and a half each day.

The Junius Hart Piano House, Ltd., distribu-

tor of Okeh records for this territory, is enjoying a brisk demand from dealers for these records. The Okeh line is making steady strides in popular favor, as evidenced by the growth in size and quantity of orders. Although this particular season of the year is looked upon as a slack period Okeh record dealers are quite evidently doing more than their share of business.

J. A. Billiet, manager of the retail department of the Diamond Music Co., exclusive Edison distributor and dealer, stated that he regarded the past month as having been normally productive and quite satisfactory. The William and Mary console is achieving well merited demand. The house recently disposed of a Sheraton model machine that is to be used by the instructor in typewriting at the McDonogh Girls' High School next session to simplify and assist the students in the study of the course. On the wholesale side of the firm Vice-president Schreiber finds the situation in the territory very promising indeed. Two new agencies have recently been added to the list. Messrs. Griggsby and Waggoner have been appointed in Hattiesburg, Miss., and L. C. Keoun in the town of Springhill, La. Manager Twigg, who lately returned from a visit through Louisiana and Mississippi, started out a few days later on another business trip.

"Our talking machine department is enjoying an excellent business and we could not possibly ask more," said Harry B. Loeb, president of the Harry B. Loeb Piano Co., Brunswick dealer. Portables seem to continue in popularity, according to Mr. Loeb. "Swingin' Down the Lane" has proved to be one of the most popular numbers handled by the house.

John A. Hofheintz, wholesale manager of Philip Werlein, Ltd., announced the approaching release of six picked records of Victor manufacture sung by colored artists. These numbers are expected to be very popular. In "Taint Nobody's Business If I Do" Clarence Williams, New Orleans negro, plays the accompaniment and, as he has obtained considerable attention

in the North, due to the clamoring desire for records of his make, it is thought that the numbers will be doubly popular.

Sales of the Aeolian flat-topped Vocalions are greatly hampered by the prevailing inability to obtain the necessary stock, according to Manager Howard Hill, of the music department of the D. H. Holmes Co. The instruments have established themselves in the hearts of the local lovers of good music by their magnificence of appearance and the demand for them has been great. It is expected that, when they are obtainable in large consignments, little difficulty in disposing of them will be experienced.

Victor dealers in town are anxiously awaiting the arrival of the new Models 00, 05 and 410, which are due very shortly. Catalog pictures of them have created a deep impression. Some tentative sales have been made on the strength of photographs. They will be handled by Philip Werlein, Ltd., L. Grunewald Co., Dugan Piano Co. and several others.

Installation of several additional hearing rooms for record selling was a necessary factor to accommodate the ever-growing trade of the Collings Piano Co. The business in Gennett records alone has been built up until its annual figure is close to \$10,000.

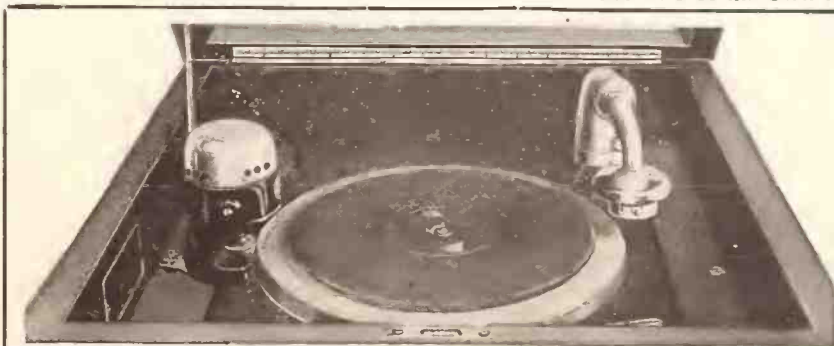
Splendid success in June sales of Victrolas and records was made by the Dugan Piano Co., according to Manager Crigler. He is well pleased with the month's returns and predicts that a greater business era is at hand.

OPENS BRANCH IN NEW CUMBERLAND

NEW CUMBERLAND, W. VA., July 5.—Frank Lincoff, who operates a talking machine and jewelry store at Weirton, W. Va., has opened a branch store on Ridge avenue here. The talking machine interest of this concern has been steadily developed until now it is an important branch of the business.

TED LEWIS SELLS RECORDS

NEWARK, N. J., July 6.—Ted Lewis, popular bandmaster and Columbia artist, recently appeared in this city with the "Greenwich Village Follies." While here he visited the Broad and Market Music Store, Columbia dealer, where he autographed and personally attended the sale of his own recordings.



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

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the twenty-eighth 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.]

RELATING RECORDS TO THEIR ORIGINS

It might be supposed that American talking machine manufacturers and merchants would have little or nothing to learn from their fellows in foreign lands, but the assumption is not necessarily true. Things of which one is most certain are often the very things which it is fatal to accept in an uncritical spirit. Among these is the belief that everything worth knowing about the talking machine business has already been discovered in the U. S. A.

During the recent conventions of the Music Industries Chamber of Commerce one man connected with the talking machine industry pointed out a weakness in the accepted American method of cataloging and classifying records. He pointed out, if I understood him rightly, that a grave error is perpetrated in the practice of listing numbers extracted from continuous operatic or instrumental works, under titles which do not indicate rightly their origin. In this I quite agree, so much so, in fact, that I think it worth while to make clear to the readers of *The Talking Machine World* how much harm is thus done to the sale of high-class records.

Backbone of the Business

High-class records, it is universally admitted, are the backbone of the talking machine business. They sell steadily and without any need for elaborate propaganda. They are readily kept in the public mind by mere inclusion in catalogs, plus occasional special reminder in monthly bulletins. They are perfect bringers of satisfaction and most of them will live forever or at least until others, of the same music and much better done, come to take their place. This is specially true of the instrumental records and of those which are extracted from the better-known operas and bear the names of very well-known artists, such as Caruso and Galli-Curci. All these are steady profit makers and are justly regarded as the very foundations of the prosperity of the talking machine business.

Now, the complaint which I have to make is that, following a practice of the older days when it was not so necessary to think of fine details, the classifying and listing of these high-class numbers are done in a manner which makes it almost impossible, for the unlearned salesclerk and customer alike, to know the real signifi-

cance of a vocal or instrumental piece. For instance, most high-class music is primarily known by traditional titles, which in the case of a vocal aria is nearly always the Italian, French or German of its first few words, or, in case of instrumental numbers, the technical term (such as Andante) which is placed by the composer at the head of each movement of a work to indicate its general tempo or phrasing. This practice is, however, defective because it tends to give the impression that each piece stands by itself, without organic relation to any other. And this is a mistake because it hinders the sale of other organically related numbers and at the same time renders more difficult the task of interesting the buying public in high-class music.

Wrong Emphasis Placed

When I say that the practice of thus artificially individualizing pieces which owe their origin and sole real interest to their position in some opera or instrumental composition works against general public interest in good music, I mean simply that when a number is related in the owner's thought to nothing else in music it tends to be taken merely as an example of some artist's singing or playing, and not as a specimen of music. This means, again, that the influence which might be exerted by each such record in familiarizing its owner with the name and story of some opera, some symphony or some other work fails to appear, and the piece remains unrelated and useless, save as an exhibition of some artist's performance. It is not thus that music is made to be understood of the people nor thus that the talking machine becomes an apostle of good music, leading to an ever-growing demand for better and more numerous specimens of the best in musical art.

Operas Complete

I should like to see a reform in this matter. I should especially like to see an attempt made to interest buyers of records in complete operas. To this end, of course, a good deal of filling-in would be necessary, but already there are some operas complete (Pagliacci, for instance) and in many other favorites the numbers already existing occupy all the strategic places in the work, requiring only some filling of gaps. But, unhappily, the buyers do not know that even now they can have most of some and all of one or two. Nor, for instance, is there any way of telling them, save by referring them to a dry catalog, that the tenor solo, "Celeste Aida," which Caruso sang so finely, belongs in the same opera with the fine Homer-Caruso duet ("Aida a me togliesti"). What is the relation between the two? In fact, how many people buy any "Aida" record at all save the "Celeste Aida?"

Now, all operatic records are, of course, cataloged under the name of the opera to which they belong, but unfortunately even such a splendid publication as the Victor Book of the Opera does not suffice alone for the gigantic task of educating the ignorant public into asking for all the interesting records which exist of every interesting opera. There is the problem. Whether this is solved we shall have the record business on a basis so healthy that nothing will be strong enough to tilt it from its foundation.

No Ready Panacea

I have no patent remedy, but I think that a great deal can be done if we begin by acquainting the great public which uses talking machine records with the operas and the great instrumental works as entities to which individual records belong, and of which they should always be considered parts. In the countries overseas this is done to a greater extent by far than occurs here and many more complete operas are in existence. I am fortunate in possessing many splendid records from abroad, many of them made at the European branches of American houses, and can testify how much more convenient and practical is their practice of relating pieces, vocal or instrumental, to their sources, instead of listing them in a way which leads the uninformed to remain in ignorance of their origin. It is better to deal with an opera or a symphony as a whole, better for everybody. It is better to talk about a record as an excerpt from such and such an opera, and not merely as somebody's singing or playing of something-ending-in-*io*. In the first case, it is possible to say "have you heard also so and so and so from the same opera?" Which is salesmanship.

As I said, I do not possess any simple way of putting over this reform, but I am quite convinced that the talking machine business is in a shape to-day where it can take itself seriously enough to consider an improvement of the kind without laughing at it. Of course, some one will say, "There are only one or two numbers in even the best-known opera which any one ever buys"; to which the answer is, "Naturally; how could it be otherwise when they have never been taught to know about the others?"

We ought to be ready by now to take a leaf out of the book of our foreign fellows and begin to treat our grand collections of fine music intelligently. By so doing we shall take a long step toward that idea of the future which sees every normal person owning a good phonograph, at least a library of well-selected records of the highest kind of music and lasting prosperity in the trade.

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

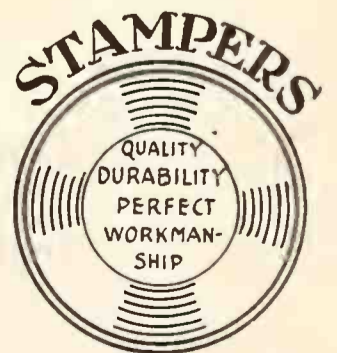


WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



OUR
IMPROVEMENT
ALL STAMPERS
HAVE
HIGHLY POLISHED
MACHINED BACKS





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., 116-122 West Illinois Street, Chicago, Illinois

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

FLETCHER REPRODUCER

Scientifically

Constructed



Gives Perfect
Reproduction
of Voice
or Instrument

Volume and
Perfect Detail

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

116-122 WEST ILLINOIS STREET

CHICAGO

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

CLEVELAND

Jay Iglauer Demonstrates How to Sell at June Meeting of Music Merchants—Jobber-Dealer Co-operation—New Stores—The News

CLEVELAND, O., July 7.—Value of the trade association to its members, and proof that attendance at meetings only will get the first-hand information that is helpful to the individual dealer, was demonstrated at the June meeting of the Music Merchants' Association of Northern Ohio, when Jay Iglauer, merchandise manager, the Halle Bros. Co., delivered a most instructive address. Mr. Iglauer was the guest of J. L. Du Breuil, sales manager, the Sonora Phonograph Ohio Co.

In brief, Mr. Iglauer illustrated, by explaining a theoretical sale of a phonograph, that all that prophesies is not profit. First of all he showed that wise merchants no longer recognize gross profit. They call it gross margin. The only profit is that which is left for the merchant to put into his own pocket. Mr. Iglauer used an instrument that would retail at \$200 to illustrate his talk. This machine would cost the dealer \$120, giving him, he might suppose, \$80 profit. Yet the cost of the machine is only part of the cost of doing business with it, Mr. Iglauer showed. Other costs include those of selling, rent, delivery, advertising, service for one year, storage, insurance, taxes and the general overhead charges. Estimated conservatively, Mr. Iglauer asserted that these costs would total 31 per cent of the cost of the article, or \$62, which made the machine cost the dealer \$182, not \$120, and thus leaving him a profit of \$18, not \$80, or approximately 9 per cent. The reason for this false viewpoint, in the opinion of Mr. Iglauer, is that dealers are prone to consider the cost of the goods, rather than what they can get for them, yet it is only what the goods will sell for that can count with the dealer seeking a profit.

Since the trade-in is a factor with which the talking machine dealer must now reckon seriously Mr. Iglauer supplemented his conclusions in a new machine sale with those pertaining to the used phonograph. He took another theoretical machine, that sold several years ago for \$150, and for which the dealer had allowed \$75. Mr. Iglauer offered the opinion that, with competition of both new and old machines, it is hardly likely that the dealer could get better than \$65 for the old instrument. Then there are the items that must be included in the cost of selling this machine, such as rent, insurance, taxes, service, etc. The items included in addition to these were not included in this illustration, it being supposed that the sale of the new machines might cover them. Using the same percentages, it was found that the added costs to dispose of the old phonograph would amount

to \$26.75, and this figure, added to the original allowance for the machine, would not give the dealer a profit. More, he would have actually lost \$8.75, since he would have absorbed the profit on the new machine.

The ideas given the members who attended the meetings were considered so good that Mr. Iglauer will be invited to a meeting of all music merchants when meetings resume next September to give this same talk again.

Helping to Finance Sonora Dealers

Taking advantage of the lull in retail business, due to the excessively hot weather during June, both jobbers and retailers have been laying plans for Fall and Winter business. One of the particularly constructive efforts is that being inaugurated by the Sonora Phonograph Ohio Co. This plan comprises arrangement with a large financial house in New York City to finance the small dealer's time payment deals. Briefly, the plan calls for the advancement of the money involved in the sale of talking machines sold on a time basis, the dealer to make his payments back to the finance company twice a month. Since the dealer virtually retains his capital, for which service he pays a nominal charge, he is placed in a position whereby he may expand his business and anticipate his requirements. This move comes at a time, in the opinion of J. T. Pringle, general manager of the local Sonora offices, when dealers need finance in order to be able to obtain their apportionment of the Sonora stock for the balance of the year, since there will be limited supply of machines owing to the overselling of this year's production.

Inaugurate Drive on Edison Records

Another good method for going after new business at this time has been adopted by the Phonograph Co., Edison distributor and retailer. The new Edison records are being used as the basis for this campaign. A letter explaining the new records, a list of the better and later pieces and a return post-card, on which the prospect indicates the six records most desired, were sent out a few weeks ago. The response was beyond expectations, according to E. S. Hershberger, secretary, since approximately one-third of the records sent out remained sold. The records were shipped in a special carton, in which those not desired might be returned. The results were satisfactory enough to warrant using another and stronger letter and an augmented list of recordings, and indications were that the returns would be doubled. The big thought behind the move, in the opinion of Mr. Hershberger, is to get the people to hear the new music, rather than to get them to buy im-

mediately, but the actual sales of records by this plan are more than satisfactory.

Digging Up Brunswick Prospects

Several interesting features have been developed by the local Brunswick organization, under the management of Leslie I. King. Foremost among these may be considered the plan that helps the small-town dealer to get new people into his store. Figures were compiled by Mr. King that showed that it costs the average dealer 90 cents a month to bring each new person into his store through ordinary methods. By the new plan this cost is reduced vastly. The method consists, primarily, in getting local civic organization members interested in voting on certain types of machines, followed by a drawing of the votes, with the winning voter being awarded a Brunswick machine. How valuable and economical this is to the dealer was proved in at least one instance, points out Mr. King, where a retailer in a central Ohio town actually brought 4,700 new people into his store during the period the voting was conducted and 1,000 of these proved to be live prospects.

Concerts Boost Record Sales

A tour of the Isham Jones Orchestra, for the benefit of dealers, was planned for the last week of June by the Brunswick organization here. The orchestra played for dances or concerts at Punxsutawney, Pa.; at Lake Road Inn, near Cleveland, in Cleveland proper and at Youngstown for the Yahrling & Rayner Co., and at Akron for the George S. Dales Co. Both dealers and public attended the events at which the orchestra played. The immediate results, according to returns from dealers to Brunswick headquarters here, are that records by this orchestra far outsell records by any other orchestra.

Attended the Smith Opening

Local Brunswick executives assisted in the opening of the E. E. Smith new store at Clearfield, Pa. The event marks nine years in the talking machine business for Mr. Smith, who started less than a decade ago in a tiny store. To-day he has a two-story brick building on one of the principal corners of Clearfield. More than 8,000 persons attended the opening.

Playing of Bands Creates Demand

From the talking machine trade viewpoint some of the best results for music were obtained by the presence here of the fifty or more bands with the Grotto Convention during the early part of June. These bands played constantly throughout the week in hotels, office buildings and before music establishments. First shipment of "Yes! We Have No Bananas" records were received here about the time the bands were doing their part, according to T. S. Buel, secretary-treasurer, the Record Sales Co., and within a day or two the consignment, of Okeh product, at any rate, was exhausted. Other pieces the bands played went almost as fast.

Plans New Columbia Branch

Another new retail location will be established



An Edison Phonograph Agency Is Valuable for Many Reasons:

It adds prestige to any business; it brings customers into the store frequently (new records are issued every week); it makes your store the musical centre of the community (real "hits" are available on the Edison first): Quick turnover, steady profits and the satisfaction of selling the only phonograph that Re-Creates music so perfectly that it cannot be distinguished from the actual performance of the artist.

Write us for detailed information.

A few towns now open for representation.

THE PHONOGRAPH COMPANY

Exclusive Edison Distributors

Cincinnati, Ohio:
314 West Fourth St.

Cleveland, Ohio:
1240 Huron Rd.

I'm gon-na Hop off a train, Skip down the lane, And Jump in-to my Mam-my's arms.

I'LL HOP SKIP AND JUMP

Into My Mammy's Arms -

A Swinging Fox Trot Song

Featured by Vaudeville's
Leading Artists

You can't go wrong
With any FEIST song

© LEO FEIST Inc. N.Y.C.

by Frank Cerne at St. Clair and Seventy-ninth streets and, like the other Cerne projects, will be an exclusive Columbia store.

Drive on Sonora Portables

The Sonora Phonograph Ohio Co. has started a campaign of joint advertising for local dealers, using the portable machine as the chief attraction at this time. The move is simultaneous with the demand for small instruments that campers and others may take with them outdoors. The ads list all Sonora dealers.

C. E. Kraner in New Post

Carl E. Kraner, recently appointed manager of the southern Ohio territory for Sonora, has taken over his district and has been covering, with J. L. Du Breuil, sales manager, Ohio and Kentucky territory prospective clients. While in Cincinnati they arranged for the Sonora exhibit, which will be part of the Music Merchants of Ohio Convention musical exposition.

Annual Columbia Picnic

About fifty members of the Columbia branch in Cleveland and those connected with the Detroit and Buffalo offices, which are part of the local branch, attended the annual picnic at Cedar Point. Most of the members went by boat and wore Grafonola caps, which added that always necessary touch of publicity. Manager S. S. Larmon and H. C. Schultz, of Detroit, managed the affair.

C. D. McKinnon in Charge Here

C. D. McKinnon, of the Aeolian Co., New York, has been spending the past few weeks at the local offices of the C. L. Marshall Co., Vocalion record distributor. Mr. McKinnon is in charge of this company's business during Mr. Marshall's vacation, which the latter is spending at his Summer place in northern Michigan.

Death of William Byrd

William Byrd, for twenty-five years connected with the Columbia interests and identified with the Columbia mechanical department in recent years, passed away in St. Louis, where he had gone some months ago on account of failing health.

Invents Dancing Doll for "Talker"

A new dancing doll device, which shimmies, fox-trots and waltzes, according to its inventor, soon will be available to talking machine dealers. The device is synchronized with the music of the talking machine records and appears to dance on the record itself. The inventor, Charles R. Barber, of Cleveland, is about to patent it. Officials of the Eclipse Musical Co., Victor wholesaler, may look into its merits, according to P. J. Towell, vice-president.

Many Stores Remodeling

The L. Meier & Sons Co.'s main location on the West Side is being redecorated and an enlarged shipping department added.

The Wolfe Music Co. has officially opened its new talking machine department on the second floor of its Prospect avenue store. Every type of machine is displayed. Demonstration rooms are maintained on the first floor. In about a month a branch store for the Wolfe Music Co. will be opened in the East End. Both the Wolfe and the Meier establishments are Victor dealers.

WHY CLERKS ARE DISCHARGED

A survey among retail stores in New York covering a twelve-month period to determine what percentage of clerks were discharged and the reasons, according to the Milwaukee Retail Journal, showed that:

- Thirty per cent lacked industry.
- Twenty per cent were unable to follow instructions.
- Twelve per cent lacked courtesy and tact.
- Eight per cent lacked sticking power; they could not hold the job.
- Seven per cent lacked confidence.
- Seven per cent would not or could not learn their merchandise.
- Seven per cent could not cope with the customers' objections.
- Four per cent went stale and lost interest in their work.
- Four per cent were discharged for sundry reasons.

McFARLAND CO. IN NEW HOME

Stage Formal Opening of Spacious New Quarters—Large Talking Machine Department on Main Floor—Fine Lines Featured

SPRINGFIELD, O., July 7.—The H. H. McFarland Co., 14 South Fountain avenue, recently celebrated the opening of its new music store at the above location. Many invitations were sent to patrons and prospects and, from 7 to 10 o'clock in the evening on the opening day, a musical program was enjoyed.

Besides being in a better location the new home of the H. H. McFarland Co. is considerably more spacious. The ground floor is devoted almost entirely to the talking machine line. This firm handles Victrolas and Victor records, as well as the Sonora and Edison machines and Edison records. The piano department is on the second and third floors, which contain ample provision for artistic display.



"All Roads Lead To Rome"



THE APPIAN WAY

"All roads lead to Rome"—this expression dates back to the early days of the empire. But there was one road—the Appian Way—that always carried more traffic in greater speed and comfort than any other three Roman roads combined.

Victor dealers in Cleveland territory whose businesses are not now traveling the "Appian Way" are invited to use Eclipse service and be assured of the best that is in us.

THE ECLIPSE  MUSICAL ©
VICTOR WHOLESALERS CLEVELAND OHIO

STARS

of the
EMERSON
CATALOGUE

BENNIE DAVIS
 EDDIE CANTOR
 WALTER SCANLAN
 HENRY BURR
 SAM ASH
 IRVING KAUFMAN
 BILLY MURRAY
 FRED VAN EPS
 ELIZABETH MURRAY
 ELLIOTT SHAW
 JACK KAUFMAN
 PHIL BAKER
 VERNON DALHART
 GEORGE JESSEL
 BILLY JONES
 LEWIS JAMES
 CHARLES HARRISON
 CHARLES HART
 FRED HILLEBRAND
 ERNEST HARE
 ARTHUR FIELDS
 ZEZ CONFREY
 ROYAL DADMUN
 TOM ENNIS
 JOHN FINNEGAN
 SIBYL SANDERSON
 FAGAN
 GEO. HAMILTON GREEN
 ADA JONES
 JOHN KIMMEL
 JULES LEVY
 MILAN LUSK
 ELIZABETH LENOX
 REED MILLER
 EDDIE NELSON
 LANE ROGERS
 MAXIMILIAN ROSE
 WILLIAM ROBYN
 NOBLE SISSLE
 RUDY WIEDOEFT
 WATSON SISTERS
 MANA ZUCCA
 JOHN YOUNG
 FRED WHEELER
 STASSIO BERINI
 MAX BLOCH
 LAURA COMBS
 MONROE SILVER
 CAL STEWART
 RIA ROSA
 HARRY STODDARD AND
 HIS ORCHESTRA
 ALL STAR TRIO
 BERGH'S CONCERT
 BAND
 CRITERION MALE
 QUARTET
 FERERA & FRANCHINI
 GLANTZ AND HIS
 ORCHESTRA
 BENNIE KRUEGER'S
 ORCHESTRA
 LANIN'S ROSELAND
 ORCHESTRA
 LOUISIANA FIVE
 NATZY'S BILTMORE
 HOTEL ORCHESTRA
 PEERLESS QUARTET
 PENNSYLVANIA HOTEL
 ORCHESTRA
 HARRY RADERMAN'S
 ORCHESTRA
 SHANNON FOUR
 SIX BROWN BROTHERS
 JOSEPH SAMUELS MUSIC
 MASTERS
 SELVIN'S NOVELTY
 ORCHESTRA
 STERLING TRIO



THE SIX BROWN BROTHERS

Emerson Records

MID - WEST

55^c50^cWEST OF
ROCKIES60^c

The Emerson Phonograph Company has fixed the retail price of Emerson Records at 50c each.

The Emerson Record at 50c is not "bargain" or "special sale" merchandise. It is a standard product, manufactured by one of the oldest firms in the industry, and sold at the standard price of 50c each retail. The legitimate high grade dealer may now add with assurance a department of popular priced high grade records.

First Out With
the Real Hits

The extraordinary artistic and musical character of Emerson Artists and Emerson Records will not only be sustained, but will be bettered at every opportunity.

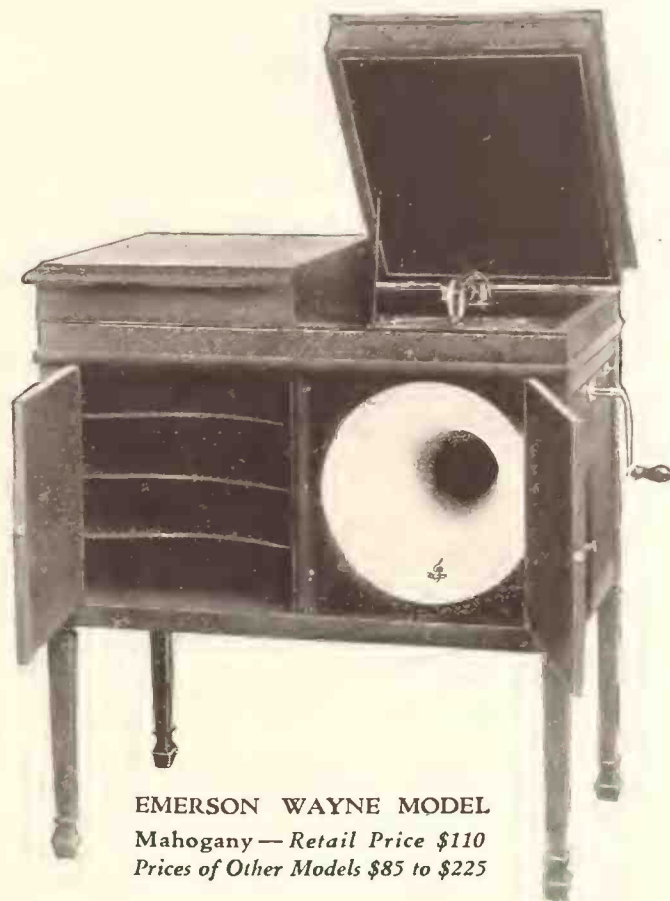
Emerson dealers are assured that Emerson representation will be restricted *absolutely* to legitimate phonograph dealers.

The Emerson repertoire also includes comprehensive catalogues of records in Jewish, Italian, Polish, Russian, and German.

Your Profit on Emerson is the Same as on Higher Priced Records



Cash in on
the Selling
Advantages of a
distinctive line—



EMERSON WAYNE MODEL
Mahogany—Retail Price \$110
Prices of Other Models \$85 to \$225

The New Emerson Phonograph with the famous Music Master Horn!

Why not sell the line of phonographs with a *real improvement that no other phonograph has?*

The entire Emerson Phonograph Line stands apart from all other phonographs, because the famous Music Master Horn is exclusively an Emerson feature. Why be at the mercy of common competition selling just "phonographs"?

Far more sales are closed with instruments enough above the average to command the customer's prefer-

ence—instruments whose real superior worth confirms and goes beyond the sales talk—*especially when their higher grade remains within the popular price!*

Write us today for information about our distribution. We may get together for mutual profit!

Our franchise includes Emerson Records, which are first in the market with Real Hits, which we do not allow to get "out of stock" at the factory, and which net you 20% more profit per record.



"the high grade yet popular priced line"

Emerson Phonograph Company, Inc.

Manufacturers of Emerson Records — Eastern Distributors of Emerson Phonographs

105-111 West 20th Street, New York, N. Y.

WASMUTH-GOODRICH COMPANY

Manufacturers of Emerson Phonographs

Peru, Indiana

PERSONALITIES BEHIND THE WASMUTH-GOODRICH CO.

The Men Actively Interested in This Company, Which Manufactures the Emerson Phonograph, Are Widely Prominent in Manufacturing, Banking and Commercial Circles Throughout Indiana

The personnel of a manufacturing organization is always of keen interest to the trade that this organization serves, for the executive and

stockholders in the Wasmuth-Goodrich Co. E. N. Wasmuth, president, is also president of the Wasmuth-Endicott Co., well-known manufac-



E. N. Wasmuth



E. V. Hughes



James P. Goodrich

factory heads must have ability and knowledge in order to make the product a success. It is, therefore, of considerable interest to note the personnel of the Wasmuth-Goodrich Co., Peru, Ind., manufacturer of the Emerson phonograph.

The Wasmuth-Goodrich Co., which has had many years' experience in the building of quality phonograph cabinets, occupies one of the most up-to-date and modern cabinet building plants in the Middle West. James P. Goodrich, ex-Governor of Indiana and the president of the National City Bank, Indianapolis, a man of many important interests, is one of the largest

turer of Kitchen Maid kitchen cabinets, produced in units at Andrews, Ind. P. E. Goodrich, vice-president, is general manager of the Goodrich Hay & Grain Co., of Winchester, Ind.



The Wasmuth-Goodrich Plant at Peru, Ind.

This concern operates elevators in eight or nine large towns in Indiana and is well known throughout the grain centers.

E. S. Goodrich, secretary, is president of the Randolph County Bank of Winchester, Ind., a man widely and favorably known in financial circles. D. A. Wasmuth, treasurer, is also president of the First National Bank of Roanoke, Ind., and the production manager is Earl Hughes, whose wide experience in cabinet production is reflected in the artistic designs of the new Emerson phonograph line.

The Wasmuth-Goodrich Co. has specialized in a considerable measure on the production of period designs of a character that will appeal to homes of refinement and the new Emerson models emphasize its success in this endeavor. The company has issued a cordial invitation to the trade to visit its plant in Peru, Ind., in order that the dealers may thoroughly appreciate the care and attention that are bestowed on every detail of Emerson cabinet manufacture.

PURCHASES MOTOR DIES AND PARTS

Pleasing Sound Phono. Co. Will Make Complete Markel and Butterfly Motors—I. Pascal in Charge to Supervise Motor Production

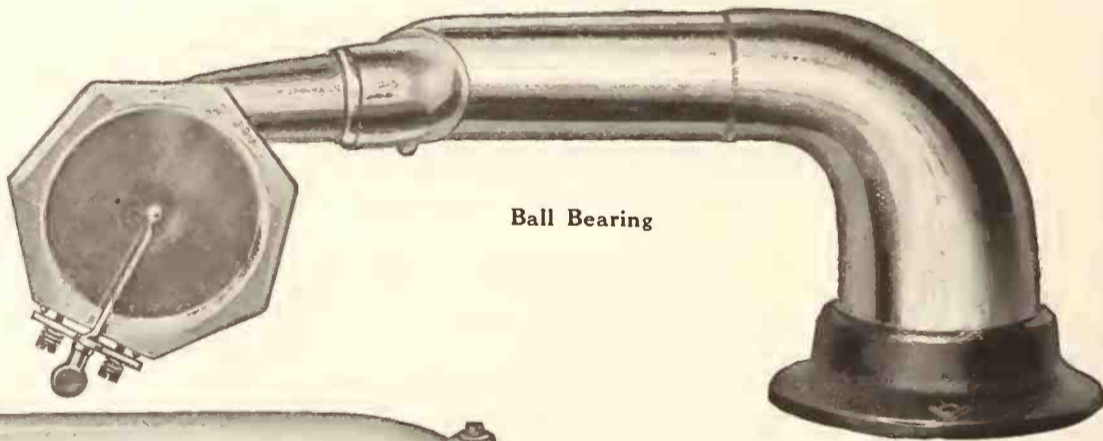
The Pleasing Sound Phonograph Co., 204 East 113th street, New York, jobber of motors, parts, etc., announced recently that it had purchased from the Magic Phono. Supply Co., Brooklyn, N. Y., the parts and dies for the Markel and Butterfly motors. At the present time the Pleasing Sound Phonograph Co. has on hand about 10,000 parts for both the Markel and Butterfly motors, which will be used to supply the jobbing trade throughout the country.

Isadore Pascal, president of the Pleasing Sound Phonograph Co., states that he is negotiating for the purchase of a building for the purpose of manufacturing these motors, in both double and single-spring size, suitable for use in portables and table machines. Mr. Pascal, who has been engaged in the phonograph business over a period of ten years, will supervise the production of motors.

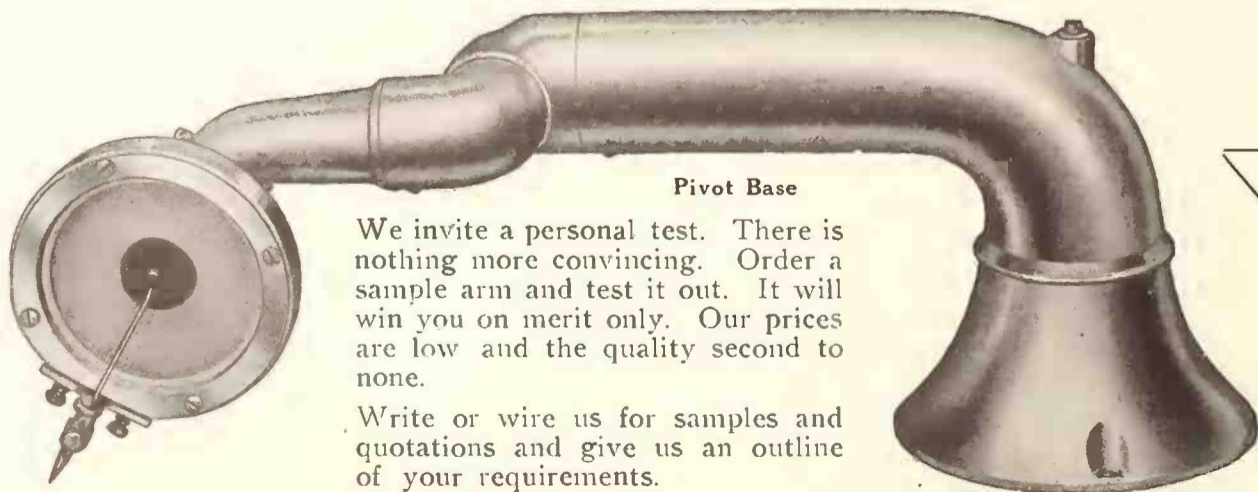
THE EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Positively Create Richness and Fullness of Tone Combined with Perfect Reproduction.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.



Ball Bearing



Pivot Base

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.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.

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"

Music that paints pictures for you as you dance!

That's the artistic offering of Paul Specht and His Orchestra in Record A-3903—"When Will The Sun Shine For Me?" and "Night After Night."

By special invitation, Specht is now giving London feet and ears a thrill; but these fox-trot records will prove balm aplenty for disconsolate hearts among his home folks.

COLUMBIA GRAPHOPHONE CO.
New York



COLUMBUS

*Weddings and Commencements
Help Sales—Effective Windows and
Constructive Sales Ideas Evident*

COLUMBUS, O., July 7.—Features of interest for dealers during the past few weeks were college and school commencements and June weddings. These were made the subjects of considerable advertising, as well as window displays, with good business results. One firm followed up the many weddings that have taken place by sending circular letters to the newlyweds, which were followed up a little later by a personal call from a representative of the house. In this manner a number of machines were sold.

The Spence Music Store, Victor dealer, believes in having motion in the window displays and in telling the public something about the wares it is selling. A card, which explains either the type of the machines or the characteristics of composition recorded on the disc, is attached to every machine and record on display.

In the front part of the window a toy dancing figure can always be seen hopping around to the tunes of popular jazz hits. The music is made audible through the use of a magnavox.

Harry Patton, manager of the Elite Music Store, Victrola specialists, 211 South High street, recently featured foreign records in a very attractive window display. A large card, carrying the message: "The music of the world is yours through the Victrola," was placed in the front part of the window. A large map of Europe constituted the background. Ribbon bands leading from familiar points on the map through a console Victrola to the records of many countries displayed on the floor space visualized how it is possible to possess the music of the world. Beside each record a foreign catalog was placed.

"Yes! We Have No Bananas," a fox-trot recorded by the Great White Way Orchestra, Victor artists, is unusually popular with dance enthusiasts of this city. The F. & R. Lazarus Co. recently featured this number in a window display and in a newspaper advertisement.

There were all kinds of fruit shown in the window of the store, but, in place of bananas, numerous records which contained the above-mentioned fox-trot were scattered among the tropical fruit. So successful were the window display and the advertisement in bringing patrons to the Victrola department that as many as eighty-seven recordings of this number were sold during a single afternoon.

The Georgian model Brunswick machine provided by the Robins Piano Co. had a prominent place in the display of electrical equipment at the \$40,000 model home in Grandview, a suburb of Columbus.

E. M. Levy, manager of the Victor department of the Otto B. Heaton Co., accompanied by his wife and daughter, is spending his vacation at Atlantic City, N. J. Before returning to Columbus Mr. Levy will stop for a few days at the Victor Co. plant. In his absence Miss Ruth Cochran is in charge of the Victor department.

Miss Hazel Woolley, of the C. C. Baker Music Store, has arranged an unusual program of music compositions to be broadcasted by radio during the late Summer and early Fall. The program consists of compositions produced in the different periods of time, beginning with the middle English period down to to-day.

Dave Levy has been added to the sales force of the Complete Music Store, according to Sol Goldsmith, president. Mr. Levy will serve in the Brunswick department of this firm.

George Hooke, Brunswick representative of the Cincinnati office, was a local visitor recently.

The ready reference label system has just been installed at the Elite Music Store, Victrola dealer in this city, by Miss Celia Kellhofer.

Miss Grace Barr, of the Victor Talking Ma-

chine Co., will give a series of lectures to the music appreciation classes that are to be conducted at Ohio University in Athens from July 30 to August 17. The Victrola and Victor records will be used.

W. F. Davisson, vice-president and secretary of the Perry B. Whitsit Co., Victor distributor, has been visiting the Victor plant.

COLUMBIAN GOINGS AND COMINGS

G. W. Hopkins on Visit to Canada—B. W. Jennings Back From West—Joseph LaCalle in Cuba—Recent Visitors at New York Office

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., returned a few days ago from a trip to Toronto, where he conferred with E. A. McMurtry, Canadian branch manager. Mr. Hopkins found conditions in Canada very satisfactory and the outlook for the future most promising.

B. W. Jennings, manager of the Columbia branch service division, returned to his desk last week from a visit to Chicago and Cincinnati. In Chicago Mr. Jennings spent several days with John McKenna, branch manager, whose territory also comprises Cincinnati and the adjoining territory.

Joseph LaCalle, musical director of the Columbia export department, sailed on Saturday, June 23, for a three weeks' stay in Cuba, during which time he will take care of a number of important matters concerning the Columbia export catalog.

Among the recent visitors to the executive offices of the Columbia Graphophone Co. was D. H. Delzell, of the Columbia Stores Co., Salt Lake City, Denver and Spokane, who commented optimistically upon the business situation in these three important territories. W. S. Parks, president of the Columbia Wholesalers, Inc., Baltimore, Md., accompanied by Messrs. Swartz and Anderson of his organization, were also recent visitors to the Columbia offices.



Patent Applied for

Illustration shows the position for playing Victor and all other lateral cut records. Note the dotted line which shows the exact centering of the needle on the record and which prevents the reproducer from coasting when record is finished playing.

ORO-TONE No. 4

Plays All Records on the Edison

In addition, it AUTOMATICALLY adjusts itself to the correct weight for playing all lateral or vertical cut records. Also, it AUTOMATICALLY adjusts itself to the correct needle center and correct angle of the reproducer on the record, and AUTOMATICALLY adjusts itself to the proper height to swing clear of the record when playing all records. There is no danger of reproducer coasting when through playing, due to the perfect needle center. It plays Edison records with the regular fibre needle, producing splendid volume and eliminating surface noises.

LIST PRICES

No. 4 Edison Automatic Equipment	
NICKEL FINISH	\$7.00
GOLD FINISH	\$9.00
GOLD OXIDIZE	\$9.00

Usual discount allowed to responsible dealers. Please furnish references if you are not rated.



Patent Applied for

Illustration shows the position for playing Edison and all other vertical cut records. Note the dotted line which shows the exact centering of the needle when turned to play vertical cut records. The pressure or weight on the record is the same as that of the regular Edison reproducer.

The Oro-Tone Co.
QUALITY FIRST

1000 George St. Chicago, Ill.

GROWING DEMAND FOR PORTABLES IN BROOKLYN

Small Instruments Lead in Popularity—Popular and Dance Records in Vogue—Window Displays and Publicity Bringing Business—Plan Sonora Dealers' Convention—Loeser's Selling Records by Phone—The News

The brightest feature of the talking machine business in the Brooklyn and Long Island, N. Y., territory at the present time is the fair demand for popular and dance records and also portable instruments. Brooklyn is in an exceptionally advantageous position as regards proximity of Summer resorts. A goodly part of the north and south shores of Long Island are devoted to Summer cottage colonies and popular beaches, and one of the principal means of reaching these is through Brooklyn, which is within reasonable riding distance on elevated and surface cars. Another thing which reacts in favor of this section is the fact that this city is the shopping center for the people in the many small towns which dot the Island. Most of these people own their own homes and are prosperous, making the best possible type of prospects for talking machines and records. The demand for the better class of music is not so great as it might be if the dealers exerted greater efforts in pushing these numbers, according to the head of a large jobbing house in that territory, who has made a study of dealer methods and general conditions.

Windows and Other Publicity

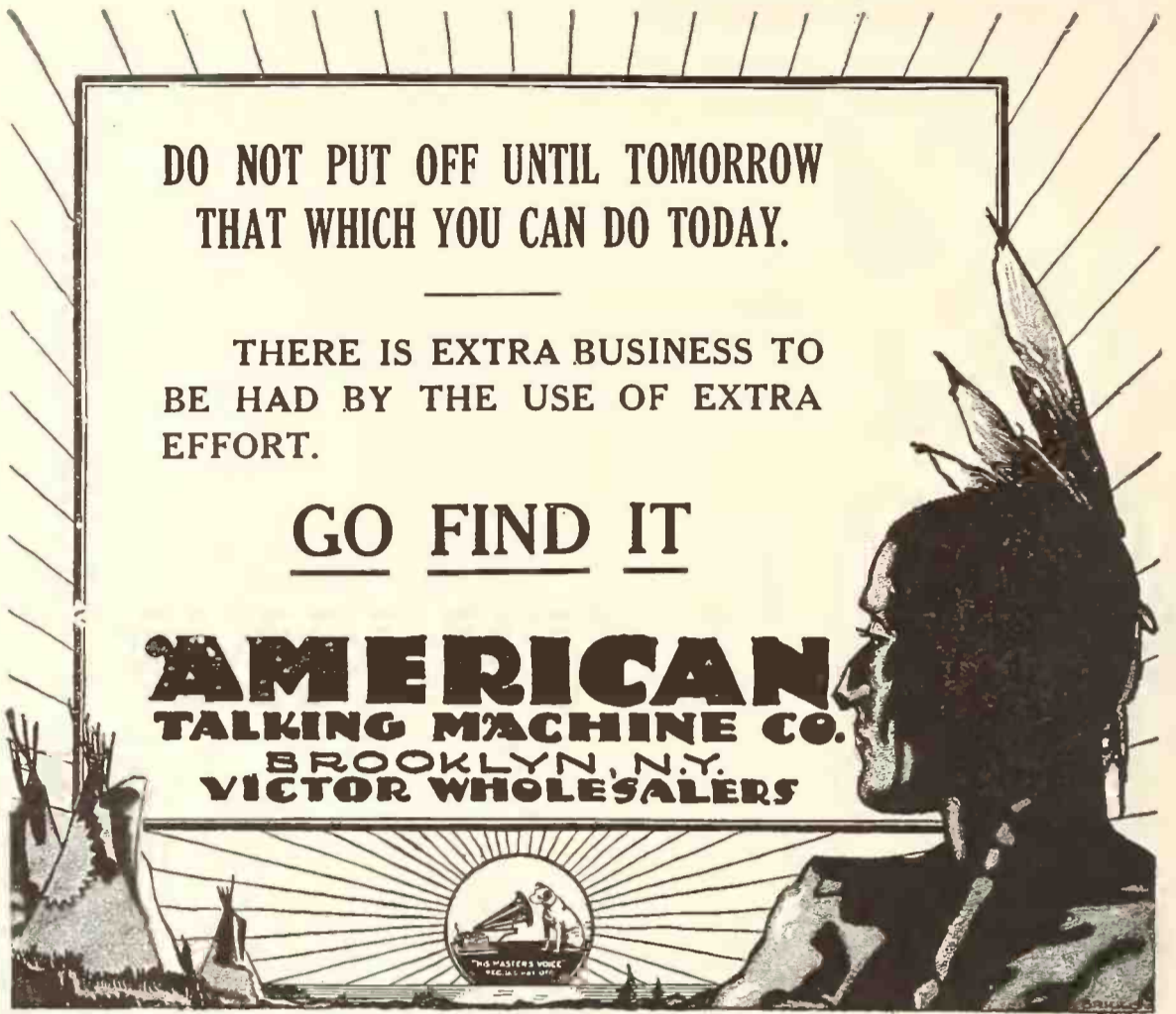
Window displays are recognized as an important means of stimulating business, regardless of seasons, and, consequently, the merchants in the Brooklyn field are making the best of this opportunity. Another thing that has helped considerably in stimulating interest in windows on the part of both the public and retail trade is a window dressing contest which is being staged under the auspices of the sales council of the Brooklyn Chamber of Commerce. A prize is to be awarded to the window considered by the judges to be the best in the city and one concern in the music trade which stands an excellent chance of carrying off the honors is the local branch of the Aeolian Co., which is managed by C. G. Davis. This concern has two windows entered in the contest. One contains three instruments—a grand piano and a console and upright model Vocalions. Several of the Vocalion Red records are placed on the floor of

**DO NOT PUT OFF UNTIL TOMORROW
THAT WHICH YOU CAN DO TODAY.**

**THERE IS EXTRA BUSINESS TO
BE HAD BY THE USE OF EXTRA
EFFORT.**

GO FIND IT

**AMERICAN
TALKING MACHINE CO.
BROOKLYN, N.Y.
VICTOR WHOLESALERS**



the window and the whole display is brought out in a most artistic manner by a background of yellow. Another window in the rear of the establishment also features two models of the Aeolian-Vocalion and an upright piano. Other dealers are featuring portable instruments in their windows, while still others are cashing in on combination displays of small musical instruments, records, sheet music and portables.

Advertising Bringing Rewards

Consistent advertising is also bringing tangible results to a number of live merchants in this territory. A typical example of the publicity methods in force by the more aggressive dealers is that of Al Bersin, one of the most successful dealers in Brooklyn, who operates two establishments, one on Fulton street and another on Bedford avenue. The Victor, Sonora and Brunswick lines are handled. Mr. Bersin makes it a point to advertise in all musical

club programs, dance programs, etc., etc. Considerable newspaper space is also utilized to bring the music message to the people and the results to date have been very satisfactory. It is noticeable that those dealers who have curtailed their publicity are doing very little business in comparison to those who have kept their publicity work up to the maximum point.

Planning Sonora Dealers' Convention

Plans are under way by Robert H. Keith, of the Long Island Phonograph Co., Sonora distributor for the Long Island territory, for a convention of Sonora dealers in the Bossert Hotel on August 30. A luncheon and entertainment will precede the business session, which will be devoted to consideration of the problems of the dealers and the necessity of placing orders for Fall in time to avoid a shortage similar to that which hampered sales during the Christmas season last year. When Mr. Keith was at the convention of Sonora jobbers, held in Saginaw, Mich., recently, he placed orders with the Sonora Co. for a large stock of instruments in order to insure dealers against a repetition of the same conditions that existed last year. However, even with this large stock on hand the continued development in business, which, according to Mr. Keith, bids fair to make this a banner year, will bring about another shortage to those dealers who delay too long in making known their wants for the Fall and holiday trade.

Believes Dealers Should Push Good Music

The better class of music on records should be pushed, according to R. H. Keith, who declared that, from his observations, too many members of the retail trade take the line of least resistance in selling records. He pointed out that jazz and dance music has a natural demand and little or no effort on the part of the dealer is necessary to do a fair volume of business in these numbers. On the other hand, many people who are now buying jazz records could be converted to purchasers of good music with very little trouble if the proper line were taken.

New Twist to Telephone Sales Plan

Making sales of records over the telephone is proving a successful method of speeding up sales and at the same time augmenting the already excellent service at the talking machine department of Frederick Loeser & Co., Brooklyn department store. A new twist has been given to this plan by Mabel Arend, who recently came from Toledo, O., to assume the manage-



Each month reveals a real opportunity to feature a different style of SONORA

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL 

Dealers can rely upon our service to them—for co-operation—for ideas—for loyalty—just as they can rely upon the performance of Sonora Phonographs—The Highest Class Talking Machines in the World.

Any communication will receive prompt and careful attention

Long Island Phonograph Co., Inc.
17 Hanover Place, Brooklyn, N. Y. Telephone Main 1217-18
Sonora Distributors for Brooklyn and Long Island
DISTRIBUTORS OF GOLD SEAL RECORD REPEATER

JULY 1923						
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
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

ment of this branch of the business. There are a number of saleswomen in this department and Miss Arend has arranged matters so that each saleswoman keeps track of her own patrons and when a record is received which any particular patron is likely to favor the saleswoman who has served that customer in the past uses the telephone to acquaint her with the recording. The saleswomen make notations of the type of music their customers purchase and this information is contained in a book, with names of customers listed alphabetically. A study of the information contained in this little book is interesting in itself. For example, one woman patron likes only vocal selections, another is a lover of all good music and there is one customer who purchases a particular kind of needle and will use no other.

The fact that each saleswoman telephones only those customers whom she has served in the past has resulted in each of them becoming thoroughly acquainted with their customers. The plan has resulted in greater confidence on the part of patrons in the ability of the saleswomen to select records which they will like and, since this stunt has been in operation, many sales have been made over the telephone.

Victor Dealer Honored

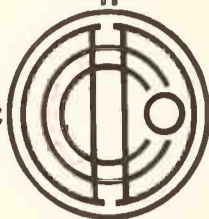
Irving Riesenburger, prominent Victor dealer of Corona, L. I., is now a director of the largest bank in this section—the new Queensboro National Bank of Corona. He is also the largest stockholder in the new institution.

Airplane Helps Dealer in Publicity Drive

An unusual publicity stunt, at least as regards retail music publicity, was recently staged by H. H. Lindenberger, manager, and J. M. Collins, assistant manager, of the Hempstead Music Shop, Sonora dealer, Hempstead, L. I., on the occasion of the first anniversary of the business. The drive was started with a series of teaser ads in the local newspapers and on a Saturday following the teaser advertisements an airplane with the name of the store painted on the body as well as the word "Sonora" flew over the town, stunts being resorted to to attract attention. A large number of envelopes containing Sonora literature were dropped from the plane and these were eagerly grasped by the watching throngs.

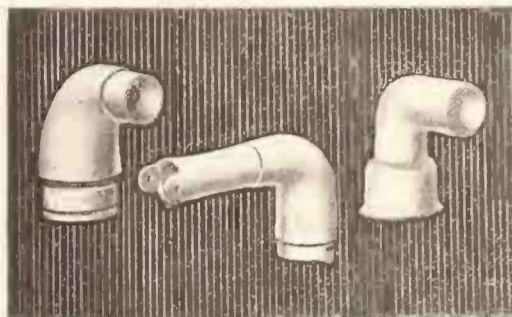
Drive on Sonora Portables

There is a feeling of optimism among all large Sonora dealers regarding record Fall business. The dealers in the Brooklyn territory are conducting a campaign to increase the sale of Sonora portables. The Long Island Phonograph Co., Sonora jobber, is co-operating in this campaign by the distribution of attractive signs as



DOEHLER

The World's Largest Producer of
DIE-CASTINGS



Doehler Die-Cast Zinc Alloy Tone Arm Elbows

The purchase of Doehler Die-Castings is not merely the purchase of a quantity of finished metal products.

It is also an investment in the reputation, the resources, the experience, the service of the Doehler organization—the largest producers of die-castings in the world.

Your return on this investment is the security which reputation, resources, experience and service give—the knowledge that the Doehler name and responsibility are back of every Doehler Die-Casting you use.

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

dealer helps. The results to date of the campaign have been very gratifying.

J. J. Schratweiser recently completed a three-day automobile trip through Long Island, calling on Sonora dealers, who, he stated, were enjoying good business.

A Battle on the Links

J. M. Quinn, Sonora dealer, who conducts an up-to-date music store at 1227 Broadway, Brooklyn, played golf with R. H. and C. W. Keith and J. J. Schratweiser, of the Long Island Phono. Co., at the Garden City Country Club recently. C. W. Keith wielded a wicked driver and both he and Mr. Quinn showed the benefit of their Palm Beach training last Winter.

Dealers to Discuss Problems

A meeting of all Sonora dealers in the Brownsville section of Brooklyn has been called for Friday, July 27, at 11 a. m. Robert Keith, general manager, and J. J. Schratweiser, sales manager of the Long Island Phono. Co., Sonora jobber, will address the dealers, with a view of stimulating business.

Takes on the Sonora Line

A new account by the Long Island Phonograph Co., Sonora jobber, is that of the Excelsior Phonograph Co., 337 Knickerbocker avenue, Brooklyn, N. Y.

Adds Victor Line

Saul Birns, 1730 Pitkin avenue, Brooklyn, N. Y., recently secured a Victor agency and will conduct his store as a dealer for both Victor and Sonora products. There have been extensive changes made in the store, including the installation of new record racks. Abraham M. Berkowitz will continue as general manager.

Congratulations!

Humphrey Michaels, vice-president and buyer for the five Michael stores in Brooklyn, is receiving congratulations on the birth of a son.

Occupying His New Store

Louis Brody, formerly of 421 Knickerbocker avenue, Brooklyn, is occupying his new store at 797 Broadway under the name of the Wonder City Phonograph Co.

VICTOR WHOLESALERS CONSOLIDATE

G. T. Williams Co., Inc., Brooklyn, N. Y., Joins With the American Talking Machine Co.—A Strong Organization Now in the Field

Effective on Monday, July 2, the G. T. Williams Co., Inc., Victor wholesaler, of Brooklyn, N. Y., consolidated with the American Talking Machine Co., likewise Victor wholesaler in that territory, with headquarters at 356 Livingston street, Brooklyn. In announcing the consolidation it was stated that G. T. and S. W. Williams will be associated with R. H. Morris, treasurer of the American Talking Machine Co., in the direction of that business at the Livingston street offices, which will be continued.

All the executives associated with the combined enterprises are men of long service and wide experience in the wholesale Victor business. G. T. Williams organized the G. T. Williams Co. several years ago, prior to which time he was an active factor with the New York Talking Machine Co.

The American Talking Machine Co. was organized twenty years ago and R. H. Morris, its treasurer and managing head of the business, has been connected with it practically since its inception.

The consolidation of the two companies is calculated to insure for the business a particularly strong position and to make for greater efficiency in the handling of the dealers' requirements. The American Talking Machine Co. has been particularly strong and active in the Brooklyn and Long Island territory and will continue to give direct attention to that section.

CHRISTOS A. DOVAS CHARTERED

Christos A. Dovas, of New York City, has been granted a charter of incorporation to deal in talking machines with a capital of \$10,000. Incorporators are C. A. and A. C. Dovas and J. Mallian.



More than 20,000 Now in Use
EDISON DISC RECORDS

should NOT be played by untried reproducers and haphazard attachments.

The "VICSONIA"

has long been accepted by the Trade for its distinctive interpretation of the Edison Disc records.

Furnish your customers with Vicsonias and increase your record circulation.

Sample Vicsonia, in silver set with sapphire point, sent on receipt of \$4.50.

VICSONIA MFG. CO.
INCORPORATED
313 East 134th Street NEW YORK

The CHENEY

THE MASTER INSTRUMENT

The most perfect music-reproducing instrument



The SALISBURY

*A Lovely Adaptation from the
Work of Sheraton and Shearer*

Top Measures 21 3/16 by 38 7/8 inches. The instrument stands 33 3/4 inches high. Heavily gold plated exposed metal parts. Two reproducers for playing all records. Six standard Cheney Blue Albums.

Retails for \$200—East of the Rockies

Another Beautiful New Cheney Console Model

Unusual in treatment—remarkably rich in its effect—made in both mahogany and walnut

The country-wide reputation which The Cheney has earned for designs of elegant simplicity is enhanced in the addition of The Salisbury to the line.

The two-tone effects which have proved so popular are perpetuated in this model, yet with a richness of handling which befits the most carefully furnished home.

Cabinet against cabinet, phonograph against phonograph, value against value, The Cheney is more than a match for

any other phonograph. Consider these five great selling features:

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

THE CHENEY TALKING MACHINE COMPANY . CHICAGO

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St., Cleveland, O.
806 Pennsylvania Ave., Pittsburgh
Ohio, W. Va., Western Pa.

DISTRIBUTORS

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.

ROLYAT DISTRIBUTING CO.
Provo, Utah
Utah, Southern Idaho

RIDDLE PHONOGRAPH CO., 1205 Elm St., Dallas, Tex.
Texas, Southern Okla.

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon

MUNSON-RAYNER CORP., 643 S. Olive St., Los Angeles
So. California, Western Nev., Ariz.

MUNSON-RAYNER CORP., 550 Howard Street, San Francisco, Cal.

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

The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

**BUSINESS CONTINUES SATISFACTORY DESPITE
 SHORT-LIVED STRIKE OF TELEPHONE OPERATORS**

Stores Decorate in Honor of Masonic Convention—Dealers Inaugurate Early Closing Plan During Remainder of Summer—Changes in the Trade—New Stores Opened—Other Activities

BOSTON, MASS., July 6.—On the whole, the past month was most satisfactory in the talking machine trade. Toward the end of June business was a bit interfered with by a telephone strike, which was called by one faction of the New England Telephone & Telegraph Co.'s operators. The strike was badly handled, the grievances, or rather alleged grievances, were of the flimsiest sort and there was little sympathy extended by the public even as a matter of principle. The strike was called for 7 o'clock in the morning of June 26 and at the end of two days it had petered out and by Thursday the situation was to a large extent normal.

Masonic Clubs Greeted by the Trade

During the middle of June the National Association of Masonic Clubs held a week's convention in Boston and on one day there was a big parade which enlisted the services of a great many of the music trade. In honor of the visiting Masons many of the talking machine shops decorated their places of business and when the line of march took the men through Boylston and Tremont streets they were greeted with many colorful tributes.

Early Closing Now in Force

Five o'clock closing is now in force with most of the stores and immediately after July 4 many of them will not open at all Saturday, those in particular which are members of the Retail Trade Board of the Boston Chamber of Commerce. More and more is Saturday during July and August ceasing to be a business day and it won't be many years before the idea will be very widespread in the business world.

Manager Herbert Shoemaker, of the Eastern Co., told The World representative that business has been coming along very well, despite the fact that June is not usually a busy period in the trade. He spent a week at the factory toward the end of the month, taking over with him G. B. Waldron, the Eastern Co.'s city salesman, this being in line with Manager Shoemaker's plan mentioned last month to see that all the staff gets to the factory at least once

a year, so as to familiarize themselves with such details as are essential for them to know in their contact with the trade. Before going to the factory Mr. Waldron spent a week at his farm near Franklin, N. H. An earlier visitor to the Victor factory from this same house was J. C. McDonald, head of the record department, who spent several days getting a valuable line on things in general pertaining to the business.

Manager Kenneth Reed Reviews Conditions

Manager Kenneth Reed, of the Victor department of M. Steinert & Sons, reports that the business for the first two weeks of June was very acceptable, but for some reason or other there was a decided falling off toward the end of the month. Nevertheless, he says, June stood out conspicuously ahead of the same month in 1922. Mr. Reed has established his family at Orleans, down on the Cape, for the Summer, and he goes down each week-end. He's got a fund of fish stories which he will relate to anyone giving a listening ear.

P. R. Spencer Visiting Trade in Maine

Platt R. Spencer did not get far into Maine on his recent trip in the interests of the Brunswick because of the threatening forest fires which obtained in the eastern part of the State. He was able, however, to visit Portland, Augusta, Lewiston and Bath, in all of which places he found business very good. At the present writing he is again in Maine, taking in the points not touched before and visiting also cities and towns in New Hampshire and Vermont.

New Victor Dealer and Changes

A new exclusive Victor dealer has opened up in Natick. He is J. M. S. Glidden, with a location at 3 Pond street. A change has been made in the Bellows Falls, Vt., Victor representation. A. S. Brazil has bought out Mason Bros. and is now conducting the store under the name of Brazil's Music Shop.

Isham Jones Orchestra Scores in Boston

July 2 was the date for the first concert of Isham Jones' Orchestra in this city, for which Mr. Finney, of the local quarters of the Brun-

Try
Us
First

Exclusively



Wholesale

The Eastern Talking
Machine Co.

85 ESSEX STREET
BOSTON MASS.

wick, had made ample arrangements. The concert took place at Loew's State Ballroom in the Back Bay and was under the auspices of the local Brunswick people. It was an unqualified success and was largely attended. The dates for the other concerts were mentioned in the June issue of this magazine, with the exception

(Continued on page 80)



**Victor Service That Serves
Without Being Spectacular**

**Ditson
Victor
Service**

The chief factor of Ditson Victor Service is reliability—the fact that it operates steadily and efficiently, but quietly. From our two distributing centers in Boston and New York we serve Victor dealers in the most thickly populated and busiest section of the country. In short, we fill the gap where good service is needed most.

OLIVER DITSON CO.
BOSTON

CHARLES H. DITSON & CO.
NEW YORK

Love of Good Music Is Not Limited to Any Class, Creed or Race

The NEW EDISON

Through its marvelous REALISM, bringing to actual LIFE the subtle personalities of the artist, perfect technique, the individual tone of voice and instrument, this

phonograph, The NEW EDISON, fully meets every desire of all exacting MUSIC LOVERS. It will bring increased patronage to every Edison Dealer's store.

FULL CABINET MODELS IN CONSOLE AND UPRIGHT DESIGNS, \$100 UP

Certain
Localities
Offer Dealer-
ship Opportuni-
ties. Write us.

THE PARDEE-ELLENBERGER CO., Inc.

Edison Jobbers for New England

26 Oliver Street

Boston, Massachusetts

Edison
is
FIRST
with
HITS

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 79)

of an extra engagement, one at Manchester, N. H., for which Arcadia Hall has been engaged.

Edison Sales Make Fine Showing

Frederick Silliman, who so successfully shapes the destinies of the Pardee-Ellenberger Co. in the New England territory, says that business in the Edison line is making a very creditable showing; in fact, the sales in this territory up to July 1 were far ahead of what they were last year up to October 1, certainly something Mr. Silliman and his staff should be proud of. Mr. Silliman has a group of men around him that he has Summered and Wintered with for a number of years, and as a team they all work together in a way that brings results.

Attended "Opening" of Outlet Store

Herbert Shoemaker, manager of the Eastern Co.; E. W. Kilgore, sales manager, and E. P. Johnson, of the sales force of the company, went down to Providence a fortnight ago for the opening of the Outlet Co. and a dinner and dance were pleasant features of the occasion. H. G. Russell, of the Outlet Co., was a caller here on the trade a few days ago.

Brunswick Phonographs for U. S. S. "Leviathan"

Before the now-famous "Leviathan" of the Shipping Board fleet left Boston on its trial trip to Southern waters it was equipped with Brunswick machines, five of them, which were put aboard the craft while she was in the dry dock being repaired. These Brunswicks are the

Oxford models, made of walnut, and were specially constructed for this boat. One is located in the ballroom of the "Leviathan," another is in the music room and the other three are scattered at advantageous points about the boat. With the machines went a large number of the choicest Brunswick recordings.

K. T. Finney Attended Conference

Harry Spencer, of Kraft, Bates & Spencer, the local wholesalers of the Brunswick, and who went to the Chicago convention, was unable to return to New York for the conference of salesmen because of illness and hurried straight home. In his stead, Kenneth T. Finney, manager of the New England department, went over and he came in contact with the twelve salesmen from Philadelphia, New York and Boston. The company spent an entire day going over the new records and fortifying themselves with an intelligent fund of selling information. Mr. Finney returned to Boston, thanks to this trip, better able than ever before to reel off the special qualities of this and that record.

Artistic Ditson Wins Praise

In recording the news of the month in Boston one must not forget to make special mention of the handsome window at the Oliver Ditson Co.'s store in Tremont street. The window specifically advertises Charles Kellogg's Victor records of bird songs. The entire window is strewn with hemlock boughs and at the rear is a large

cage enclosing brilliantly plumaged birds, while outside the cage and scattered about the window there are other handsome examples of the feathered tribe. The birds used in this exhibit are all foreign songsters. All about the window, too, are a number of Mr. Kellogg's records. Henry Winkelman, manager of the Victor department of the Ditson Co., is mainly responsible for the display, while the actual work on it was done by the company's window dresser.

Henderson Opens in Park Square

Henderson's, Inc., which has a well-patronized shop in Boylston street, has leased another place in Park Square, only a few feet around the corner from Boylston street, where eventually the Brunswick, Victor and the Vocalion lines will be carried. The store was opened a few days ago and for the present only the Victor line will be carried.

Appreciate Okeh Record Hits

At the Boston offices of the New England department of the General Phonograph Corp. there is rejoicing that the Okeh is so soon to have songs from the "Rise of Rosie O'Reilly" on the market. Already consignments have been received of "Born and Bred in Brooklyn" and another of the popular songs of this Cohan musical comedy and the Okeh dealers have many orders for these numbers. The Cohan songs always go strong in the Okeh line.

Lopez Orchestra Makes Okeh Dealers

As a result of Vincent Lopez Orchestra's appearance in Worcester a week ago on the occasion of the senior promenade of Holy Cross College, Manager N. B. Smith, of the New England department of the General Phonograph Corp., was able to open up three new dealers in that city to handle the Okeh line.

Columbia Artist Making New England Tour

The local New England headquarters of the Columbia Co. are following with interest the appearance here of one of its artists, William Kennedy, who was here the week of July 2. Other dates in New England include such places as Holyoke, New London, Lynn and New Bedford. The Columbia Co. has two of Mr. Kennedy's records and they go big. Manager Mann has seen to it that the New England dealers have been well circularized for what is known as "Babbling Brook" week, when "Beside a Babbling Brook" is to be featured everywhere.

Attended Commencement at Dartmouth

Robert Steinert, of M. Steinert & Sons, whose office is at the Arch street headquarters of the company, spent several days at Hanover, N. H., the latter part of the month, going up for the Dartmouth commencement festivities, as Bob is a loyal alumnus of the college class of '16.

Sonora Co. of New England Expands

The headquarters of the Sonora Co. of New England has lately increased its floor space at 219 Columbus avenue through leasing considerable space on the floor above over their pres-

We Serve New England!

THE PROMPT, unusually efficient service that we are rendering in the distribution of Okeh Records to dealers throughout New England is the result of knowing the needs of this market from all angles.

This knowledge, combined with thoroughly complete stocks and modern methods of distribution, finds us prepared at all times for the speedy delivery of every kind of an order, including foreign language and Irish records.

General Phonograph Corporation of New England

142 Berkeley Street

Boston, Mass.

Okeh Records



ent quarters, which is used for storage purposes. This has become necessary through the heavy invoices of Sonora goods that are not only coming along fast, but are going out almost as fast; for, speaking of business, the demand in this territory for this line is reported to be very satisfactory for this time of year.

Like the Good Old Days

All the office staff of the Eastern Talking Machine Co. went to the Barnum & Bailey-Forepaugh's Circus Thursday evening, June 22, and they filled up on peanuts and pink lemonade like all good faithful circus habitues.

It is of interest that the circus tickets this year were for sale downtown in the talking machine warerooms of the C. C. Harvey Co. In other years they were sold in the Hallet & Davis headquarters next door, but owing to the removal of the offices farther out near Copley square this new location was not a convenient point for the general public.

Death of Mrs. Caroline Winkelman

Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., has the sympathy of his friends in the death of his mother, Mrs. Caroline Winkelman, who passed away in Somerville a short time ago at a rather advanced age. For a number of years of her life she lived in Boston.

C. H. Farnsworth Summering at Marblehead

Charles H. Farnsworth, president of the Eastern Talking Machine Co., has closed his home in Brookline and gone with his family to Marblehead, where he has a Summer home to which he has been going for a number of seasons. He commutes daily to and from Boston in his Packard car.

Ralph L. Freeman Off to Nova Scotia

Ralph L. Freeman, director of distribution for the Victor product, passed through Boston the latter part of June en route, as he usually is at this time of year, for Nova Scotia, which is a favorite vacation land for him.

New Columbia Dealer in Hartford, Conn.

The Columbia offices announce the opening of a new exclusive Columbia shop in Hartford, Conn., to be conducted by Joseph Feinblum. This is said to be one of the finest shops in New England. Fred Collins, of the Columbia sales force, went down to Hartford June 30 for the opening.

Hold Outing on July Fourth

The staff of the General Phonograph Corp. of New England, of which N. B. Smith is man-



Precepts for the Wise Victor Retailer in Preparation for a Banner Year

1. He will anticipate NOW his supplementary stock of Victor Instruments.
2. He will realize with the advent of the new Flat Top divided lid models, 215 and 220, and the 3 Art Models, 400, 405 and 410, that he has the most complete and all-embracing line of musical instruments in the history of the Talking Machine business.
3. He will not overlook the additional profits to be derived from attention and sales effort upon the horizontal models, particularly the very popular styles 240 and 260.
4. He will not hesitate to solicit the advice of STEINERT and lay his problems before the STEINERT corps of experts.

Exclusive Territory for DeForest Radio Dealers Still Exists

M. STEINERT & SONS
Victor Wholesalers
35-37 Arch Street Boston, Mass.

ANYWHERE IN NEW ENGLAND

ager, had a most enjoyable outing at Lake Boone, some twenty miles out of the city, on the Fourth of July. The party went out in machines and an enjoyable program, made up by a special committee consisting of Manager Smith, Assistant Manager J. W. Connelly and P. J. Donovan, was participated in with great pleasure by the assembled hosts.

A. J. Jackson Off to Europe

A. J. Jackson, the Victor dealer of Boylston street, which business is carried on under the name of A. J. Jackson & Co., embarked on his postponed European trip June 27. He plans to be away until early in September.

Some Brieflets of Interest

James A. Frye, representative in New England for the Victor, is the proud father of a seven-pound boy, who is to be named James Crawford Frye. Congratulations Jimmie!

Joe Burke, manager of the Sonora Co. of New England, and his family are away on their vacation, having motored up from their new home in Newton to North Woodstock, N. H., where they are domiciled at the Hotel Alpine.

Charles S. Norris, the Tremont street talking machine dealer, spent several days over in New York the latter part of June.

Manager Fred E. Mann, of the Columbia, motored over the road toward the end of the month to New York, where he planned to spend the Fourth of July.

Peter McInerney, supervisor of orders and inventory at the local quarters of the Columbia Co., is back home from a motor trip taken with friends to Montreal and Quebec, going into the Province via the Adirondack mountains.

Ray Burke has just returned from a trip to Maine, taken in the interests of the Sonora, and he reports he found business very good in that State.

The local Victor trade was glad to see Ted Hersey a few days ago, he having motored up here from New Haven, Conn., where he is now in the motion picture business. He was formerly associated with the Eastern Co.

Marshall Funkhauser, head bookkeeper of the Columbia Co., who came to Boston from Baltimore a few months ago, motored down to the Southern city toward the end of June to bring back his wife and family.

W. C. Fuhri Calls on New England Trade

W. C. Fuhri, general sales manager of the General Phonograph Corp., was over in town for a day the latter part of June visiting some of the Okeh dealers. He was entertained while here by New England Manager N. B. Smith.

Move to New Quarters

The Phono-Radio Mfg. Co., New England representative of the Emerson Phonograph Co., moved on July 1 from 27 Court Square to new and larger quarters in the Miller Building, 93 Federal street.

PIERCE OPENS IN NORTH ADAMS

NORTH ADAMS, MASS., June 13.—A branch phonograph and piano store has just been opened at 30 State street by the L. M. Pierce Co. This firm has been in business several years at 305 Bridge street, Springfield. F. W. Edwards has been made manager of the new North Adams branch, which contains a fine, large talking machine department.

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

New Brunswick Records Every Day

No waiting now for Brunswick records—they come NEW EVERY DAY. A constant stream of the novelties in music to bring customers into the store of Brunswick dealers every day, instead of once a month.

Always something in advance to play for the record customer. The public is pleased. The sales of records prove it. Dealers like it. Their profits prove it.

Brunswick records can be played on any phonograph. Brunswick phonographs play all records.

KRAFT, BATES & SPENCER, Inc.
80 KINGSTON STREET, BOSTON, MASS.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers



KENNEDY'S PHONOGRAPH SHOP OPENS

New Columbia Store of H. J. Kennedy in Worcester, Mass., Makes Debut

WORCESTER, MASS., July 2.—Henry J. Kennedy, for the past two years manager of Widener's Grafonola Shop here, has opened what is considered to be one of the most attractive and artistically arranged establishments devoted to



Partial View of H. J. Kennedy's New Store the sale of talking machines and records in this city. The store, which is known as Kennedy's Phonograph Shop, is advantageously located at 27 Pearl street in the new Chapin Building. The complete new Columbia line is featured. There are five record demonstration booths and the entire store is decorated in French design, the color scheme being ivory. Booths and fixtures were installed by the Van Veen Co.

Mr. Kennedy is very well known locally and has a large following. His experience in New England covers a period of ten years. Before associating himself with Widener's he was manager of the Rosen T. M. Co., Boston, Mass.

A LONG AND HONORABLE HISTORY

Watkins Bros., of Connecticut, Subject of Long Article in Hartford Courant—Now One of New England's Prominent Music Houses

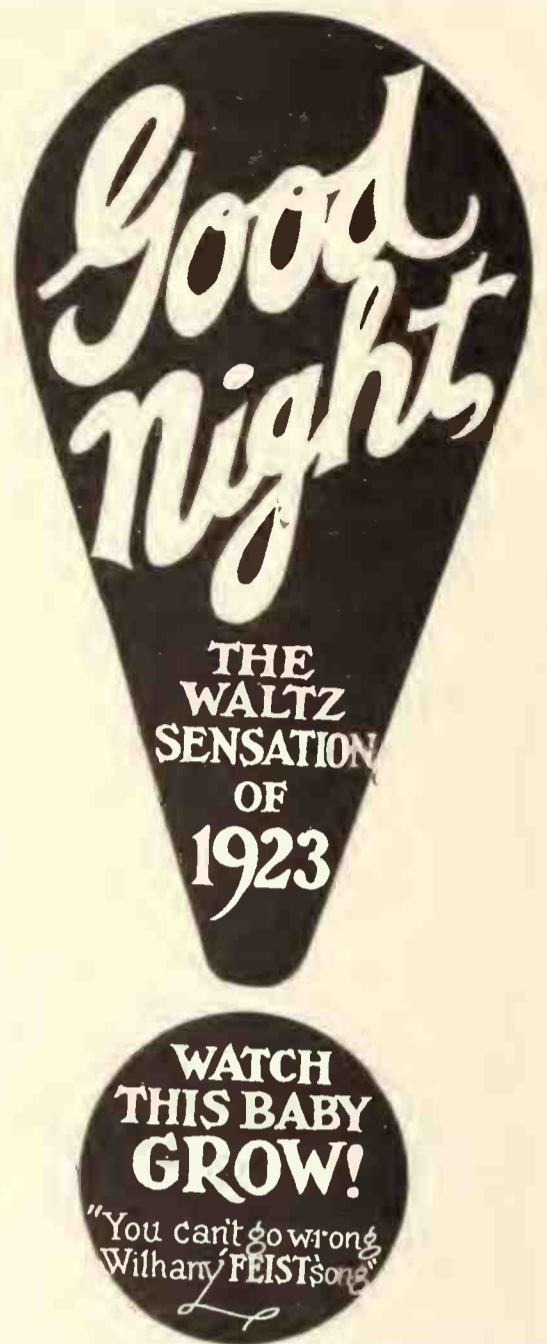
The Sunday supplement of the Hartford Courant of June 24 contained a long article on the history and development of the well-known music house of Watkins Bros. This firm was started in Manchester in 1874 in a little frame building. To-day it has stores in South Manchester, Bristol and Hartford, Conn., and is one of the best-known music houses in the New England States. Among the instruments which it handles is the Steinway, the A. B. Chase and other well-known lines, as well as the Aeolian player line.

The present personnel of the firm consists of Clarence G. Watkins, F. Ernest Watkins, who gives his principal attention to the Hartford store, and C. L. Moore Watkins, son of Clarence G. Watkins, who has taken an active part in civic life as well as devoting his attention to his business.

T. C. CANFIELD IN NEW POST

Succeeds Henry J. Kennedy as Manager of Widener's Worcester, Mass., Store—Was Formerly Connected With Landay Bros.

WORCESTER, MASS., July 3.—Thomas C. Canfield, formerly manager of the Bridgeport, Conn., branch of Landay Bros., is now manager of the local branch of Widener's, 351 Main street. He succeeds Henry J. Kennedy, who recently resigned to open a talking machine store at 27 Pearl street. Mr. Canfield has had wide experience in the merchandising of talking machines and records and as manager of Widener's, which recently added the Victor line to the Columbia, which has been featured heretofore, he will have a splendid opportunity to display his ability and initiative.



PURPOSES OF ADVERTISING

Excerpt From an Address by H. D. Robbins Before Advertising Men in Atlantic City

"Advertising has rightly been called a business force. It is a force the dynamics of which, through the cumulative power of its organized ideas, nullify the customs of ages and break down the barriers of individual habits, of limited thinking," declared Harry D. Robbins, chairman of the National Vigilance Committee, in a stirring address before advertising men at the Atlantic City Convention last month. "It works for the future and establishes concepts related to higher standards of living. It is at once destroyer and creator in the process of ever evolving the new. Its constructive effort is to superimpose new conceptions of individual attainment and community desire. Advertising plays near the heart of humanity, for it touches the mainspring of individual ambition and group desire. It is one of the creative mechanisms of our day, involving individual and group aspirations. It is at once master and servant of those who wield its power. It is master when it sets the energy impulse of man toward the realization of wishes, desires and wants. It is a servant of the advertiser when, through its form, it speaks the right word at the right time in the right place and in the right mood. And it is at this particular juncture of advertising analysis and modern experience that the truth concept was born."

W. H. DITTMER GOES WEST

William H. Dittmer, secretary of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., left during the last week of June for an extended trip of some four or five weeks throughout the West. Mr. Dittmer will cover the principal cities in the interest of Pathé phonograph and radio products.

Edison Dealers:—

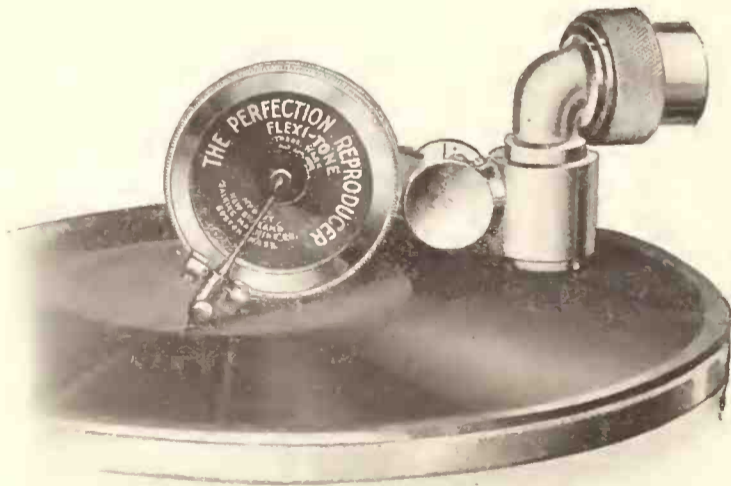
Here is a way to make extra profits. Investigate the "Perfection" and see for yourself its big possibilities.

A new gold finish by the Chesley process is now being put on all Perfection attachments. It's a good, heavy, durable gold finish—a "five-ply" finish. You can recommend and sell Perfection attachments, with a guarantee of 100% service.

Every Edison owner is a prospect.

It makes possible the playing of all makes of lateral cut records on Edison machines.

Construction and finish—the best.



This is the "Perfection" Edison Attachment (Nos. 4 and 7)

Send today for complete information, prices and dealers' proposition.

NEW ENGLAND TALKING MACHINE CO.
16-18 BEACH STREET BOSTON, MASS.

SOLD 10 PER CENT OF POPULATION

Monroe Music Shop Disposes of 500 Sets of Walter Camp's Health Builder Records in Town of 5,000 Population as a Result of Using Original and Energetic Methods

Selling 500 sets of Walter Camp's Health Builder exercise records during the past season in a town with a population of less than 5,000 people is the record set by the Monroe Music Shop, Athol, Mass., and the record is due, not to luck, but to an intensive cultivation of the field and the paying of attention to school children as possible sales producers.

When he started to feature the records Mr. Monroe arranged for a series of fifteen classes in calisthenics in the local schools once each week, the classes being conducted to the accompaniment of the Walter Camp records. There was much rivalry between the classes during the winter and the interest was such that, when at the close of the school year in June Mr. Monroe had a public exhibition of calisthenics in the High School Stadium, over 3,000 pupils took part in the event.

The advertising value of the plan was developed right through the season and the publicity given its closing exhibition served to attract an audience of several thousand not alone from Athol proper, but from the country districts and from the towns in the vicinity. It is believed that Mr. Monroe's record of selling a set of the health records to one in every ten of his town's population has set a new high mark for energetic dealers to shoot at.

NEW QUARTERS IN FALL RIVER

B. Shogam & Son Occupy New Store Near Retail Center of That City

FALL RIVER, MASS., July 5.—B. Shogam & Son, who were formerly at 184 Pleasant street, have moved to new quarters at 136 Pleasant street, nearer the retail business center. The company carries the Brunswick phonograph and records exclusively. Mr. Shogam is making arrangements to have Isham Jones and His Orchestra play at a local Summer resort. This concert will be under his personal supervision.

STOP DOOR PLAYING IN BIRMINGHAM

BIRMINGHAM, ALA., July 7.—The playing of talking machines in store doors here has been ended by the resurrection of an old ordinance which makes it illegal to "use a megaphone from which loud or unusual noises emit." This action was the result of numerous complaints.

OUTING WINDOWS PRODUCE SALES

Pacific Coast Dealers Feature Outing Portable in Windows—A. J. Cote Comments Upon Value of This Form of Publicity

The accompanying illustrations showing window displays used by two prominent dealers in San Francisco, featuring the Outing portable phonograph, will give some idea of the splendid co-operation the Outing Talking Machine Co. is receiving from its representatives. These displays, which were presented by Clark Wise &



Outing Display of Clark Wise & Co.

Co. and the Nathan-Dohrmann Co., not only attracted considerable attention from passers-by, but also served to stimulate sales considerably.

Referring to these two very attractive windows A. J. Cote, president of the Outing Talking Machine Co., commented as follows: "The success of every retail house depends on two things; first, the dealer must acquaint the public with the kind of goods handled through ad-



Outing Display of Nathan-Dohrmann Co.

vertising and, second, to sell the public quality merchandise exactly as advertised.

"Advertising by the retailer may be done through the medium of newspapers, circulars, etc., but, although these methods of advertising are recognized generally as the most productive, the window display follows closely as an effective method of reaching the public. Ninety per-

cent of the buying public who stop to look at window displays are in a buying mood and will remember what they have seen in the window when the newspaper advertising may not have attracted their attention. For this reason, in order to make a window display effective, a dealer should show only one or two articles, according to the size of the window. We are particularly pleased with the attractive windows prepared by these two dealers on the Pacific Coast, which carry out this idea of window display advertising to excellent advantage.

FINE NEW STORE IN LOWELL

Large Talking Machine Department Now Featured by Moeller's Furniture Co., Inc.

LOWELL, MASS., July 5.—Moeller's Furniture Co., Inc., 31 Middle street, has just recently opened a large new store here and has installed one of the most up-to-date and complete talking machine departments in this city. The company carries Victor machines and records exclusively and the department will be in charge of W. F. King, a man of long experience in the furniture business, as well as talking machines.

WOONSOCKET PHONOGRAPH CO. OPENS

WOONSOCKET, R. I., July 5.—The Woonsocket Phonograph Co., Inc., 321 Main street, this city, is a new store recently incorporated with the following officers: Alex. Daillargeom, president and general manager; Albert Melops, treasurer, and Beatrice Girard, secretary. The company has a large and up-to-date store at this address and features the Sterling piano and Pathé phonographs and records.

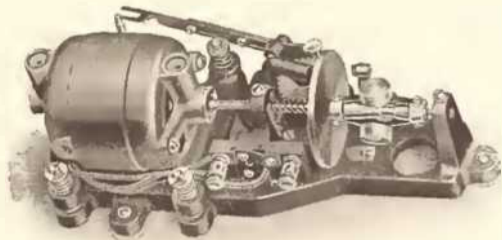
COMPOSERS HELP RECORD SALES

The local branch of the Columbia Graphophone Co. sponsored recently a publicity stunt in the Gotham Shop, 50 Broadway, New York, which produced splendid results. Frank Silver and Irving Cohen, composers of "Yes! We Have No Bananas," the most popular song hit of the present day, appeared at this Columbia establishment during the noon hour and autographed Columbia records and sheet music. The appearance of these two composers attracted considerable attention and Irwin Kurtz, owner of the Gotham Shop, was highly pleased with the excellent sales results obtained from this unusual and effective publicity.

A well-planned and properly executed sales promotion drive will result in business, regardless of season or weather.

THE TROTTER ELECTRIC MOTOR

Is an Attractive Retail Proposition for Phonograph Dealers



EASILY INSTALLED

WILL RUN ON ANY CURRENT

GUARANTEED FOR ONE YEAR

The Trotter motor can be sold to any one who owns a spring motor driven phonograph. Any one can install it and when following printed instructions can change his phonograph into an electric machine in ten minutes.

PLYMOUTH PHONO PARTS CO.

PLYMOUTH, WISCONSIN

DISTRIBUTORS

Plaza Music Co., 18 West 20th Street, New York — Lakeside Supply Co., 73 West Van Buren Street, Chicago.

SAN FRANCISCO

Approve Plans for Coast Victor Plant—Prominent Artists in New Opera Company—Business Satisfactory—News of the Month

SAN FRANCISCO, CAL., July 3.—The average talking machine dealer gets just about what he expects in this world. If it is vacation time and he expects dull business he usually gets it; if it is holiday time and he expects a rush he usually gets that. Unconsciously, to a large extent the dealer tunes himself up for a poor or brisk business. There is no accomplishing the impossible, but there is such a thing as putting one's self in a proper receptive mood. In the proper mood the merchant is naturally stimulated to make the best of his opportunities. Business was a bit slow on portable talking machines at the City of Paris last week, so what did Manager Storms do but scratch his head and resurrect an idea, a selling idea. It occurred to him that there were no music ads in the outing sections of the daily newspapers—A-ah! Just the place for a cute little ad featuring portable machines! He acted upon his impulse and as a result he sold more portables in the next few days than he had in a month previously.

New Pressing Plant for Victor Co. in Oakland

Plans for the new pressing plant of the Victor Talking Machine Co., which is to be located in Oakland, have been approved by the directors of the company and construction work is expected to commence without unnecessary delay. This is the report sent here to Andrew McCarthy, of Sherman, Clay & Co., by the two engineers of the Victor Co., E. S. Shumaker and C. S. Wickes, who have been on the Coast working out the details of the proposed factory.

Progress on New Sherman-Clay Building

The new wholesale establishment of Sherman, Clay & Co., on Mission street, this city, is up as far as the second story. If all goes well the building will be ready for occupation by the middle of September.

Grand Opera for San Francisco

San Francisco is to have a permanent grand opera company at last, it was announced this week. Prominent public-spirited people have decided to give the company financial backing. The leading tenor of the company will be Giovanni Martinelli, one of the most popular of

the Edison artists. Martinelli was the leading tenor of the operas given at the Stanford University Stadium last year. Others of the same company will be members of the new organization.

Wiley B. Allen Co. Activities

Frank Anrys, general manager of the Wiley B. Allen Co.; J. J. Black, treasurer, and Lawrence Lindsay have returned from their trip East, where they visited their manufacturing connections and attended the annual convention of the National Piano Merchants' Association in Chicago. George Hughes, of the same company, has departed on his annual fishing trip to southern Oregon. He took with him this year C. A. Ericsson, president of Ludwig & Co. Raymond Wolfinger, manager of the retail talking machine department of the San Francisco store of the Wiley B. Allen Co., is taking his Summer vacation in Los Angeles.

Billy Morton, manager of the retail talking machine department of Sherman, Clay & Co., will leave for his vacation at the Russian River next week.

Edison Popularity Grows

Edison Phonographs, Ltd., Coast distributor of Edison phonographs and records, with headquarters in this city and offices in Portland, Ore., and Los Angeles, Cal., is enjoying an excellent business, and, according to the size and number of orders being received from dealers, the Edison is more firmly entrenched in public favor on the Coast, thanks to the enterprise of A. C. Ireton, general manager.

Console Type in Favor

The flat-top console is winning a sure place in the popular demand on the Pacific Coast, but the old standard uprights are holding their own, too. The upright will not be crowded out by any other type of machine in the opinion of the leading dealers here.

Victor Representatives at N. E. Exhibition

Miss Donzella Cross, of Sherman, Clay & Co., is in charge of the Victor exhibit at the Hotel Oakland, Oakland, Cal., where the National Educational Association is holding its annual convention. She is also giving lectures on music

appreciation at the Summer School of the University of California, in Berkeley.

Mrs. Frances E. Clark, head of the educational department of the Victor Co., is attending the N. E. A. convention, also, and is assisted in her demonstration work by Miss Daniels, who has charge of the Victor educational work in southern California.

C. G. Child to Visit Coast

C. G. Child, head of the artists' department of the Victor Co., one of the greatest sound experts in the country, will visit California during July, and, incidentally, will be a guest at the jinks of the San Francisco Bohemian Club at Bohemian Grove on the Russian River.

Fradkin Helps Increase Brunswick Sales

Frederick Fradkin, one of the star artists for the Brunswick records, is filling a two weeks' engagement at the Orpheum Theatre. He has promised to autograph the first two hundred records of his violin selections to be sold at the Kohler & Chase talking machine department. The first month of business on Brunswick machines and records at the Kohler & Chase store has been fully up to expectations. George Q. Chase and Leon Lang have just returned from a five weeks' Eastern trip. They went as far as Boston.

New Location for Stacy

Stacy, the well-known talking machine merchant at Third avenue and Clement street, has moved to the location formerly leased by the Brace-Davis Co., Sixth avenue and Clement street. Stacy is one of the most prominent talking machine dealers in the fashionable Richmond district. Brace-Davis, Inc., have retired from the music business.

Woman Swindler Apprehended

A woman who recently swindled the music dealers of this city out of seventeen talking machines and eleven pianos has been apprehended here and is now awaiting trial. The instruments were purchased by the woman on the instalment plan and sold through auctioneers. Seattle, Wash., and New York City dealers were also victimized, it is said. The Music Trade Association and the Downtown Association are making an effort to secure the conviction and punishment of the woman, as well as some of the auctioneers who are suspected of having been accomplices.

Brieflets

Columbia machines and records are being featured in a large number of sales this month.

James Muir, president of the Gramophone Co., of Great Britain, recently visited San Francisco in the course of his trip around the world.

A new music store, known as the Oroville Brunswick Phonograph Shop, has been opened at 616 Montgomery street, Oroville, Cal.

STIMULATES SPANISH RECORD SALES

Columbia Branch Makes Valuable Population Survey—Co-operates With Metropolitan Dealers in Developing Record Business

The local branch of the Columbia Graphophone Co. of New York recently inaugurated a plan whereby the sale of Spanish records was stimulated materially. The branch obtained information as to the centers of Spanish population in New York City from Spanish publications, circulated among the Spanish residents, and by co-operating with the dealers in these particular territories a steady outlet was found for the Columbia Spanish catalog. Many of the dealers did not know of the existence of Spanish communities in their particular territories until the population survey was completed.

T. F. GREEN GUEST OF W. T. HADDON

Thomas F. Green, president of the Silas E. Pearsall Co., New York, Victor wholesaler, accompanied by his family, spent the week of July 2 at Island Heights, New Jersey, where they were the guests of Wm. T. Haddon, president of the Ohio Talking Machine Co., Cincinnati, O., Victor jobber.

Good News

from

The Golden West

The "Home Rush" has replaced the "Gold Rush"

In one city alone there was a new home started every six minutes during May and June

Every home should have a New Edison

New dealers desired in several locations

Write any of our three houses for particulars

We serve the entire Pacific Coast

EDISON PHONOGRAPHS, Ltd.

Portland

San Francisco

Los Angeles



PHONOGRAPH STORE EQUIPMENT

High Quality — STANDARDIZED — Low Price



OGDEN'S SECTIONAL STORE EQUIPMENT.

Equipment illustrated is our PLAN NO. 5—2 Record Sections, 1 Sales Counter, 1 6x9 ft. Booth. Write for Blue Print of Seven Complete Store Plans with prices F.O.B. Factory or Installed

Ogden's Complete Modern Store

Costs less than carpenter work. Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself."

The complete Store Equipment (as illustrated) consists of RECORD RACKS, for 2,700 10-inch and 12-inch Records, SALES COUNTER with every Dealer convenience for Card Files, Accessory Stock, Bags and Wrapping. SOUND-PROOF BOOTH, 6 x 9 ft.

Booths are made by assembling the Units or Parts illustrated below.

WE POSITIVELY GUARANTEE

ANY MAN AND A BOY for helper without carpentry experience can assemble this room in one hour. There is nothing to do but place Wall and Door Sections in the Pilaster and turn down the clamps. Place Ceiling units in position and Base Rail or Floor Shoe around the bottom and the job is complete, as tight as a drum, at a fraction of the usual cost.



FRONT VIEW OF RECORD SALES COUNTER #1
TOP 30" X 60" 52" WITH CASTORS

BACK VIEW OF RECORD COUNTER #1
SHOWS 3 DRAWERS WITH ADJUSTABLE COMPARTMENT DIVIDERS, ALSO 3 UPRIGHT COMPARTMENTS AND 2 SHELVES

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.

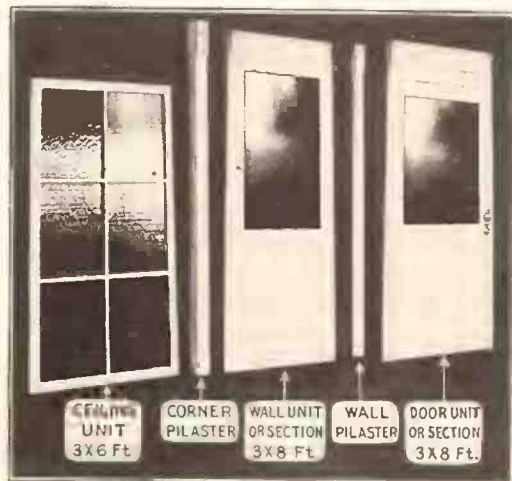
UNLEVEL FLOORS are provided for as each Pilaster and Section is supplied with Patented Levelers instantly adjusting to a perfect level. (Spirit Level also supplied)—WALL PILASTER adjusts to fit any size Base Board and Wainscot rail.

Remember, it is not necessary to buy entirely New Equipment to enlarge business—Ogden Provides for Expansion of original Equipment as needed.

If more record space is needed, Add a Section.

If more Demonstration Room is needed, Add a Booth.

Our Equipment will give you increased Sales and More Profit.



CEILING UNIT 3x6 Ft. CORNER PILASTER WALL UNIT OR SECTION 3x8 Ft. WALL PILASTER DOOR UNIT OR SECTION 3x8 Ft.

Room units made to fit sound tight

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 today, 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.

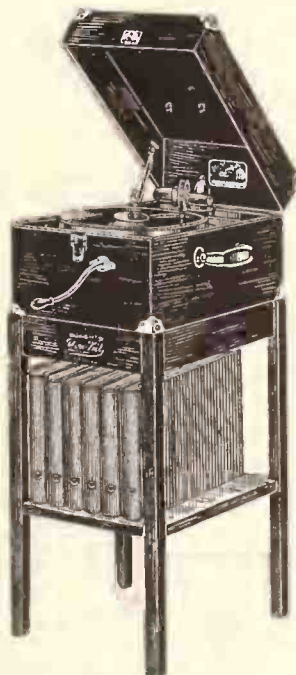
OGDEN'S

No. 50 Portable Cabinet with Victrola No. 50. For every musical occasion.

This is a Portable Year. Cash in on this demand. The Dealer not prepared must lose to the other man.

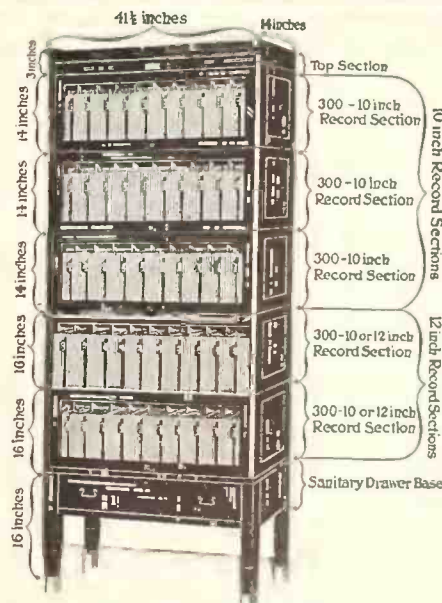
"STANDS"

make new customers.



Positively Rigid and Strong

Order a Stand for every Portable Victrola (to Match) and we will Guarantee the Sale if only Displayed and Advertised.



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

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

All Prices Subject to Market Conditions and Change Without Notice

DETROIT

Brisk Record Sales a Feature of Local Business — Bright Outlook Creates Optimism — The News

DETROIT, MICH., July 9.—The machine end of the talking machine industry has not been as active as dealers would wish during the past two months, while record sales have been brisk. However, for the first six months of this year as compared with the same period of 1922 sales have shown a healthy increase, and dealers are inclined to feel that after the dull months of July and August have passed business will be very good during the remainder of the year.

Although this and next month are considered as the naturally dull time of the year by the trade generally, many of the dealers have not appreciably relaxed their efforts to secure business, and this has been reflected in a better sales volume than would ordinarily have been the case. Window displays, advertising and publicity of all kinds and canvassing are all playing important parts in maintaining business at its present volume, and, of course, those merchants whose sales promotion work is most intensive and consistent are doing the most business.

Industrially this city is in an excellent position and from the standpoint of salaries received by workers in local factories, etc., there is no sound reason why business should not be as good now as at any other time. The whole matter resolves itself down to a matter of going out after the business and keeping eternally at it, as those dealers who follow this plan of procedure have discovered. The demand for portable instruments is good at the present time and inasmuch as this instrument is most in vogue during the vacation period the response to advertising and other sales promotion work has been better than anticipated. Taking conditions as a whole there should be no complaints regarding business, and, furthermore, the outlook is anything but gloomy.

R. B. Alling, manager of the Phonograph Co. of Detroit, Edison distributor, has left for Wyoming where he expects to spend a month on his vacation. Hunting, horseback riding and fishing will be his routine of amusement while out West.

S. E. Lind, of the Lind & Marks Co., says that business is jumping ahead by leaps and bounds, showing consistent and steady gains, which is a healthy condition. The Lind & Marks Co. is the distributor in Michigan for the Vocalion.

It was announced recently by the C. L. Marshall Co., of this city, wholesale distributor for the Pooley phonograph, that its territory for this line of instruments had been enlarged, and,

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.



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.

Size: 8"x14"x15"



Style No. 225

Price, \$120

Height, 34 inches
Width, 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.

in addition to Michigan and Ohio, will include Kentucky, Indiana, West Virginia and western Pennsylvania. For the present these States will be handled through the Cleveland offices of the company. Howard Hodson, sales manager of the Pooley Furniture Co., was a visitor to the C. L. Marshall Co. offices recently.

A. A. Grinnell, treasurer of Grinnell Bros., left recently for an extended trip to Europe. He will be gone until the first of September. Mrs. Grinnell accompanied him.

A number of record artists have appeared on the stages of Detroit theatres the past few weeks and this has stimulated the sale of their records. Among them was Elsie Clark, Okeh artist, who appeared at the Regent and Miles Theatres. The Starr Piano Co. had one of its artists for two weeks at the Capitol Theatre and a week at the Adams Theatre, singing a duet with his own record played on the Starr phonograph.

During the months of July and August most of the neighborhood talking machine dealers will close their stores two or three evenings each week.

M. D. Greene, who has been with the Cheney Talking Machine Co., Grand Rapids, Mich., for four years, has been selected as manager, succeeding Frederick Doerr, resigned.

The J. L. Hudson Music Store has been pushing the sale of portable talking machines with splendid success. Campers, tourists and those

who have Summer homes have purchased them in large numbers.

E. K. Andrew, manager of the J. L. Hudson talking machine department, attended the annual Rotarians' convention held last month in St. Louis.

NEW DEPARTMENT IN SOUTHBRIDGE

H. Goodwin & Bro. Open Talking Machine Section in Large Department Store

SOUTHBRIDGE, MASS., July 5.—H. Goodwin & Bro., who conduct a general department store at 120 Main street, have recently opened a large and up-to-date talking machine department in their store, where they feature the Columbia Grafonola and records. A large space in the rear of the store has been devoted to this department and it is furnished in a very attractive manner. Seven booths have been erected and the general scheme is of French design, finished in white ivory. The equipment was installed by the Van Veen Co., New York.

DELAWARE INCORPORATION

"Phonographs" is the name of a new concern in Wilmington, Del., which has been incorporated under the laws of that State with a capital of \$300,000. The concern will deal in talking machines.

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



The Trade in PHILADELPHIA and LOCALITY

SUMMER SALES ACTIVITY PRESAGES BUSY FALL SEASON AND CREATES OPTIMISM IN THE TRADE

Dealers and Jobbers Unanimous in Reports of Good Half Year Sales Volume—Optimistic Over the Outlook for Fall Season—Leaders in Jobbing Field Stimulating Dealers—Other News

PHILADELPHIA, PA., July 5.—Ordinarily quiet June days were extraordinarily active during the month which has just closed. There was no rush save in the isolated case of a department store which placed on the market at very greatly reduced prices a line of discontinued stock made by one of the well-known producers, and which the public eagerly bought under the captivation of bargains. But staple business proceeded with just a little more vim than had been anticipated, and to that extent was most gratifying; moreover, the very satisfactory character of the tone of the market was interpreted by the trade as indicative of more to come. It may perhaps be too optimistic to expect that July and August will be up to the June record, but it is conservative to believe that in comparison with the corresponding months of last year they will show a gain. Evidence of large purchasing power by the public is seen by the trade in the character of the sales.

Good Half Year for Penn Co.

The Penn Phonograph Co., Victor wholesaler, has just completed inventory and found that the story the figures told for the first half of the year was most satisfactory. A contributing reason is believed by the firm to be its series of large posters for window display advertising. These will be continued and the management is confident that the latter half of the year can be made even more satisfactory than was the first half. In pursuance of its policy of effective display window advertising, the firm is displaying, against a background of patriotic red, white and blue, a heroic Tungs-Tone Needle, standing seven feet high and resting on a proportionately large Red Seal record worked out on oil-cloth. The sales organization is making a mid-Summer concentration on holiday orders, as an insurance against probable shortage of stock. President T. W. Barnhill has installed his family in an Ocean City cottage and will make week-end trips to the seashore resort.

New Brunswick Service Room

A most charming and inviting sales and service room, with every forethought given to the comfort and prompt service of patrons, has been completed by the Brunswick-Balke-Collender Co., 1002 Arch street, under the supervision of Oden F. Jester, manager of the phonograph division. It is on the second floor and represents the complete renovation and moderniza-

tion of the old record and sales room. Steel racks have been installed with a capacity of 200,000 records. The room has been decorated in a green and ivory effect, the Unit Construction Co. having installed the partitions of the individual soundproof booths and sales offices for the executives. Inviting overstuffed wicker furniture and harmonizing rugs with rest and comfort rooms, writing desks and other conveniences make the place delightful for customers. There is reported during the last six months a doubling of the business, a result attributed to the co-operation between the sales organization, which laid the ground work, and the executives departments which, through service and publicity, has widened the field; window displays and newspaper ads have made helpful sales promotion for the dealers. There are being featured at this time records made by John Barclay, exclusively for this company. He appears in person at the Stanley Theatre on July 9. A tie-up campaign with the Jewish World, a newspaper of Philadelphia, has been made by the appointment of E. M. Goldman, 623 South street, and who is doing a record-breaking business as a result among the Jewish-speaking people.

Edison Conditions Most Satisfactory

"Business has taken a decided turn upward, if we are to judge from our volume of sales and from the attitude of our dealers," said A. W. Rhinow, of the Girard Phonograph Co., Edison distributor. "While sales through the outlying districts, and particularly throughout the coal-mining regions, have shown a consistently brighter outlook than those in the bigger cities, and especially in Philadelphia proper, during the first half of 1923, the city of Philadelphia has shown a definite improvement during the past few weeks.

"When we consider in this connection that a great many people in Philadelphia are spending time and money at the numerous seashore resorts and that the extremely warm weather has been a serious handicap to the retailer, we believe that the increased volume which we are now enjoying with the dealer shows a fundamental improvement of more than passing importance.

"We are buying heavily for the Fall, because we are looking for the biggest Fall business that we have ever experienced. At the present

time we are taking steps to provide transportation for our phonographs from the Edison Laboratories to Philadelphia during the Fall, so that we shall be almost wholly unaffected by the extreme car shortage which is being predicted by railroad officials throughout the country. During the last three months of 1922 we brought all phonographs from the Edison Laboratories at Orange, N. J., to Philadelphia by motor truck, and it is likely that the unique caravans which caused so much talk last year will again be seen this year.

"While we are cautioning dealers to lay in a sufficient stock to meet their needs at least for the early Fall months we are making every effort to continue the service which we have been able to maintain thus far during 1923."

Columbia School of Salesmanship

A school in salesmanship for records and machines, but particularly for the former, has been started by the Philadelphia branch of the Columbia Graphophone Co., 50 North Sixth street. It will be under the efficient management of Miss Ida Fischer, and it offers a service to dealers at once unique and practical. While the technique of record making will be gone into only to the extent that it is of real value, Miss Fischer will concentrate on sales suggestions and will carry the class through in every detail from the placing of the order with the distributor to the completion of the sale and the delivery of the goods, making, in the meanwhile, many practical suggestions for increasing the volume of sales and of giving better service and thereby developing the return orders by the customer. It is hoped, through the school, also, to increase the number of competent record salesmen and saleswomen. Manager N. E. Gardner, lately transferred from the Detroit branch, reports a brisk June business and describes satisfaction of dealers in the announcement of new models replacing the discontinued lines. There are now in stock in the Philadelphia headquarters two of the console—441 and 442, first of the fourteen new creations. It is expected that the complete line will be received by August in time for the Fall stocking in dealers' stores. The branch recently played host to its sales and office force, numbering almost fifty, motoring them to Halcyon Park, near Pitman, N. J., for an outing and afternoon of sports. The office force defeated the sales staff at baseball by a score of 7 to 4.

There has been added to the sales force Alexander Bard, who comes from Hungary, and who has been in this country nine months. He speaks eight languages and will look after the foreign dealers' needs in the Philadelphia territory.

(Continued on page 88)



\$100
RETAIL
PRICE

A FEW
DEALERSHIPS OPEN
WRITE US

IT COSTS NO MORE TO BUY A NEW EDISON

GIRARD PHONOGRAPH CO.

Edison Distributors Exclusively
1819-1859 NORTH 10th STREET
PHILADELPHIA, PA.

PLAYS ALL RECORDS



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 song"



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 87)

tory, and will supervise the distribution of the foreign records made by the company. L. E. Hilduser will work out from Harrisburg headquarters, having just joined the sales organization, making the rounds of Lancaster, Columbia, Carlisle, York and Harrisburg in the central section of the State, and will also travel through the coal regions, making Pottsville, Mahanoy City, Shenandoah, Mt. Carmel, Shamokin and Sunbury as focal points.

E. W. Keefe Renewing Old Acquaintances

Everett W. Keefe, manager of the Edison department of N. Snellenburg & Co., this city, has just begun a combined business trip and vacation. Mr. Keefe will spend several weeks visiting Edison dealers in the Manhattan district and throughout the New England States, especially in Boston and Fall River, Mass., where he first began his career in the Edison business about ten years ago.

Prior to his connection with N. Snellenburg & Co., Mr. Keefe was in charge of the Edison Shop, at No. 10 Fifth avenue, New York, and this is the first time since having come to Philadelphia two years ago that he has spared himself sufficient time to renew his wide acquaintanceship among the Edison trade.

Building Up Export Business

Everybody's Talking Machine Co., 810 Arch street, is launching, with intensity, an exporting

business, and it proposes to appoint a number of foreign agencies, starting in Australia. Occupancy just has been taken of a new warehouse at Ninth and Filbert streets, a three-story building, in which surplus materials will be carried. The firm specializes on talking machine parts and accessories, and covers a national field. Its own specialty is the Honest Quaker main-spring. President J. A. Fischer is Summering at Atlantic City. Secretary Samuel Fingrud is now in Atlantic City on business, but will spend his vacation in Betterton, Md. He will take charge of the export department. Treasurer and Sales Manager I. B. Grabuski is now in the Middle West and will remain there until after the middle of July.

Many Callers at Buehn Headquarters

C. E. Sheppard and F. B. Reinick, of the Louis Buehn Co., Victor wholesaler, in late June motored to Coatesville to attend the opening of the Victor record department of the Miller Piano Co. Recent callers at the Buehn establishment included George Marris, of W. J. Doyle & Bros., St. Paul, Minn., whose son graduated from a New York institution, and Albert Bates, of the Ohio Talking Machine Co., whose families are cottagers for the Summer at Ocean City.

In helpfulness to dealers the Lincoln Business Bureau, wholesale distributor of Vocalion

records, has begun the experiment of sending out releases a month in advance in order that dealers may feel out their trade and buy effectively. Among the August records there are nine standard gems which the company is issuing in advance in order to stimulate sales for its distributors and which is the newest feature of its activities.

New Quarters for Ulrich & Co.

George C. Ulrich & Co., formerly located in the Estey Building, have subleased quarters with the Lincoln Business Bureau and will occupy part of the offices and storeroom as selling agents for the Outing portable talking machine made by the Outing Talking Machine Co., of Mt. Kisco, N. Y. The firm is also agent for the Trumpet-Tone made by the Trumpet-Tone Corp., of 25 Broadway, N. Y. Mr. Ulrich has been Philadelphia representative for the Outing for the past two years, but the Trumpet-Tone just has been added to the stock.

Operation for Gimbel Manager

Robert S. McCarthy, manager of the phonograph department of the Gimbel Bros. store, has been discharged from the Orthopaedic Hospital after an operation on the jaw bone for an injury which resulted from an infected tooth. During his absence from duty his assistant, Frank P. Anton, looked after the business. Mr. Anton shortly will take a vacation trip through Canada. There was conducted, during June, an intensive sales campaign on the discontinued models of the Columbia line, in which were offered to the public several thousand machines at an extremely low price, and which were speedily disposed of at the cut prices prevailing during the sale.

Quits Newspaper for Edison Shop

George L. Anderson, Edison dealer in Avondale, Pa., has relinquished ownership in the "Avondale Herald," and has taken complete charge of the Edison business since the departure of his son, Laurence Anderson, for the Pacific Coast.

During his visit to the offices of the Girard Phonograph Co., Philadelphia Edison distributor, Mr. Anderson stated that the outlook promises a very satisfactory Edison business for the remainder of the year and that he hopes to at least double last year's business.

H. A. WEYMANN & SON, INC.

1108 Chestnut Street

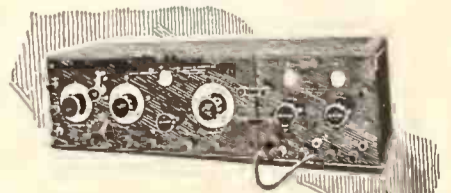
Philadelphia, Pa.

VICTOR WHOLESALERS




AT YOUR SERVICE

Colin B. Kennedy Radio Equipment



Jobbers of only Nationally Advertised
Radio and Musical Merchandise
UNITED MUSIC STORES
619 Cherry St. Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 88)



Our service is built upon an understanding of VICTOR retail problems.

CAN WE HELP YOU?

The Talking Machine Co
Victor Wholesalers
 1025 Arch Street
 Philadelphia, Pa.

Laurence Anderson has become manager of the Edison department for the Long Beach Music Co., of Long Beach, Cal.

E. Louis Stapf Buys Johnson Store

E. Louis Stapf, formerly employed by the Victor Talking Machine Co. in the machine order department, has purchased the Victor stock and fixtures of Monroe Johnson, at 2530 West Lehigh avenue, this city, where he will continue the Victor agency and also handle a line of musical merchandise and sporting goods. Mr. Stapf is a young man of exceptional ability, full of energy and, unquestionably, will make a splendid Victor dealer. He is a veteran of the World War, having served in the cavalry. Mr. Johnson will continue to operate his Germantown store, which is located in one of the best sections in Philadelphia.

Everybody's Enjoys Good Demand

M. Grabuski, president, and Samuel Fingrutd, secretary, of Everybody's Talking Machine Co., recently completed a motor trip through the Pennsylvania territory, calling on the retail trade throughout this State. They found business generally good throughout, with a marked determination on the part of the dealers to make the Fall of 1923 surpass all others in volume of business.

M. Grabuski reported that Everybody's Talking Machine Co. is doing exceptionally good business. In commenting upon this situation he said: "Our business, thus far this year, has gone ahead of previous years. We have found that the demand has always been for quality merchandise. This, together with the fact that applied energy always brings results, has built up exceptionally good business for us."

Buehn Forces Attend Miller Opening

C. E. Sheppard and F. B. Reineck, of the Louis Buehn Co., Victor distributor, motored to Coatesville on Saturday, June 23, to attend the opening of the Miller Piano Co. This makes two stores now owned by this concern, the other store being located in West Chester. (A story of the opening appears elsewhere in this issue.)

Among recent visitors to the offices of the Louis Buehn Co. were George Mairs, of W. J. Dyer & Bro., and Albert Bates, of the Ohio Talking Machine Co.

W. L. Eckhardt Talks on Radio

Walter L. Eckhardt, president of the General Radio Corp., was the speaker at a recent gathering in Allentown, Pa. The occasion was a combined meeting of the Kiwanis, Rotary and Radio clubs and the business men and college heads from Allentown, Bethlehem and Easton. Mr. Eckhardt delivered a very interesting ad-

dress on radio, its past history, present conditions and what might be expected of it in the future. His talk was right to the point and was enthusiastically received by those present. At the conclusion of the address Charles E. Bonine, senior engineer of the General Radio Corp., ably answered all specifically technical questions regarding radio. The General Radio Corp. is now thoroughly at home in its new

quarters and substantially increased business has already resulted since the move.

Oscar Kern Makes Pacific Coast Trip

Oscar Kern, general manager of the United Music Stores, general distributor of talking machine accessories, is taking a vacation through the Far West. The last report from Mr. Kern was from the St. Francis Hotel, in San Francisco.

PETER R. HAWLEY ENTERTAINED AT TESTIMONIAL DINNER

Manager of Girard Phonograph Co., Edison Jobber, Dined by Edison Dealers and Business Associates as a Mark of Appreciation of His Energetic and Tireless Efforts in the Philadelphia Zone

PHILADELPHIA, PA., July 6.—On the evening of June 29 a very unique testimonial dinner was tendered to Peter R. Hawley, manager of the Girard Phonograph Co., Edison jobber of Philadelphia. The banquet was held in one of the private dining-rooms at the Manufacturers' Club, of this city, and was given by the Edison dealers and business associates of Mr. Hawley as a mark of appreciation of his energetic and tireless efforts in behalf of the Edison retailers located in the Philadelphia zone.

The dinner was a complete surprise to the guest of honor and possessed many features of interest. The table was arranged in a long "U" shape with exquisite floral decorations. At the open end a lively dance orchestra of six pieces furnished popular music and a quartet rendered some close harmony numbers. The dinner program, in addition to an excellent array of magicians, ventriloquists, dancers and singers, included two special features by Edison artists. The first was Charlie Kerr's Orchestra, which made a tremendous hit, and the second artist was Miss Aileen Stanley, who was appearing at Keith's Theatre during the week and who kindly consented to entertain the Edison dealers after her regular performance. She was in fine voice and greatly pleased the assemblage.

At the conclusion of the dinner, Everett W. Keefe, manager of the Edison department of N. Snellenburg & Co., introduced the toastmaster, Arthur W. Rhinow, of the Girard Phonograph Co., who read a telegram containing some very warm-hearted sentiments from Thos. A. Edison, and another from the Phonograph Corp. of Indiana of the same purport. He then introduced the speakers of the evening, Arthur Bloch, member of the firm of N. Snellenburg & Co.; Fred C. Beattie, assistant to the

vice-president of Thos. A. Edison, Inc.; Raymond Bill, of The Talking Machine World; E. H. Philips, credit manager of Thos. A. Edison, Inc.; M. M. Blackman, Edison jobber of Kansas City, Mo.; H. Royer Smith, Edison dealer of Philadelphia; Chas. E. Stapleton, former man-



Peter R. Hawley

ager of the Edison Shop, Fifth avenue, New York, and R. J. Rich, a member of the organization of H. Royer Smith. Each of the speakers paid tribute to the work and character of Mr. Hawley and each stressed on the uniqueness of an affair at which the head of the selling end of the line was royally entertained and honored by the people at the buying end of the line, namely, the retail dealers handling the Edison.

(Continued on page 90)



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

AUDAK Cuts the Cost of Selling Records

USED BY LARGE AND SMALL DEALERS THROUGHOUT THE COUNTRY

Demonstrates any number of records at the same time without booths
NO EARPHONES, BATTERIES OR ELECTRICAL DEVICES OF ANY KIND USED

Ask for Name of Jobber Nearest You

AUDAK CO., 565 Fifth Ave., New York

P. R. HAWLEY HONORED BY DEALERS

(Continued from page 89)

A very delightful dinner and a very delightful evening were brought to a close when Mr. Hawley responded to the call for a speech by graciously thanking those present for the honor they had accorded him and which he assured

Royer Smith, H. C. Heller, Charles O. Luedeke, O. K. Fink, George Bovard, Jr., W. J. Flach, S. B. Spiegle, Harry S. Somers, Harry T. Moss, Leon G. Emery, Rocco J. Rich, J. Campbell, R. Charles Simmonds, D. J. Crowley, R. E. Wieand, A. B. McPherson, George Schwartz, Harry E. Miller, Christian Starr, E. D. Toye, Samuel Gunner, George Werner, Edward Burg, W. C.

GEO. W. LYLE LEAVES FOR COAST

Strand President Will Visit Trade Throughout Country—New Strand Models Well Received

Geo. W. Lyle, president of the Manufacturers' Phonograph Co., New York, manufacturer of the Strand phonograph, left New York on July 3 for a trip to the Pacific Coast. Mr. Lyle is accompanied by his son, Edward G., a student at Blair Academy, who is making his first trip to the Far West. According to his present plans Mr. Lyle will proceed to the Pacific Coast by way of the Middle West, coming back to New York by way of Dallas and New Orleans.

In a chat with *The World*, prior to his trip, Mr. Lyle stated that the sales for June were very satisfactory, figures showing an increase of 100 per cent over last year. The new Strand models have met with the enthusiastic approval of Strand representatives and dealers, who are making plans for a banner Fall trade.

PLANS TO TRAIN SALESMEN

American Management Association Outlines Elaborate Educational Campaign

Steps to train America's vast army of salesmen will soon be taken under the direction of the Sales Executive Division of the American Management Association, according to John A. Stevenson, of the Equitable Life, who is vice-president of the Association. Office, traveling and agency schools will be established, tests and examinations devised and conventions and educational conferences held. Correspondence courses and sales manuals are other features being planned and the salesman will be shown how to put the knowledge thus acquired into practice by joint work in the field.

Explaining the purposes of the movement, Mr. Stevenson said: "Manufacturing and commercial companies have given as their reasons for not training salesmen the opinion that salesmen were born and not made. Other companies did not make any effort to supply systematic training for their employes, because 'they could only learn by experience.' Still another reason given was that 'no one person could be employed who was not qualified to teach all jobs.' "It has been found, however, that salesmen can be trained, that the trial-and-error method of experience can be carried to a point which is wasteful, that it is not necessary to have an instructor qualified to teach the technique of every job. As a matter of fact, no excuse really exists at the present time for the failure to train the man on the job. To a considerable extent, the way for a man to get ahead is to do as far as possible the things his supervisor would want him to do if he were already ahead."

J. J. DAVIN LOOKING FOR "WORLDS"

J. J. Davin, of the Musical Instrument Sales Co., 673 Eighth avenue, New York, is very anxious to secure copies of *The Talking Machine World* of the following issues: January, February and March, 1905; February and May, 1906; August, September, October and December, 1913. If any of Mr. Davin's friends in the trade have copies of these issues to spare he will be glad to purchase them.

Amid Summer pleasures it will be well not to overlook your Fall plans.



Those Present at Testimonial Dinner to Peter R. Hawley by Edison Dealers and Associates

them would result in increased effort for more valuable services to the dealers.

Among those present were Peter R. Hawley, Eugene H. Philips, Arthur Bloch, Raymond Bill, Edward C. Boykin, Charles E. Stapleton, Frank Caulfield, Perry Reifsnnyder, Earl Bowman, H.

Norwood, W. C. Thompson, Everett Keefe, L. L. Goodman, W. H. Kling, Albert Stott, Arthur W. Merrihew, Curtis Greniger, William C. Stiver, William A. Berry, Vincent DeP. Quinn, E. F. Warner, Arthur W. Rhinow, Andrew Turbitt.

SAMUEL KAHN A BENEDICT

Manager of Music Roll and T. M. Departments of Eugene M. Goldman, Inc., Weds

PHILADELPHIA, PA., June 30.—Samuel Kahn, manager of the Q R S music roll department and the talking machine and record departments

of Eugene M. Goldman, Inc., 623 South street, this city, was married yesterday to Miss Sarah Molliver, also of Philadelphia. Immediately after the ceremony Mr. and Mrs. Kahn left on an extended honeymoon trip to Bermuda.

Mr. Kahn has been very successful in the trade and is particularly well known for his clever window displays.

FELT



RELIABILITY

THEY can depend upon our product.

That is why leading manufacturers of talking machines use American Felt Company's felt for turntable and other purposes.

We have gained their confidence because of the scrupulous care exercised in every step of our felting process. The finished product gives the utmost service and satisfaction only because of this painstaking effort.

American Felt Company

TRADE MARK



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211 Congress Street

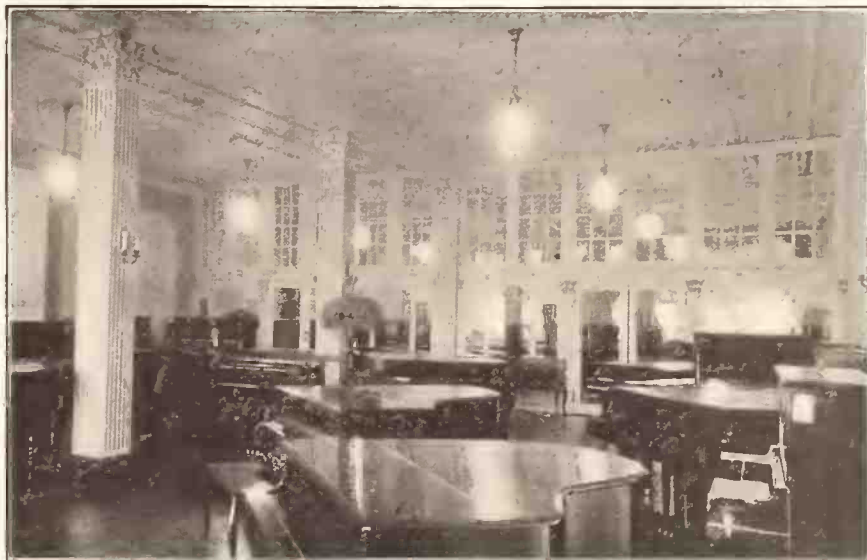
CHICAGO
325 South Market Street

NEW YORK—114 East 13th Street

Van Veen Equipment for Phonograph and Musical Merchandise Sales Rooms

Installed in all the branches of Griffith Piano Company throughout New Jersey

THEY WANTED THE BEST AND THEY HAVE IT



(Griffith Piano Company Branch Store, Scranton, Pa.
Complete installation and decoration by Van Veen & Company)

Complete installations on hand ready for shipment

VAN VEEN & COMPANY, Inc.

Offices and Warerooms:

413-417 East 109th Street

Telephone Lehigh 5324

NEW YORK CITY

HANDSOME NEW SONORA CATALOG

Complete Sonora Line Featured in New Catalog—Illustrations and Text Well Presented—Valuable Addition to Sonora Literature

The advertising department of the Sonora Phonograph Co. has just issued a handsome catalog that is in thorough accord with the prestige and standing of the Sonora phonograph. L. C. Lincoln, advertising manager of the Sonora Co., directed personally the preparation of

tails regarding the instrument "Woods, size of cabinets, motor, tone quality, mechanical equipment, etc., etc." The instruments presented in the first section of the catalog are as follows: Italian Renaissance (Bardini), Italian Renaissance (Milano), English Renaissance (Edgemoor), Louis XV (Du Barry), Gothic (Normandy), Heppelwhite (Traymore), Jacobean (Robespierre), Chippendale (Windermere), Adam (Westminster), Sheraton (Kenilworth), William and Mary (Raleigh), Colonial (Mt. Vernon). All of the Sonora models described in the foregoing are known as the period models De Luxe.

The standard Sonora period models illustrated and described are as follows: Louis XV (Lorraine), Queen Anne (Queensboro), Heppelwhite (Canterbury), Late French (Marlborough), Heppelwhite (Pembroke), Late French (Serenade and Marquette). The upright and table models featured are the following: Invincible, Grand, Japanese, Elite, Baby Grand, Barcarolle, Etude, Melodie and the portable.

One entire section of this catalog gives in detail the various features of Sonora product, calling attention to the immense factory at Saginaw, Mich., the Sonora tone arm, sound box, horn or amplifier, tone modifier, motor, Universal tube, envelope filing section, etc., etc. The covers of this new catalog are designed in many colors, making the publication not only practicable, but thoroughly artistic.

Lebeck Bros., Nashville, Tenn., department store, which operates a large talking machine department, is featuring this branch of the business. The music department of this concern has developed rapidly and is now considered one of the most important branches of the business.

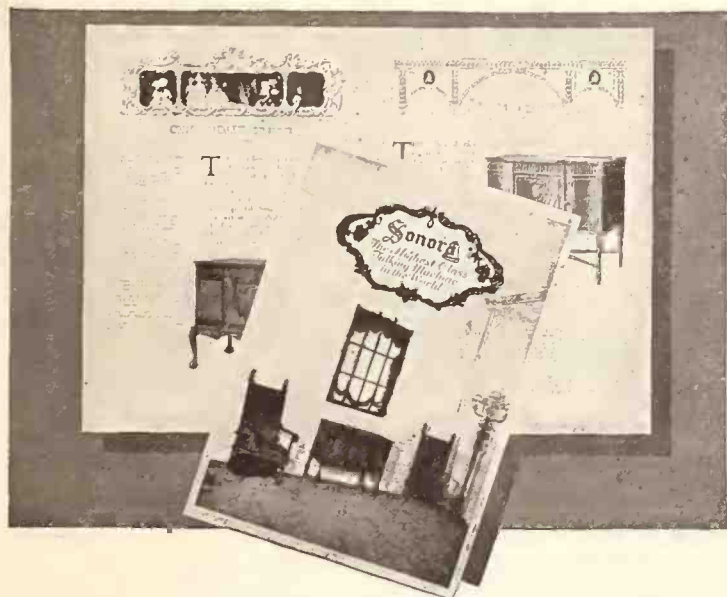
SETTLED IN NEW QUARTERS

Kaplan Bros. Now Have Fine Talking Machine Store in Fall River, Mass.

FALL RIVER, MASS., July 6.—Kaplan Bros., 300 Main street, this city, are now comfortably located in their new and spacious quarters at this address, which comprises two entire floors of the building. Recently the company furnished a commodious display room on the second floor of the building, which will be devoted exclusively to the demonstration of several types of machines which are handled. The company carries the Victor, Columbia, Edison, Brunswick and Sonora machines and is considered one of the largest stores in this city.

DEATH OF L. C. LINCOLN'S FATHER

L. C. Lincoln, advertising manager of the Sonora Phonograph Co., New York, is receiving the sympathy of his many friends in the trade upon the death of his father, who died recently at the age of eighty-seven years at the home of his daughter, in Bloomington, Ill. The interment was made at Millersburg, Pa., and was attended by all the members of the family.



Cover and Inside Pages of Sonora Catalog

this catalog and it represents a valuable addition to Sonora sales literature.

The catalog is complete in every detail, illustrating and describing all of the period, upright and table models in the Sonora line. One page is devoted to each Sonora model, this page presenting a handsome illustration of the instrument, with a brief description of its distinctive features. The text, describing each period model, refers to the particular furniture which characterizes the period and gives the following de-

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.

IN PITTSBURGH

Intensive Activities of Dealers Keep Sales Up to Satisfactory Standard—Move Sonora Offices—Trade Changes—Other News

PITTSBURGH, PA., July 9.—To the satisfaction of a large number of progressive talking machine dealers the past four weeks proved to be very satisfactory, as far as sales of talking machines and records were concerned. By dint of intensive sales activity these up-to-date merchants so utilized their publicity methods as to bring the maximum of results in the matter of brisk sales. While there was no rush of business in the particular talking machine shops operated by the several dealers there was sufficient business handled to more than justify the special efforts put forth to make a month that ordinarily is looked upon as slow in retail talking machine circles—briefly, efforts brought results.

All Jobbers Busy

All of the large jobbing representatives and distributors of the various manufacturers, such as the Victor, Edison, Sonora, Columbia, Brunswick, Pathé, Starr and Strand, reported a very satisfactory volume of business and were frank to say that the outlook for Fall business is most reassuring.

Frank Dorian, manager of the General Radio Corp., distributor of Strand phonographs, Modernolette portables and Okeh records, said: "Our business has steadily forged ahead and I am confident that we will enjoy a highly satisfactory Fall trade. Okeh records are meeting with unusual success and we are in an excellent position to care for the demands of our patrons promptly. The Strand is also being well received. As I view it the outlook is very good for us in this territory."

Move Local Sonora Offices

The offices of the Sonora Phonograph Distributing Co., which also handles the Vocalion records, have been moved to 217-219 Stanwix street, on the first floor of the Empire Building. H. Milton Miller is manager. The new location is well adapted for the Sonora and Vocalion lines. The showrooms are large and attractive and there is also a fine display window, in which the various models of the Sonora phonograph are shown to excellent advantage. Mr. Miller stated that all indications pointed to a very brisk Fall season. He said: "Our business for June showed a tremendous increase over the corre-

sponding month of last year and we believe that July will also be a good month for Sonora dealers. We are enjoying an excellent demand for the portable Sonora phonograph. In fact, wherever this instrument has been shown sales have been made." Mr. Miller cited an instance of Sonora dealers, Russell & Rigg, Altoona, Pa., who in a short time had disposed of more than twenty portable machines merely by an attractive window display.

Two of the Live Buehn Phonograph Co.

The picture shows J. K. Nichol (left) and T. A. Dillon (right), popular traveling representatives of the Buehn Phonograph Co., Edison distributor in the Pittsburgh, Pa., zone. A third representative is D. S. Hartley.

At the present time Jack, Tom and Dave, as they are affectionately called by the dealers in their respective territories, are engaged in a friendly but spirited contest to see who can most quickly and efficiently secure dealers in open towns or build up weak points in his territory.

Since the first of January fifteen new dealers have been appointed in the Pittsburgh zone, six in the territory covered by Mr. Nichol, five in that of Mr. Dillon and four in that of Mr. Hartley. There are on file at the present time a number of other applications for dealerships which, when acted upon, may change the positions of the contestants.



J. K. Nichol - T. A. Dillon

New Sonora Accounts

Among the new Sonora retail dealers are Waid & Walker, Girard, Pa.; Imhoff Music Co., Clarion, Pa., and Todd & Stevens, Monongahela, Pa. New Vocalion record dealers are Waid & Walker, Girard, Pa.; R. H. Miller, Sharpsville, Pa., and Frank Sportolari, Bridgeville, Pa.

Frank J. Coyne in New Post

Frank J. Coyne, who was formerly connected

with the talking machine department of the Rosenbaum Co., on July 5 assumed the managership of the talking machine department of the Kaufmann & Baer Co. Mr. Coyne is well known to the trade and has the best wishes of the fraternity in his new position.

C. R. Parsons, manager of the Rosenbaum Co., returned from a recent trip to New York and Atlantic City. He reports June business in both talking machines and records as brisk.

Alterations at Yahrling-Rayner Store

The Yahrling-Rayner Music Co., of Youngstown, O., has just completed extensive alterations in its store, which is now one of the most modern music houses in the Class A district. The Victrola department, which has heretofore been located on the second floor, has been moved down to the first floor, giving a battery of fifteen excellent listening rooms, finished in ivory and mahogany. The formal opening of the new department occurred Friday, June 29.

J. W. Laing Sells Business

J. W. Laing, dealer in musical instruments and Victrolas, near Coalport, Pa., recently disposed of his business to Gill & Lomire, who will hereafter conduct the business under the above name. Mr. Gill has been connected with Mr. Laing for some years and will, therefore, bring to the business considerable experience in the talking machine line.

Brisk Demand for New Columbias

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., in referring to business conditions, said: "Our new models of the Columbia line and the new process records are making a decided hit among our dealers and we have enjoyed a marked volume of business for June which was much larger than for the same month a year ago. Our retail dealers are enjoying good business and our advance orders for Fall delivery show that the Columbia dealers are keenly alive to the possibilities of brisk business and wish to have an ample supply of merchandise on hand to display at the proper time. It is my candid opinion that our Fall business will be the greatest that we have enjoyed for that season." Mr. Nichols was a recent visitor to the general offices of the company in New York.

Edison Demand Gaining

H. M. Swartz, of the Buehn Phonograph Co., Edison distributor, stated that trade conditions for the Edison line, both in phonographs and records, were showing a satisfactory improvement. A. A. Buehn, treasurer of the company, who attended the Edison jobbers' meeting in Chicago, the latter part of June, is quite optimistic relative to the Edison business for the Fall season.

Edison dealers who recently visited the Buehn Co. offices were A. L. Livengood, of Somerset, Pa.; H. C. Crawford, of Uniontown, Pa.; Ross Burns, of Waynesburg, Pa.; I. F. McGaw, New Brighton, Pa.; E. S. Tyler, Point Marion, Pa., and D. C. Feather, Pitcairn, Pa. The latter was confined to his home for some time past by illness.

Adopt Summer Closing Schedule

The leading downtown talking machine shops who are affiliated with the Piano Merchants' Association of Pittsburgh have agreed to the usual Summer closing schedule, effective as of June 16 and ending September 3 inclusive. The closing hour on Saturdays is 1 p. m. and 5 p. m. on other business days of the week.

W. C. Hamilton Convalescent

Wm. C. Hamilton, president of the S. Hamilton Co., Victor dealer, who early in June underwent an operation in a New York hospital, is now at his home here recuperating. His proposed European trip, scheduled for July, has been canceled, on the advice of his physician, who advised against a long ocean voyage so soon after his leaving the hospital.

Miss Margaret Stuart, of the Victor department of the S. Hamilton Co., is on her vacation.

Victor Business Never Better

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., said: "Business was never better for



Being authentic in design, our reasonably priced period models appeal to lovers of artistic furniture.

And, the realism of tone makes the New Edison of even greater appeal to those who appreciate REAL music.

BUEHN PHONOGRAPH Co.

EDISON DISTRIBUTORS

421 SEVENTH AVE.

PITTSBURGH

New Edison Records Every Week

What happens when one's rabbit foot fails to function?

Bessie Smith, Columbia's exclusive colored artist and by common consent uncrowned queen of blues, tells you all about it this month in "Mama's Got the Blues" and "Outside of That." Record A-3900. Just let the public know you are selling these latest episodes in The Blues of Bessie. That's all!

COLUMBIA GRAPHOPHONE CO.
New York



us and the outlook is brighter than for many months. The new Victor models will, undoubtedly, prove big sellers and make a hit with both the retail dealer and the public. The industrial conditions here are of such a character as to justify the dealer and jobber co-operating very closely in going after business."

Stage Annual Outing

The Lechner & Schoenberger Co., dealers in Victor, Columbia and Edison machines, held their annual outing on Saturday, June 30, at Peel's Farm. The store was closed the entire day and more than 200 persons participated in the picnic, which was a rousing success.

Urges Early Ordering

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., is strongly of the opinion that Victor dealers who neglect to make ample preparations for securing their quota of Victor goods will find a shortage just when Victrolas are most needed.

Nathan's Fine Department

One of the handsomest talking machine departments in western Pennsylvania is that of Nathan's, at Johnstown, Pa., one of the largest department stores in the State. The Edison and Sonora phonographs are featured, the Sonora being handled exclusively by Nathan's in Johnstown. The talking machine department is located on the third floor of the new Nathan Building, which was formally opened a few days ago. The demonstration booths are especially attractive. The color schemes are ivory and mahogany. H. Reed List is manager of the department. His assistants are Misses Zelma Clark, Lillian Martin, Mabel Johns and Justina Ridenour.

Constructing New Building

M. Aaron, of the Aaron Co., Connellsville, Pa., who has a chain of house furnishing stores in Connellsville, Greensburg and Uniontown, is building a beautiful four-story building on the former site of the Central Y. M. C. A. in Uniontown, in which will be housed one of the finest and most accessible departments in this section. It will be located on the mezzanine floor near the main entrance and will be devoted, as are all the Aaron departments, to the Victor line exclusively. Mr. Aaron had not previously engaged in the talking machine department in Uniontown, but recently secured the agency conducted by P. W. Simon, in that town, which Mr. Aaron will move to his new department.

News Gleanings

John Henk, head of the Columbia Music Co., Edison and Columbia dealer, declared that business in June exceeded that of June of 1922.

H. C. Niles, of the Starr Phonograph Co., stated that Starr phonographs and Gennett records were increasing in popularity and that reports from his retail dealers indicated a very satisfactory volume of business.

George J. Meyer, Jr., of the Pittsburgh offices of the Brunswick-Balke-Collender Co., reports that the local retail dealers are enjoying a very brisk trade. Mr. Meyer looks forward to a big volume of trade during the Fall months.

E. G. Hays, of the E. G. Hays Co., Bruns-

wick dealer, returned from a brief stay at Cambridge Springs, Pa.

Robert Raugh, manager of the Victrola department of Stone & Thomas, Wheeling, W. Va., motored to Pittsburgh over the week-end of June 21 with Mrs. Raugh and young daughter, Janet. Mr. Raugh reports an excellent year's Victrola business.

J. W. Dickson, proprietor of Lowe's Music Store, Punxsutawney, Pa., Victor dealer, was a visitor to the offices of the Standard Talking Machine Co. Thursday, June 28. Mr. Dickson's store was recently burned out, but he has since secured a much better location than the old and has equipped a fine new music store.

G. C. Hodson, traveling representative of the Pooley Phonograph Co., was a recent caller on the trade here. He had just returned from an extended trip to the Pacific Coast.

M. I. S. CO. SPONSORS DEALER HELPS

Timely Sales Helps for Victor Retailers Well Received—Victrola Price Cards a New Item

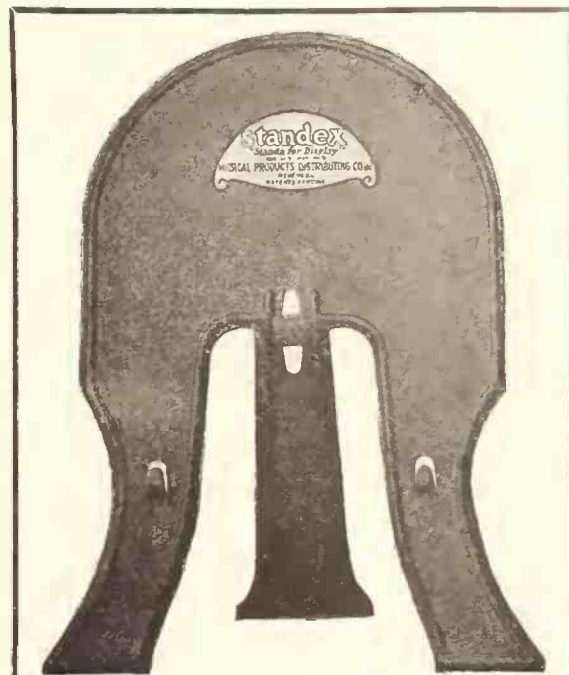
The sales promotion department of the Musical Instrument Sales Co., New York, Victor jobber, has been meeting with considerable success in the introduction of service items to the trade and many Victor dealers throughout the metropolitan territory have congratulated the company upon the practical value of these sales helps. One of the recent sales promotion ideas introduced by this company consisted of a set of price cards to be placed on the turntable of the Victrola. These cards, in addition to their value as a sales help, serve to keep the dust off the turntables, thereby enhancing the attractiveness of the wareroom stock. There are twenty-two cards in the complete set and they can be used to advantage by Victor dealers.

Another sales idea announced recently by this same company was a six-page booklet, entitled "There is no accepted style of phonograph which is not now represented in our wide line of instruments for your home, your cottage, camp or country place." The pages of this folder feature a complete Victrola line, including the portable model and the table models, which are particularly adapted for use during the Summer months. On the first page of the folder there is ample room for the dealer's reprint and this sales help is being used with success by Victor dealers in the development of Summer business.

SHELTON BROOKS SCORES A HIT

Alan Dale, famous dramatic critic for the New York American and a recognized leader in his profession, is now in Europe, studying the dramatic offerings abroad. Mr. Dale recently attended the Revue at the "Pavilion" in London, where the principal stars are colored artists from the United States. Among these artists is Shelton Brooks, who sings for Okeh records exclusively, and, referring to his performance in this Revue, Mr. Dale commented upon the fact

that Mr. Brooks had scored a terrific hit, stating that the audience "went wild."



standex
"Stands for Display"
REG. U.S. PAT. OFF.

The New Metal
Display Stand
for Universal
Use in Music Shops

ECONOMICAL
ATTRACTIVE
SUBSTANTIAL

May be used for Displaying
10 in. and 12 in. Records,
Monthly Window Service,
Sheet Music,
Phonograph Displays, etc.

6 FOR \$2⁷⁵

Made in one size and finish for
all purposes

Manufactured by

MUSICAL PRODUCTS DISTRIBUTING CO., INC.
37 East 18th Street New York
Attractive Offer to Distributors

RICHMOND

Sales Drive on Rural Dwellers Brings Results — Retailers Adopt Vigorous Methods—Mouth's News

RICHMOND, VA., July 7.—The Colonial Piano Corp., Columbia retailer, reports that it is getting good results from a special drive for talking machine business in rural districts contiguous to Richmond, several canvassers in automobile trucks being assigned to this territory. The canvassers make it a point to penetrate sections which are difficult to reach because of bad roads, and they have found these sections a fertile field because the people are rarely solicited and only at long intervals find it convenient to come to the city to make purchases. Moreover, because of their seclusion these people are easily sold when the recreative features of a talking machine are impressed upon them. For the most part, they buy the cheaper models, usually the Columbia D-2, which sells for \$60. The company undertakes to cover territory within a radius of fifty miles, but it concentrates on territory in counties adjacent to Richmond. Many colored people are included in this trade and they nearly always prefer jazz records. Practically no portable machines are sold in the country districts, table models being preferred, as a general rule.

The Colonial Piano Corp., which has occupied new quarters at 18 West Broad street for several months, moving from 205 East Broad street, has increased its business greatly since making the move, according to James Cowan, proprietor, the new stand being more advantageous in practically every way.

The interior of the store is attractively finished in ivory, no expense having been spared to make it as attractive as possible. Business of the house during the first six months of 1923 was fully 100 per cent greater than that done in the corresponding period of last year, according to Mr. Cowan.

Other Richmond houses handling talking machines also report highly gratifying business for the first half of this year. Walter D. Moses & Co., Victor retailer, reports that its sales for that period have run far ahead of last year. It is now taking inventory for fiscal year which ended July 1. Most of the other talking machine firms close their fiscal year January 1.

Salesmen for the Moses Co. cover North Carolina and West Virginia, as well as Virginia, and they report that talking machine trade is especially good in North Carolina, the people in that State being more ready spenders than in the other States traveled by them. Upright models are favored over the flats throughout the territory, \$150 being the most popular price.

A. L. Wiggins, vice-president of the Trust Co. of South Carolina, and general manager of J. L. Coker & Co., Inc., Edison dealer in Hartsville, S. C., was a recent visitor to the C. B. Haynes Co., Inc., Edison distributor, and placed a substantial order for records. Mr. Wiggins stated that he looks forward to greatly improved conditions throughout the State this Fall, and that his company plans to increase the facilities of its Edison department with a view of doing a larger business.

Wm. Benjamin & Sons, Edison dealers in Exmore, Va., have moved into their new building, which is considered to be the finest structure in that part of the State. H. E. Benjamin, general manager of the concern, stated that the new store facilities would enable them to do a much larger Edison business. An elaborate program has been arranged for the formal opening of the store, which will be featured by the appearance of an Edison artist.

J. Flegenheimer, field representative for the C. B. Haynes Co., Edison distributor, returned to Richmond headquarters after a month's work among the trade in the Carolinas. He reports dealers doing good business in North Carolina, and the dealers in South Carolina are very optimistic over the promising outlook of a good Fall crop.

New Edison dealers recently established include O. V. Hutchins, Yadkinville, N. C.; F. H. Lilly Furniture Co., Norwood, N. C.; R. E. Knight & Son, Alexandria, Va., and T. J. Hoover, Ashboro, N. C.

The Corley Co., Victor distributor, has been pushing a vacation sale of portables priced at \$50 and reports a ready response from the trade. Boy Scouts as well as girl scouts have bought these models in goodly numbers preliminary to going away on camping trips. A number have also been sold for use on porches and lawns.

Dance records are easily the leaders with these machines and they are also favored, for the most part, with other models.

The Corley Co. finds that the console model is favored over the upright by its trade, the best sellers ranging in price from \$100 to \$200.

The C. B. Haynes Co., Edison jobber, re-

**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

ports a greatly increased sale of Amberolas since the price of these models was materially reduced along with the records, which are selling at 35 cents. The several models are now retailed at \$30, \$50 and \$75. E. Bowman, president of this company, visited Orange, N. J., and had an extended interview with Thomas E. Edison. Mr. Edison, he says, was enthusiastic over prospects for the new Edison and is expecting an extra big business this Fall. He found the inventor in particularly fine health and spirits.

Recent visitors to the establishment of the Haynes Co. were George B. Corrie and C. B. Hubert, Edison dealers, respectively, at Crewe, Va., and Victoria, Va. Both reported outlook was for good business in their territory during the next few months.

DISPLAY BOOSTS PORTABLE SALES

Gulick-McFarland Co., Burlington, Ia., Devotes Large Window to Display of Portable Instruments With Excellent Results

BURLINGTON, IA., July 7.—The Gulick-McFarland Co., large furniture house which operates a store in this city and another in Ft. Madison, Ia.,



Simple but Effective Portable Display

pays considerable attention to its talking machine department. Recently the window display illustrated was staged and the results, according to Leland Q. Selzer, manager of this branch of the business, increased the sale of portable instruments and also the larger models.

This concern has another stunt, which has been found unusually effective in making newspaper readers remember the firm's advertising when they happen to pass by the store. The advertising of the company in the local newspaper is always under a series of cartoons which feature the matrimonial adventures of "Jiggs." To tie up with this the firm has made an enlarged replica of this famous cartoon character, which is so placed near the entrance to the store that persons passing by cannot fail to see it, thus drawing their attention to the window.

MAMIE SMITH'S NEW OKEH RECORDS

Mamie Smith, exclusive Okeh artist and a pioneer in the rendition of the popular Southern blues type of music, was a recent visitor to New York, making a number of new recordings for the Okeh library. Miss Smith recently returned from the Pacific Coast, where she was the star of "Shuffle Along."

R. W. Clemons, of Clemons Bros., Chattanooga, Tenn., furniture and talking machine merchant, has been made president of the Tennessee Furniture Dealers.

THE C. B. HAYNES, CO. INC.

Disc and Amberola Instruments

DISTRIBUTORS

Recreations and Amberol Records

BUILD A NEW EDISON GREATER BUSINESS

WITH THE NEW EDISON LINE AND ENJOY MORE PROFITS FROM INCREASED TRADE

BUILT BY PUBLIC APPRECIATION OF EDISON QUALITY

"IT'S AN ASSET WITH YOUR BANKER"

WRITE FOR DEALERSHIP

RICHMOND, VIRGINIA

EDISON SERVICE

THAT SATISFIES

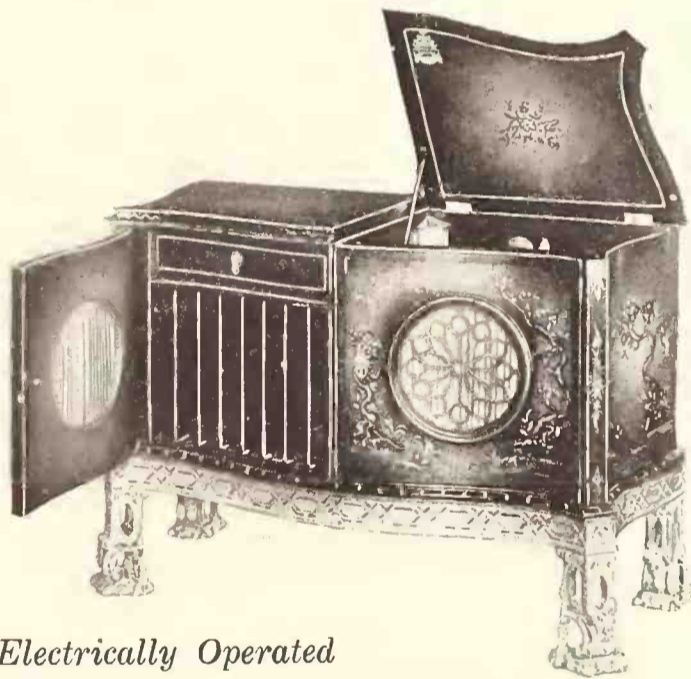


THE ORSENIGO PERIOD PHONOGRAPH



Queen Anne
and
Chippendale Cabinet

This Queen Anne chest with its graceful serpentine shape, finished in a beautifully enamelled blue shade and mounted on a carved Chinese Chippendale base finished in gold; if properly displayed, will add a note of distinction to your showroom.



Electrically Operated

THE ORSENIGO COMPANY, Inc.

Showroom: 383 Madison Avenue
at 46th Street
New York City, N. Y.

Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.



"TIE UP WITH A WINNER!"

The NEW EDISON Phonograph

Is Acknowledged "THE DADDY OF THEM ALL"

THE LIVE DEALER

Can take advantage of this public confidence by tying up with an agency for the New Edison Phonograph.

"YOUR MIND IS AT REST WHEN YOU SELL THE BEST"



Write for the LIBERAL Edison Agency Proposition for Your Town

Southwestern

EDISON DISTRIBUTOR

St. Louis, Mo.



SAINT LOUIS

Portable Instruments Lead in Local Machine Sales—Koerber-Brenner Co. Purchases Putnam-Page Co.—Other Trade Activities

St. Louis, Mo., July 9.—Business in this territory during the past month has, on the whole, been quite satisfactory, although sales were spotty. Portable instruments came into their own during the latter part of June and popular and dance records have maintained the undisputed leadership in the record sales field. Although the larger and more expensive models are not in demand just now many dealers are going after prospects with such energy that some sales are resulting.

Sales Drive on Columbias

Manager Geissler, of the Famous & Barr Co. talking machine department, recently staged a successful sales drive on discontinued models of Columbia instruments which covered a period of three weeks. The sale was about the most successful of the kind in St. Louis talking machine history. A considerable force of extra salesmen was needed. Double-page advertisements, followed by single pages in local newspapers, heralded the event.

Enlarged Duties for "Talker" Managers

In each of three large department stores here

talking machine men are now in charge of both the piano and talking machine departments. In two the managers of the piano departments have recently been removed and the pianos turned over to the talking machine manager. The Stix, Baer & Fuller store was the first to take this step. Following the resignation of Manager Dockstader, of the piano department, the jurisdiction of Manager Horning, of the talking machine department, was extended over both. The most recent example of the same thing is the action of the Scruggs, Vandervoort & Barney Co., following the resignation of Manager Elam, of the piano department, in turning that department over to Manager Hosier, of the talking machine department. Practically the same thing happened when Manager Ditzel, of the Famous & Barr piano and talking machine departments, resigned. Manager Geissler, now in charge of the two departments, has always been a talking machine man. The changes are part of the department store insistence upon more rapid turnover. It means that an effort is to be made to merchandise pianos the talking

machine way in the hope of speeding up the turnover—a desirable consummation.

Early Closing Resumed

The department store talking machine departments will be closed all day each Saturday from June 14 to the first of September, resuming the custom which was inaugurated two or three years ago and which has been found satisfactory. The regular music stores will close at noon or 1 o'clock on Saturday.

Local Jobber Purchases Putnam-Page Co.

The Koerber-Brenner Co., Victor distributor, has purchased the stock and good will of the Putnam-Page Co., Victor distributor at Peoria, Ill. The Peoria office is being closed and all the merchandise, good will and experience of the Putnam-Page Co. is being brought to St. Louis. This will mean greater concentration of resources at the hub of this trade territory and the Koerber-Brenner Co. believes the acquisition of this company will add materially to its ability to better serve all of its dealers.

Drive on Edison Phonographs

Sales of the official Edison laboratory model at \$295 are being promoted by Retail Manager Gold, of the Silverstone Music Co., by a trade-in campaign among Edison owners. The proposition made to them is to allow them full value on low-priced machines bought within the past six months, with a warning of a deduction of 10 or 15 per cent if it goes over into the seventh month. The campaign was especially successful in June because of the large number of December sales to work on.

Mark Silverstone, president of the Silverstone Music Co., has returned from a business trip to Chicago. M. Goldberg, vice-president, is planning a motor trip to Atlantic City this month. Geoffrey Menne is traveling in southeast Missouri. O. A. Reynolds is traveling in Illinois.

The Artophone Corp. reports excellent sales of Artophone, Spencerian and Outing portables and Okeh records.

Brisk Business at Artophone Corp.

Edwin Schiele, president of the Artophone Corp., accompanied by his wife, is touring Europe. They will not return until about September 1.

T. W. Hindley in New Post

Manager T. W. Hindley has resigned from the Aeolian Co. Vocalion department to become a distributor for the Emerson Phonograph Co.

Issues Folder on Portables

The Stix, Baer & Fuller Dry Goods Co. has just issued an attractive four-page folder on portable talking machines. The front page pictures its use in a canoe and the back page gives some good arguments for owning one. This is a companion to the folder issued by the same company on records of music from the Municipal Opera selections.

Read This and Weep

W. C. Daumueller, of Lebanon, Ill., won the prize for the joke column conducted by Sally Green in the Koerber-Brenner Advance List for July for the most amusing experience with a record customer. Mr. Daumueller's customer

THE Artophone CORP.

Same-Day Service

is the kind of service that we are giving to our dealers.

It means that their orders, large or small, are shipped out on the same day they are received. It means that our dealers can depend on us in every emergency for complete, speedy delivery.

We can give this valuable Same Day Service because our stocks are kept complete and right up-to-date, and our system of filling orders is delay-proof.



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

in answer to his query as to the kind of a talking machine he owned, said, "Oh, I got a good 'un. It plays all kind. I got Wictory, Columbians, Oaks and Roosters." We leave it to you to know what kind of records he has.

Dealers Tie Up With Sonora Week

"Sonora Week" was held in this city last month. There were many fine window displays featuring the Sonora and the Sonora dealers in St. Louis were well pleased with the results obtained. Dealers report an increasing demand for Sonora phonographs.

News Gleanings

The mother of C. O. Thompson, assistant manager of the Kieselhorst Piano Co. talking machine department, died recently.

Edward Ginsburg, formerly with the Howell City Equipment Co., radio distributor, New York, has joined the Kieselhorst organization here.

The Field-Lippman Piano Co. has received a shipment of the new Columbia Model 150 machines.

Miss Fleata Trout, of the Cline Victrola department at Herrin, Ill., has just returned from a vacation tour.

For the coming appearance of Isham Jones and His Orchestra at the Grand Central Theatre, St. Louis, Brunswick dealers will co-operate in an advertising drive on his records.

Assistant Manager Bennett, of the Brunswick Co., has returned from a business trip to Chicago.

H. J. Arbuckle, manager of Widener's, has returned from Boston, where he attended a conference of Widener managers.

E. C. Rauth, of the Koerber-Brenner Co., spent a week at the Victor factory recently. Mrs. Rauth accompanied him as far as Indianapolis, where she spent the time with friends until Mr. Rauth's return.

Miss Marie Offil has taken the place of Miss Margaret Hibbler in the Victrola department of the Hellrung & Grimm House Furnishing Co.

Miss Laura Pickell, of the T. D. Music Box, sailed last week for a two-months' tour of Europe, accompanied by her sister and niece.

FRED. KELLER VISITS THE EAST

General Manager of Sterling Devices Mfg. Co., Chicago, Calls on Eastern Trade—Making Plans for Fall Sales Campaign

Frederick Keller, general manager of the Sterling Devices Mfg. Co., Chicago, Ill., was a recent visitor to New York, calling upon some of the manufacturers and jobbers in this territory. In a chat with The World Mr. Keller stated that his company was making plans to rapidly increase its production of tone arms, sound boxes and attachments, in order to take care of the requirements of Fall trade. He expects to announce several important plans in the near future regarding a manufacturing and merchandising campaign for the balance of the year.

NEW OUTING DISPLAY CARD

Handsome Three-color Window Card Ready for Outing Dealers—Features Popular Slogans

The Outing Talking Machine Co., Mount Kisco, N. Y., has just issued for the use of its dealers a handsome three-colored window card which it is supplying to the trade without cost. This card is reproduced in black and white in another section of this issue of The World, although the black and white reproduction hardly does it justice. This company recently devised a new trade-mark, which is featured to advantage on the new display card. It carries out the idea of the Outing slogan, "Master of Movable Music," and also illustrates the slogan "One handle handles it." The display card is already being featured by Outing dealers generally, who are enthusiastic in praising its publicity value.

The Koskie Music Co., Main street and Broadway, Hornell, N. Y., was recently considerably damaged by fire.

WALTER S. GRAY VISITS NEW YORK

Popular Pacific Coast Accessory Jobber Spends Week in New York—Closing Excellent Business With Standard Lines

Walter S. Gray, president of the Walter S. Gray Co., San Francisco, Cal., one of the most successful wholesale houses in the industry, was a recent visitor to New York, spending over a week in this city, visiting business and personal friends. Mr. Gray has been identified with the trade for many years and is recognized as one of the best-posted wholesalers in the trade.

In a chat with The World Mr. Gray stated that business on the Pacific Coast was excellent and that his company's sales for the first five months of the year showed a substantial increase over 1922. Mr. Gray has been particularly successful in developing business for the Manufacturers' Phonograph Co., the Strand, the Outing Talking Machine Co., the Brilliantone Steel Needle Co. and the Peerless Album Co., besides carrying a complete line of accessories of all descriptions. The members of his sales force visit the dealers from Oregon to Southern California and, in order to give the trade efficient service, he has established branches in Los Angeles, Cal., and Portland, Ore. Associated with Mr. Gray is his son, Robert G. Gray, who, as vice-president of the company, is proving an invaluable aid in the stimulation of accessory business on the Pacific Coast. Mr. Gray visited New York after several days in Washington, attending the Shriners' Convention, and left for the Coast by way of the Southwest.

NYOIL
FOR YOUR PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

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

The Best Oil For Any Talking Machine
In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it
Colorless, Odorless and Stainless.
Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and woodwork and is odorless and will not stain. It is free from acid and will not gum, or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

Nathan R. Cherry, formerly with Chas. H. Ditson & Co., New York, has become associated with I. Scheib, who has just opened a new talking machine store at 1866 Lexington avenue, New York City. Mr. Scheib also has a store at 1556 Second avenue. Growth of business made the expansion necessary.

THE SWANSON PORTABLE
Complete, Compact and Durable—A Proven Success
The Phonograph of a Thousand Uses
You will like it because—
"It's a Real Portable"

\$37.50 Retail List Price—East **\$37.50**
of the Rocky Mountains

VACATION TIME IS HERE
—You can increase your summer profits by selling Swanson Portables.
—Steadily increasing demand indicates the public's approval of the Swanson.
—Swanson Portables are everywhere. Not far from your store is a Swanson Jobber.
Write to-day. We will send full details.

WHY SWANSON'S EXCEL
Size 11 3/8" long, 13 3/8" wide and 7 1/2" high.
Weights only 15 1/4 lbs. including album.
Swanson wood tone-arm and mica reproducer.
Tone modifier and speed regulator.
Double-spring Heineman motor.
10" twelve-pocket record album.
Beautiful and natural tone.
Substantial and attractive.

We guarantee it
SWANSON'S PORTABLE PHONOGRAPH DISTRIBUTORS
738 South Los Angeles Street,
Los Angeles, Calif.

Three Melody Hits— "You can't go wrong—With any 'FEIST' song"

The Big Hit from
"UP SHE GOES"
JOURNEYS
END
By JOSEPH
McCARTHY
and
HARRY
TIERNEY

PEGGY
DEAR
Light, Tuneful and
Original Fox-Trot

LINDY
LADY
A Southern Mellow
Moon Song

SALT LAKE CITY

Optimism Pervades Trade as Dealers and Jobbers Enjoy Satisfactory Business—D. Thompson in New Post—News of the Month

SALT LAKE CITY, UTAH, July 6.—Talking machine and record sales have been excellent despite adverse weather conditions, according to statements of dealers and jobbers. Special sales drives have been largely responsible for overcoming a natural lethargy in trade at the present time. The members of the trade, generally, are optimistic and determined to get their share of business, regardless of season.

Henry Gardner, for many years with the Daynes-Beebe Music Co. and one of the most popular men in the trade, has been given charge of the new phonograph department of the Z. C. M. I.

Dick Thompson, advertising manager of the

Daynes-Beebe Music Co., has been called East by the death of his mother.

Mrs. Z. Fullmer, phonograph department of the Glen Bros.-Roberts Piano Co., has returned from a month's vacation in Los Angeles taken with her mother. Manager Berry, of the phonograph department, and Manager Palmer, of the piano department, Glen Bros.-Roberts Piano Co., with their respective families, have gone to southern Utah on a pleasure trip.

With the co-operation of the Western Arms & Sporting Goods Co., of this city, the Consolidated Music Co. got up a fine "outdoor" window, in which portable phonographs were featured. The window was arranged by Dean Daynes,

brother of Manager R. W. Daynes, of the company. Much interest was aroused. The Glen Bros.-Roberts Co. has also had a nice "outdoor" window during the month, in which portables were featured.

"Ukulele" Hughes, of the O'Loughlin Co., Brunswick dealer, has had his system of teaching the ukulele, Hawaiian guitar and tenor banjo accepted by the Goodman-Rose Music Publishing Co. for early publication. The O'Loughlin people are to put in a piano department right away, according to a statement made by Harry O'Loughlin, head of the firm.

The Glen Bros.-Roberts Co. will hereafter carry only the Edison and Victor machines.

Charles Lutz, formerly employed by the Consolidated Music Co., has returned to this house to assume the position of manager of the phonograph department. He succeeds Charles Pike, who is now with the John Elliot Clark Co.

The O'Loughlin Co. has installed a lot of new fixtures and equipment and generally put this popular store in fine shape.

John Elliott Clark, head of the well-known local Victor retail and wholesale company bearing that name, is visiting the Victor factory in Camden, N. J.

Manager Spratt, of the Brunswick-Balke-Clender Co., states that the record business is showing a considerable increase. The sale of machines is also very fair, he said.

Miss Olson, of the T. C. Martin Music Co., Pocatello, Idaho, was a recent visitor.

COLUMBIA LOCAL BRANCH NEWS

W. G. Monroe a Happy Father—Death of Edw. Plischker—M. B. Downs Promoted—S. H. Nichols, of Pittsburgh, a Visitor

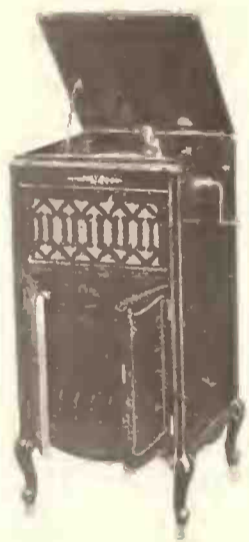
William G. Monroe, of the New York City branch of the Columbia Graphophone Co., is receiving congratulations from his many friends in the trade on the birth of a son, William Galpin, Jr.

Edward Plischker, of the Columbia sales staff, who covered the Bronx section, died recently of heart disease. Mr. Plischker enjoyed great popularity among the dealers in his territory and his sudden death will be keenly felt by his many trade friends.

Kenneth Mills, manager of the New York branch of the Columbia Graphophone Co., spent some time recently among the dealers in Albany and adjacent territory, stimulating business wherever he visited.

M. B. Downs, formerly inside salesman of the New York branch of the Columbia Graphophone Co., has been transferred to the outside sales staff and will be located in the Long Island territory.

S. H. Nichols, manager of the Pittsburgh branch of the Columbia Co., recently visited New York City. He spent some time at the local branch of the Columbia Co., visiting with Mr. Ireland, assistant manager of the New York branch.



Make Money Quick!

HAVE a phonograph sale and offer this beautiful Empire XA1 with an assortment of records for \$89.50! At the peak price this model retailed for \$225, and at the price you can make on it now you can sell dozens in a special sale. Our word for it, you can make a big profit quick, by turning a number of these in a special sale. This is a real machine, a wonderful value for you and your customers. Brown or red mahogany, top, front, sides and back. Full French-turned legs all round. Heineman motor. How many can you sell in one week's intensive selling? Write for our interesting proposition.

The UDELL WORKS

28th Street and Barnes Avenue
INDIANAPOLIS

"Treasure Chest" Will Aid Record Sales

Selected Records of Music Typical of Foreign Lands Is Plan Conceived by the House of Bruno to Boost Group Record Sales

One of the most important problems confronting the talking machine retailer at the present time is the sale of more records. Undoubtedly, not enough attention has been given by some dealers to this important phase of merchandising. Many instances have been found where a machine has been sold to a customer and, after the initial sale of records accompanying the machine is made, no intensive or well-planned scheme was followed to build up the customer's collection. True it is that the monthly supplement is mailed regularly, but it has reached the point where that alone will not suffice. Every retailer is confronted with the problem of whether he is to merely handle records or energetically sell them. Waiting three weeks of the month for the one busy first week has become an antiquated form of record merchandising. New forms of record exploitation, not only of the new releases but of the general catalog numbers, must be found. That there is a decided demand on the part of the dealer for new ideas in record merchandising is found in the great interest manifested by him in all suggestions for increasing his record sales.

The latest, and probably most unique, method for helping the retailer sell more records has

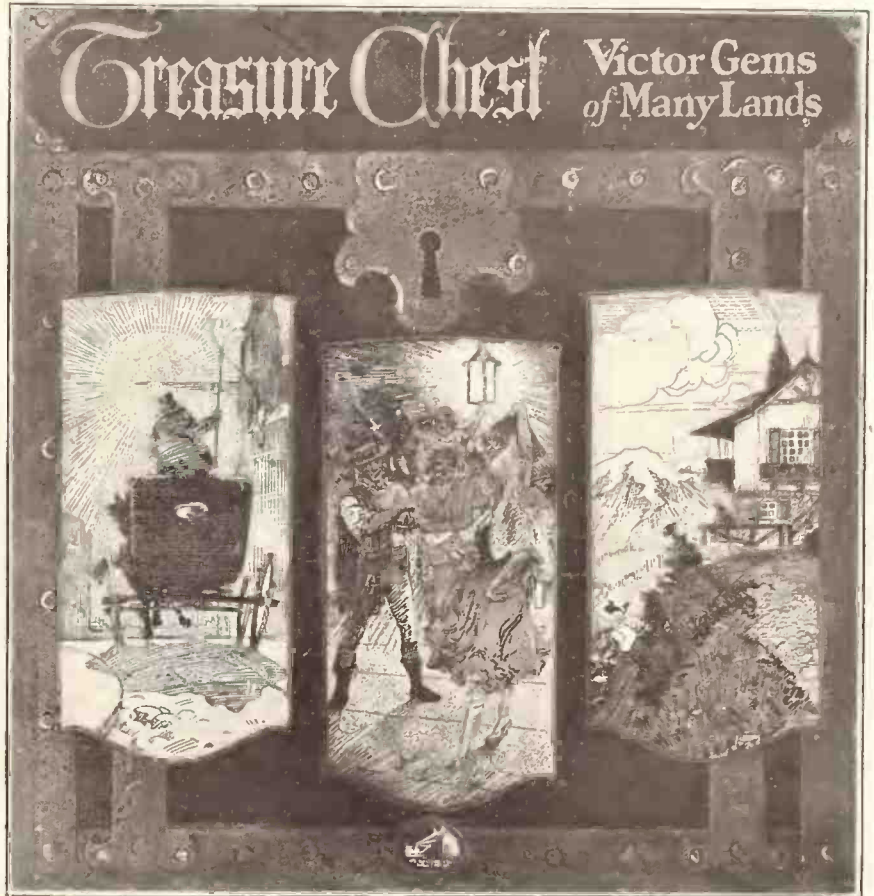
is represented by "My Little Sweetheart Polka," "Tarantella of Potenze"; Spain by "The Little Tippler" (La Borrachita) and "The Exile" (El Desterrado); Mexico, "Mavi Waltz" and "Night of Sorrow"; Norway, "The Chalet Girl's Sunday" and "Solveig's Song" (Sunshine Song); Germany, by "O, Thou Azure Sea" and "The Cab-driver's Song," and Russia by "Song of the Volga Boatmen" and "The Bright Moon."

While some of these selections may be unfamiliar to the average person, nevertheless they are presented as being the most appropriate gems in Victor recordings which are characteristic of the countries they represent. All these selections are instrumental. Thus the inability to comprehend a foreign tongue is eliminated, but, at the same time, a full realization of the beauty of the music is available. Each record is contained in a separate envelope, which has on it a spirited and effective drawing appropriate for the music, together with an interesting and vivid annotation.

This individual description of the composition is worthy of particular note, for the owner of the set is made familiar at once with the important musical values of the selection and general interesting facts about it. The illustrations appearing on these record envelopes are again handsomely reproduced in colors on the container. It is said to be one of the most beautiful record containers that has ever been presented to the trade. It is not only entertaining to a high degree, but instructive as well, as it in reality provides the purchaser with a musical travelogue for his home. It possesses a high educational value and, while it will be a year-round seller, it is expected that it will prove particularly attractive as a holiday gift.

William J. Haussler, president of the company, in commenting on the new record "Treasure Chest," remarked: "It has never been the policy of C. Bruno & Son, Inc., in the production of material or creative ideas, to be selfish in any degree; we have rather had the purpose in mind of benefiting the Victor industry as a whole. In introducing the 'Treasure Chest' I might say that, exclusive of the amount of time devoted by members of this organization to its production, costs have already far exceeded any amount that we might hope to realize for some time to come. Furthermore, it is not our intention to retain the sole sales of these sets ourselves, but plan to place them in the hands of every Victor wholesaler. We believe that the 'Treasure Chest' will open up a new avenue of

record sales activity for the Victor retailer. Aside from its value as a gift every owner of a Victrola will, doubtlessly, realize that it is a requisite to a complete record collection. In considering the preparation of this chest we also had in mind its value as a window display article. We believe that its opportunities in



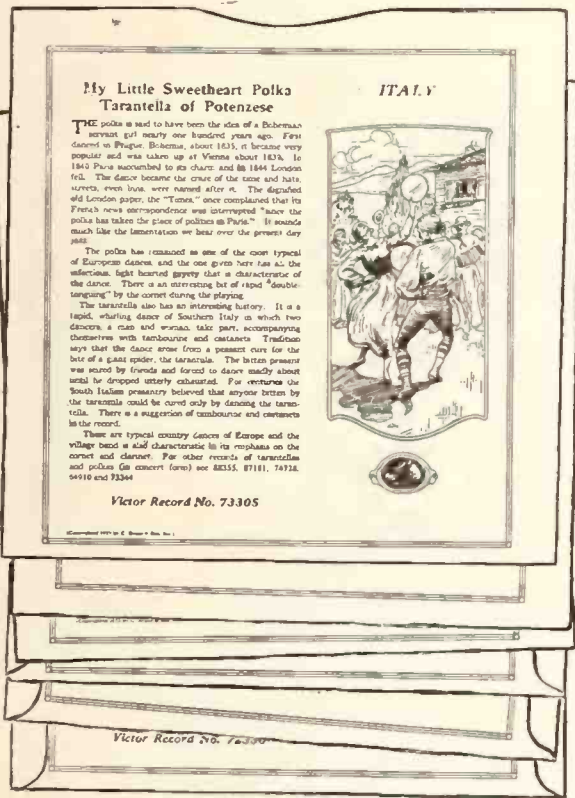
Colorful Design on Front of Group Record Container

this respect are inexhaustible. In presenting the 'Treasure Chest' to the trade we have solely in mind the development of the record business through the selling of records in sets or in quantities, rather than the individual one-time, one-record sale over the counter. We believe that we have made the 'Treasure Chest' so attractive that it will well accomplish its purpose and open up new avenues of profit for the Victor retailer, as well as establishing the custom of selling records in groups."

A REAL PORTABLE MACHINE

Hungarian Inventor Credited With Producing Machine of Size of Watch

According to a story in a German newspaper, a Hungarian engineer by the name of Stephan Badasz has invented a talking machine which, with ten records, can be carried in the waistcoat pocket. It is stated that the instrument is about the size of a large watch with a total diameter of eight centimeters and a thickness of three and one-half centimeters. It is operated by a small clockwork motor. The record is seven centimeters in diameter and is scarcely a millimeter thick. It is capable of recording music and speeches running from five or six minutes on either side, so that the ten records can carry twenty pieces of music. It is claimed that, when placed under a table, it will record conversation that takes place around the board.



Individual Envelope Record Containers

been evolved by C. Bruno & Son, Inc., New York City, Victor wholesalers, through their president, William J. Haussler, who has long given much attention to the subject of how best record sales may be increased. This new idea, the "Treasure Chest," is a presentation in tangible form of Mr. Haussler's concentration on this important subject. The "Treasure Chest" is a record set described as "Victor Gems of Many Lands" and is durably boxed, showing six illustrations in attractive colors. It contains six ten-inch double-faced Victor records, each selection carefully chosen for its characterization of the music of a particular country. The countries represented in this selection of music are Italy, Spain, Mexico, Norway, Germany and Russia, two selections from each country. Italy

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

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., JULY 8, 1923.

It is pretty generally realized by now that the showing made in the way of displays and exhibits by the talking machine interests

Talking Machines at Convention

at the recent convention of the music industries in Chicago was considerably surprising to almost everybody. What is not so generally realized is that almost up to the last moment a great many talking machine and accessory men, who finally came in, were thoroughly undecided and, in fact, in many cases much bewildered over the whole proposition. There were many to say that a convention of the music industries is all right for piano men, but not good for others; and in some quarters it was freely predicted that from the talking machine point of view the exhibition would be a failure. As we all know, of course, precisely the opposite turned out to be the case. Better counsels prevailed, the doubters became convinced and the talking machine contingent made an excellent showing, from the great Brunswick room in the corner of the mezzanine floor to the many smaller but not less meritorious displays on other corridors. Not that the result was fully representative. On the contrary, one had reason to mourn the absence of some very distinguished names, but that only shows that even the best of ideas require time for their propagation. Those who did exhibit are now unanimously glad, so far as can be learned by the present writer, that they took the plunge. Some of the accessory manufacturers have been literally astounded, upon reckoning up debits and credits, with the remarkable results achieved in the way of actual sales. We can say from actual inspection of figures in certain cases that results vastly exceeded expectations. Now for next time!

FOR excellent reasons, economic and artistic alike, the art of music recording has hitherto been practiced and conducted almost entirely

New Recording Center

in the Eastern part of the country. But signs begin to appear which suggest, if no more, that the domination of the Atlantic seaboard is at last threatened in this respect. Only a short time ago, for instance, there was a settled practice of taking down to New York local orchestras and other talent whose work it was desirable to record. A little later the experiment was tried of setting up out here temporary recording plants, and the results have been so satisfactory that at present all but one or two of the recognized recording organizations are doing work in Chicago at regular intervals. It is now certain that what has proved to be more than satisfactory and convenient in some cases will be equally so in others and that in consequence we shall soon have Chicago recognized equally with New York as a settled recording headquarters. There will be many advantages in this state of affairs, which is already well on the way to accomplishment. The mid-West capital is a recognized music center. Its symphony orchestra is justly regarded as one of the very finest in the country. In the opinion of many, it is the finest. Chicago is turning out annually a remarkable number of competent young musicians, whose work is certain to lead them along the road of fame. There is, in fact, already a distinct mid-West flavor among the others in the musical mélange, and this flavor, whether in popular or in artistic music, needs to be caught and retained. It is an encouraging sign of the interest in this condition of affairs when recording houses begin to plan making Chicago their second headquarters.

EVERYBODY will agree, no doubt, that the "Midnight Frolics" of the Piano Club of Chicago gave a very good time to all the thousand

Business Plus Pleasure

and more who attended them; but it probably has not occurred to everybody that there was another side to this joyous occasion. The fact is that no less than sixteen different musical organizations, including some of the best-known recording dance orchestras in the country, appeared to play for the diners and dancers, so that for the first time in their experience hundreds of dealers in talking

machines, from all parts of the country, saw and heard at first hand the work of organizations whose names and playing were familiar at second hand through their records which these merchants are all the time selling. The direct contact thus established was of the utmost value, of course, since it gave all these dealers the priceless ability to say to their customers that they had heard the work of such and such an orchestra and could compare it consequently with the recorded work. Then, again, from another point of view, it is worth noting that some of the orchestras and bands which played at the Frolics had never yet done any recording. Their work was, however, noticed and some of them have been asked since to try their hands at the delicate art of playing for the wax disc. Here are two definite facts about what was to almost everybody merely the occasion of a very noisy good time and a fit ending to one of the most successful conventions the music industries had ever carried out. Incidentally, the whole affair reflects the utmost credit upon the Piano Club of Chicago, which got up the affair and was wholly responsible for the great success achieved. We are informed, on what appears to be good authority, that nearly one-half the members of this club are connected, directly or indirectly, with the talking machine trade. The moral may be left to the intelligent reader's intelligence.

THE writer of these commentaries heard the other day a most interesting story, the truth of which he has not undertaken to investi-

Talking Machine and Pipe-organ

gate, but which, in all the circumstances, seems to be most probably accurate. One of the retail salesmen in the talking machine business in Chicago asked us the other day whether we had noticed how very good is the reproduction of the Kimball phonographs. We had noticed this and said so. Our informant then went on to say that when the W. W. Kimball Co. first began to make talking machines the advice was sought and obtained of professional talking machine experts in relation to general construction, but that some two years ago the company's technical men, themselves highly skilled in piano and pipe-organ tone-production, began to feel that there was more to this matter than had at first been supposed. They therefore experimented, and soon perceived that the experience and skill of men who have achieved a vast reputation as builders of fine pipe-organs ought to be turned to account in a field which, to say the least, seems to run parallel. In consequence, it is said, investigations were pursued in directions suggested by Kimball pipe-organ experience, with the result that a new dimension schedule and new design for the reproducing equipment were completely worked out, based upon the phenomena known to be associated with the motions of air columns in wooden and metal pipes. As was said, we do not know officially how far this may all be true in detail, but we feel that it is very likely quite true. Anything the Kimball people do not know about organs and tone production through pipes is not worth knowing, while the parallel between organ pipe work and the amplifying chambers of talking machines is about as close as it can well be. At any rate, Kimball talking machines possess remarkable powers for the faithful reproduction of music. And perhaps these lines may carry a hint to some who are wandering the wilderness of tonal experiment.

THROUGHOUT the West there prevails a very optimistic feeling regarding the business outlook for the coming Fall. Jobbers are

Optimistic Regarding the Fall

emphasizing to good purpose the necessity of dealers analyzing their requirements for the Fall and holiday season so as to insure a plentiful supply of talking machines and records. Now is the time to act. Dealers can strike a fair average of the amount of stock they will need to meet their demands, and they should keep in touch with their jobbers so that by mutual understanding the most satisfactory results may accrue. There is no question but that those dealers who are studying merchandising in its truest and best sense are being properly rewarded by increasing business.

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

GOOD BUSINESS RESULTS FROM ENERGY OF THE TRADE IN SPITE OF EXTENDED PERIOD OF HEAT

New Models Brought Out by Manufacturers Stimulate Trade—Parts in Demand—Planning Brunswick Ad Campaign—Important Moves of Distributors and Retailers—The News

CHICAGO, ILL., July 8.—An extended period of continuous heat—the hottest temperatures ever recorded in Chicago—seemed to have little effect on the local business. The boys in this section stuck to the work, in spite of the torrid spell and managed to keep things going.

The most fortunate men in the retail trade are those who carry a line of band instruments, ukuleles and other small goods, as well as an assortment of portables, in conjunction with their regular line of uprights, consoles and records.

Before the coming of portable talking machines and musical instruments into the retail talking machine stores there was nothing else for these men to sell than the large machines and records during the hot weather season. In fact, they had little to induce people to purchase at these particular times. However, with the coming of the portable talking machine, the ukulele and other small musical instruments the retail dealer now has some incentive for refusing to become downhearted. He is now in a position to govern his trade according to weather conditions, as it were, and thereby keep his business running along at a normal level.

Convention Stimulated Trade

The recent music trade convention, as mentioned in these columns last month, stimulated

the activity of various manufacturers considerably and, although quite a number of new designs were exhibited at that time, many more new models have been brought to life in the various factories since then. The tendency of the manufacturers at present is to bring out high-grade goods at acceptable prices. There is a great deal of consideration being given to the construction of cabinets and, beginning with the Fall season, we may look forward to the introduction of these new models. Some of them embody some very well-thought-out principles which have heretofore never been offered; but just how they will appeal to the trade remains to be determined later.

Mushroom Business Gone

The manufacturers as well as the retailers have at last agreed that there is a tremendous field of activity before them. Some of them have always maintained this, whereas others believed that the talking machine business would come all of a sudden and go the same way; and when it went would stay gone. But, happily, the fellows who believed this have gone the way they thought business was going and, if anyone cares to harken back to the days of the world war, when there were hundreds of men putting out machines, he can easily convince himself that these mushroom concerns

have gone the way of all mushrooms. Happily, the men who believed that the business was here to stay are still on deck. These men know that the activity at one period of the old days was tremendous and that there is no reason why it cannot reach the same stage again. For the hundreds who produced machines in those days there are only tens now, but these tens are determined to push the talking machine business to the healthy position it was in when it was temporarily invaded by the hundreds of mushroom manufacturers. They know that business is there to be had and that high-quality goods carrying popular prices or prices within reach of the public can bring about another boom in business. They are working consistently to bring this boom about as quickly as possible.

Big Call for Talking Machine Parts

The local manufacturers of talking machine parts are reporting that this increase of business is a certainty, as their order books are showing that the various firms they have been supplying are increasing their orders constantly. Quite a number of these manufacturers assert that they are practically sold up for the coming months and that the only way that they can take care of more business will be to increase their capacity to a considerable extent. Wherefore many of these manufacturers at present are taking on more space and equipping it with machinery and other necessary adjuncts that will enable them to keep in line with the coming stimulation of activities.

This is particularly true of motors and tone
(Continued on page 102)



"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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

arms, and it is these very motor and tone arm men who were the pioneers in the belief that there was tremendous talking machine business to be had when the trade stabilized itself. Their dreams, if we may be permitted to call them dreams, are at last being realized, as the trade has stabilized itself to a remarkable degree. The old hit-and-miss methods are a thing of the past. Manufacturers and retailers are at last in accord with one another and the buying public may rest assured that the goods they are getting to-day, as well as those they will get tomorrow, will carry a value worthy of the price asked for them.

Brunswick Expansion in Several Directions

A. J. Kendrick, sales manager of the Phonograph Division of the Brunswick-Balke-Collender Co., makes the announcement that one of the most remarkable national newspaper advertising campaigns ever organized by any industry in the history of the country is in preparation and will be launched at an early date. The

details these plans embrace have not as yet been disclosed by Mr. Kendrick, but it is understood that a tremendous amount of daily newspaper space will be utilized during the campaign.

Mr. Kendrick also gives out the information that the Brunswick Co. will soon announce to the trade plans for expansion in Brunswick cabinet production at all plants of the company. Several months ago plans were put into effect which enabled Brunswick to increase its cabinet capacity considerably. These plans were decided upon in an effort to anticipate Fall and Winter demands.

Owing, however, to the recent activity of the Brunswick sales force throughout the country, the cabinet plants were worked to capacity and consequently there is at present no possibility of getting supplies of cabinets on hand to take care of anticipated Fall and Winter increases. Therefore it was found necessary to take care of this increase, a large per cent of

A Letter to the Trade

We have insisted since January 1st that 1923 would be a banner year. We have had faith in American business. Therefore we could see nothing but prosperity ahead of us.

The U. S. Treasury report as of June 30th, 1923, shows a surplus of \$309,657,460.00 for the close of its fiscal year. We feel well rewarded for our faith in American business.

Not only in the talking machine industry, but in every other line of activity in this country, we find that all anticipations for the balance of the year are highly optimistic.

At this particular time there is usually a decline in business owing to the vacation season, etc. The Blood Tone Arm Co., however, like all other manufacturers of high grade products, now finds itself working to capacity in an effort to take care of this constantly growing demand for Blood products.

Those who are using, or planning to use, the famous Blood Mono-Turn tonearm or other Blood products should at once anticipate their Fall requirements. Present indications convince us that there will be a still further increase in business activities for the balance of the year and we would therefore suggest that orders be given well in advance, whereby deliveries when deliveries are needed may be assured.

Orders are handled as received and filled for shipment accordingly.

Have faith in the business of America.

Blood Tone Arm Company
326 River St. CHICAGO, ILL.



A Phonograph that is different

Never gets stale
Sales talk is short
Customer delighted
Most useful machine on the market
Send for folder, sample
Stock up and grow with us

Triplex Artistic Phono. Co.
Pershing Road and Ridgeland Avenue
BERWYN, ILLINOIS

which is already booked, and the new departure regarding production was decided upon.

It might also be mentioned here that Mr. Kendrick, with several other heads of the Brunswick Co., expects to leave for a six weeks' coast trip beginning July 20. The purpose of the trip is to not only confer with the district managers through the West, but with Brunswick dealers as well, in order that first-hand information may be had regarding the activities contemplated by the Westerners during the balance of the year.

Gigantic Paramount Campaign

The New York Recording Laboratories, manufacturer of Paramount records, used a striking two-color, full-page advertisement in a recent issue of the Chicago Defender to feature "Bleeding-hearted Blues," a new record by Alberta Hunter, well-known negro artist. This company has been making a special drive on developing the demand for records by negro artists and results to date have been very satisfactory. Quite a number of Paramount dealers in this territory co-operated with the New York Recording Laboratories in tying up with this excellent publicity.

A Window Display That Excited Comment

Andrew J. Petersen, of Petersen's Milford Music Shop, 3301 Milwaukee avenue, recently had a Sonora window display which proved remarkably effective in spite of its extreme simplicity and the fact that it required no outlay, all of the materials and goods being on hand. The window, which is always decorated with attractive rugs, pedestals, artificial flowers, etc., contained two Sonora models, one of the console type and the "baby grand" upright. Around the window Sonora catalogs open to the illustrations of the various period styles were placed on fixtures. The window pane was bordered sides, top and bottom with the Sonora "walking doll" novelties. Sonora window posters, the agency authorization, etc., were also used to good effect. That was all there was to it, but the number of comments made on the display caused Mr. Petersen to think it one of the best they have ever made.

Taking Advantage of Radio Popularity

The Ellers, father and son, of the Ellers Music Shop, 2702 West Division street, this city, are anything if not progressive, and the window displays which are handled by the younger man always betray initiative and progressiveness. At the outset of the radio craze he made up his mind that the radio would prove in the end a vast benefit to the talking machine and music business as must any medium of spreading musical knowledge. He believes that the demand for better music inculcated by the classical programs will eventually lead to an increased demand for musical instruments of all kinds.

In the meantime he took advantage of the popular programs to increase the sale of records in an ingenious manner. The programs of the concerts were cut out of the evening papers and pasted on the window the next morning with ribbons tipped onto the numbers of which he had records in stock, and leading back to those records attractively displayed on individual fixtures around the window. Occasionally instead of the record the ribbon would lead to a card stating "We have in stock the record of this

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

selection you heard on your radio last night." The plan was discontinued during the embargo on popular copyright numbers, but will be revived as it proved decidedly successful and was the means of increasing record sales.

R. L. Rayner Tells of Pacific Coast Conditions

A visitor was R. L. Rayner, of the Munson-Rayner Corp., of Los Angeles, Cheney distributor of that city. He was returning from an Eastern trip and on his way home stopped off for a few days in Chicago to visit the Cheney headquarters here. He spent considerable time with the local World representative, telling of the business outlook in the California section. He also told, in a most simple and unaffected manner, exactly what he thought of the Cheney talking machine, what Munson-Rayner is doing to further Cheney sales and the prospects for Cheney's future in the territory looked after by his organization. The impression Mr. Rayner left with The World representative was that, if all talking machine distributors were as thor-

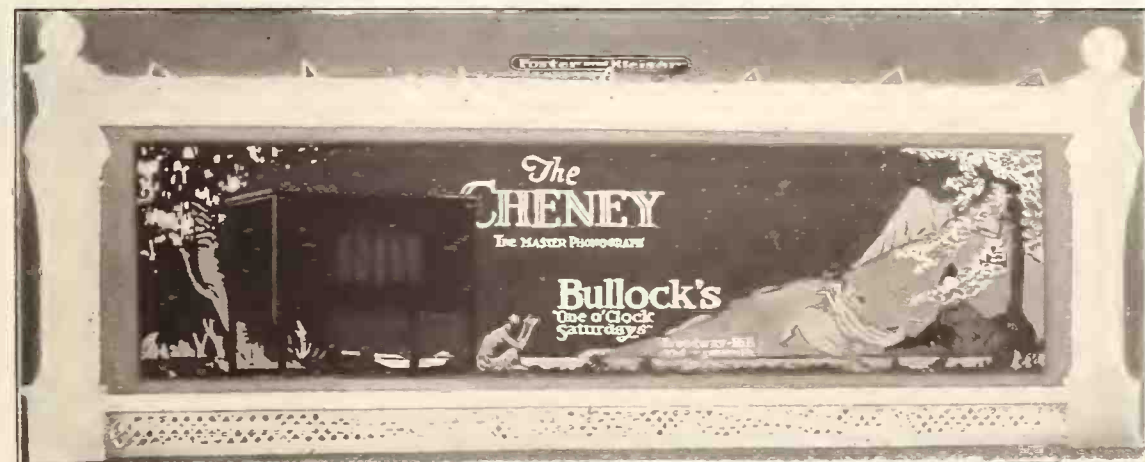
oughly sold on their instruments as Mr. Rayner is on Cheney, it would not be long before the talking machine industry would be the leading industry of the entire country.

will be in oils. The latter are to be erected in various towns and cities for the purpose of featuring local dealers and the former along the great and well-traveled highway from San Diego to San Francisco.

The color scheme of these posters will be of the three-colored type, using the primary colors with combinations of each compounded so as to bring out vivid oranges, greens and purples in conjunction with pleasing shadows of red, yellow and blue. Of the painted boards there are at present fifty erected, each poster bearing the name and address of the local Cheney dealer, as well as a large portrait of a Cheney console model. All the posters which are erected in cities will be electrically lighted at night.

Okeh-Strand Publicity

A. F. Bennest, who travels the northern Indiana territory for the Consolidated Talking Machine Co., recently purchased a new automobile, replacing the old one which he used to cover this territory. In order to get the utmost of



Great Cheney Signboards in Colors Used by Munson-Rayner Corp. on Highways

Mr. Rayner also talked concerning the advertising plans being put into effect by the Munson-Rayner Corp. and its Cheney dealers on the Coast and said that by the first of September there will be 250 outdoor billboards featuring the Cheney talking machine. Each billboard is to be forty feet in length by ten feet in height, with pilasters on either end and surrounded by a well-kept patch of lawn.

Of these 250 billboards 150 will be of the twenty-four-sheet poster type and the other 100

advertising value from it Mr. Bennest had the body painted red, with a large Okeh record label on one door and on the other a facsimile of the famous Strand trade-mark. This auto is becoming well known throughout the territory Mr. Bennest covers and word comes that the idea has enthused other talking machine travelers in that territory, who are contemplating the decoration of their autos in like manner.

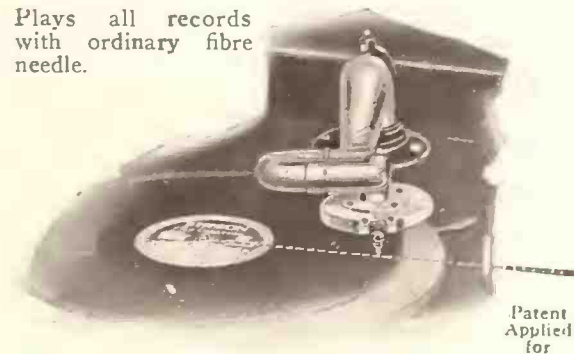
Dodging Harry Again

Speaking of automobiles, we are again reminded of the activities of Harry Schoenwald, sales manager of the Consolidated Talking Machine Co., who recently received a floral piece from admiring friends when he broke all speed

ORO-TONE No. 5

This Remarkable Automatic Equipment Plays All Records on the Victor

Plays all records with ordinary fibre needle.



Patent Applied for

Illustrating the position for playing Edison and all other vertical-cut records on the Victor. The pressure or weight on the record is the same as that of the regular Edison reproducer, thus insuring perfect reproduction of Edison records on a Victor without the slightest damage to records.

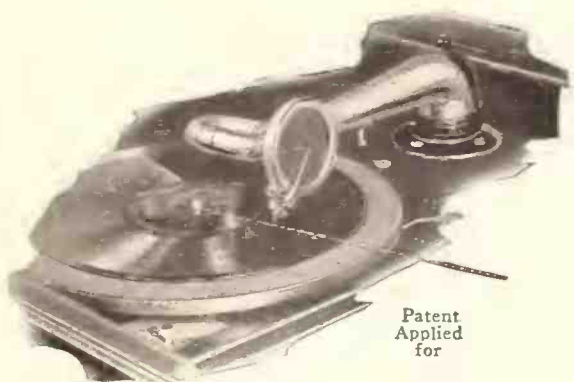
Special Exclusive Features

- 1st. Automatic Weight Adjustment.
- 2nd. Automatic Needle Center and the
- 3rd. Automatic Correct Position of the reproducer on the record when playing either lateral or vertical cut records. These unusual features make this equipment easy to sell, and dealers everywhere find that, with the Oro-Tone No. 5 Equipment on hand, they can make an added profit on every machine they sell.

LIST PRICES

No. 5 Victor Automatic Equipment	
NICKEL FINISH\$6.00
GOLD FINISH\$8.00

Usual discount to Dealers. Please furnish references if you are not rated.



Patent Applied for

Illustrating the position for playing Victor and all other lateral-cut records.

The Oro-Tone Co.
QUALITY FIRST

1000-10 George Street CHICAGO

records by making eight miles in one hour and one-half. Since that time Harry and his Dodge coupe have added to their laurels by vanquishing three flivvers and two coal wagons in one afternoon. Harry claims that the majority of autoists along the drives in and about Chicago have a peculiar habit of hooking their rear wheels up with the bumper of his car.

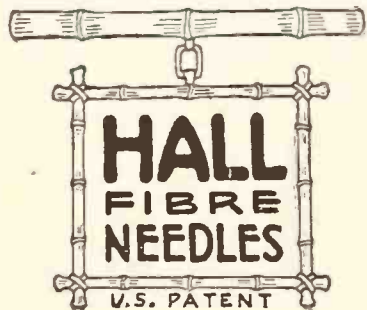
Westphono Manager on Trip

Ben Wood, sales manager of Westphono, Inc., left Chicago the first of the month for a three weeks' trip through the Eastern territory, where he will call on the trade. The portable talking machine known as the Spencerian, which is put out by this concern, has, since its introduction to the trade, made quite an impression on the dealers and jobbers throughout the country. This proved to be especially true at the time of the convention in Chicago, where it was on exhibit.

E. A. Fearn Visiting Dealers

A three weeks' auto tour covering parts of Wisconsin, Minnesota and Michigan was started
(Continued on page 104)

Positively
Eliminate
All
Surface
Noise



Cannot
Possibly
Injure
Records

Suggest—Demonstrate—Push
HALL FIBRE NEEDLES

They are absolutely distinctive—Not in competition with any other needle.

Profitable—because they are responsible for the sale of more better class records.

Semi-permanent—play 35 to 50 records with each needle.

Display them and you will easily sell them.

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.

33-35 West Kinzie Street,

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

towards the end of the month by E. A. Fearn, president of the Consolidated Talking Machine Co., accompanied by A. Thallmayer, manager of the foreign record division for Okeh and Odeon records. Both gentlemen will call on Okeh and Odeon dealers in the sections visited by them. The Wisconsin and Minnesota territories will be covered first and the State of Michigan will be reached by ferry across Lake Michigan. Quite a number of towns will be taken in through this territory and the trip will end at the Detroit offices of the Consolidated Co. Various Consolidated traveling representatives will be picked up en route and their respective territories gone over.

Now Jobbing Swanson

The Consolidated Talking Machine Co. has just taken on the exclusive representation of the Swanson portable talking machine in Michigan, Indiana, Illinois, Wisconsin and part of Ohio. Although the Consolidated Co. took on this line but two weeks ago President Fearn is very enthusiastic over his success with these well-known machines.

The Swanson portable is one of the oldest instruments of its kind in the trade. It is considered one of the lightest that has ever been put on the market and embodies many unique features which are fully covered by patents. One of the Swanson's foremost features is the tone arm, which is a hollow wooden tube, wherein is inserted the reproducer. The distant end of this tube is swung on a pivot and an opening at this end directs the sound directly into a corner of the top lid, thereby utilizing this lid as an amplifier.

Okeh Records in Chicago

Taking advantage of the appearance of some of its foremost talent in Chicago the Okeh record division of the General Phonograph Corp. established a temporary record laboratory in this city on June 21, 22 and 23. This is the first time in the history of Okeh recording that a temporary recording laboratory was established

in this city, but the results obtained were so encouraging that it was decided to do the same thing again in Chicago late in August, and then for an indefinite period. The recordings here were handled by Fred W. Hager, manager of the Okeh recording laboratory, assisted by Charles Hibbard. The executive work of this recording, as well as the handling of various artists who appeared, was looked after by Ralph S. Peer, of Okeh's executive department.

Piano Club Closes Membership Drive

The Piano Club of Chicago now boasts a membership of 345. That number, according to Harry D. Schoenwald, sales manager of the Consolidated Talking Machine Co. and treasurer of the Piano Club, was reached as the result of a membership drive which closed on June 25, during which seventy-five new members were taken in, of whom fifty-eight are resident members and seventeen non-resident. When the drive was put on twenty teams of five men each, all members of the Club, were enrolled for the purpose of getting new members and the winners are to receive prizes. The membership committee team, headed by Mr. Schoenwald, scored a total of 18½ points, the next team, headed by J. T. Bristol, scored 13½ points and the third place was captured by R. E. Davis, whose team scored 12 points. The points were won on a basis of one point for resident members and one-half a point for non-resident members.

Oro-Tone's First Picnic

The Oro-Tone Co., manufacturer of the well-known Oro-Tone tone arms, Victor-Edison and Edison-Victor attachments, and Oro-Tone portable talking machines, held its first picnic on Saturday, June 23, at the country home of Mrs. L. K. Scotford, wife of the late L. K. Scotford, former president of the Oro-Tone Co. The Scotford Summer home is located in the North Shore district, near Waukegan, Ill., and the fifty or more members of the Oro-Tone Co., who met at the plant Saturday morning, motored to the

scene of the gathering in large motor buses.

En route to the picnic the motor buses passed the North Shore Cemetery and the party stopped for a few minutes in order to place a wreath on the tomb of Mr. Scotford and pay their respects to his memory. On reaching the Scotford Summer home the party indulged itself for a day with lake bathing, dancing to music of the Oro-Tone portable talking machine, baseball games, racing and so forth. Prizes were donated by the company to the winners of the various events.

The picnickers returned to Chicago at a late hour Saturday night and such an enjoyable time



Picnic of Oro-Tone Co.'s Forces was had by all that the Oro-Tone Co. contemplates holding a monthly picnic for the balance of the Summer.

Vitanola Exhibit Made Hit

One of the features during the recent furniture exhibition at Chicago, which lasted from June 18 to July 14, was the show of the Vitanola talking machine in Suite 232 of the Auditorium Hotel. Here the visiting furniture dealers found a cordial welcome and a display of a full line of Vitanola instruments, built according to the Vitanola Co.'s plan to meet the constant demand for quality merchandise at the lowest possible price. At its immense plant in Saginaw, Mich., the Vitanola Co. has a capacity of several

(Continued on page 106)



Style J
Mahogany



Style M
Equipped With Albums

KIMBALL PHONOGRAPHS

Appeal to Those Who Demand the Best

The dealer who sells the Kimball will not only have ready sales but satisfied customers and is building future business. Compare the Kimball in Construction or visible beauty, or in TONE or accurate reproduction and there is none to excel. Exclusive features appeal to buyers.

Console and Upright Types;
Variety of designs;
Wide range of prices;

Ask about Territory and Agency Terms.

W. W. KIMBALL CO.

Established 1857

Kimball Hall 306 So. Wabash Ave.
CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos,
Pipe Organs; Distributors of Okeh Records



Style G

Kimball Phonographs Play ALL Records



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 unfailing promptness and efficiency.

A more reliable combination could hardly be found than that of Consolidated Service and

Okeh Records

The Records of Quality

Consolidated Talking Machine Co.

227 W. Washington Street

CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich.
1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

hundred complete instruments per day, so that the trade is assured of prompt delivery on orders, whether they be small or in carload lots.

Although the Vitonola has always been well known by reason of its tone and finish the models shown during the recent exhibit exemplified a higher standard of craftsmanship in both respects. This is especially true of the new Tudor and Italian period models. The exhibit was in charge of M. C. Schiff, president, and S. S. Schiff, vice-president and general manager, who were assisted by a large corps of traveling representatives.

New Sterling Co. Replaces Old Concern

The Sterling Devices Mfg. Co. is the title of a new concern which was recently formed to take over the business of the old Sterling Devices Co., bankrupt. The new concern maintains its headquarters at 412 Orleans street, in this city. The head of the new company is Frederick Keller, who was connected with the old concern, and the production will be looked

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

First with the hits



EDISON DEALERS find their record business continually on the increase, because Edison "Flashes from Broadway" are satisfying the public demand for prompt recording of musical hits.

The Phonograph Co.

229 So. Wabash Avenue
CHICAGO, ILL.

after by Julius Keller, Sr. Several changes have already been made which have, naturally, improved the Sterling products and the new company will continue the manufacture and distribution of a complete line of Sterling tone arms, as well as reproducing attachments for hill and dale and lateral-cut records.

J. G. Griswold Returns From Europe

After ten weeks of visiting the British Isles and Europe J. G. Griswold, vice-president of the Widdicomb Furniture Co., has returned to headquarters at Grand Rapids, Mich. He was accompanied on the trip by Mrs. Griswold and two members of the Widdicomb Co., Andrew Johnson, superintendent, and William Balbach, designer. All the important cities and art galleries in Europe were visited.

Jewel Phonoparts Active

One of the busiest plants in this section so far during the Summer months is that of the Jewel Phonoparts Co. According to A. B. Cornell, treasurer and sales director of this concern, the talking machine industry has stabilized itself in a remarkable manner and the manufacturers of complete instruments, parts and accessories have before them only a clear field. The last few months have shown that there is a tremendous amount of business to be had and that all that remains for the producers to do is to give the trade what it wants; namely, high-class goods at reasonable prices, and there is nothing to prevent the man who does this from cleaning up an immense amount of business.

"There is nothing remarkable about the increased activities of the Jewel Phonoparts Co.," continued Mr. Cornell, "as we have always maintained that high-grade goods would, sooner or

later, get the preference of the business to be had and this can be proved conclusively if one cares to look back a few years and compare the vast number of manufacturers of those days with the small number of to-day. This indicates that the few of to-day are producing genuine merchandise and it is due to this alone that they were able to weather the period of depression."

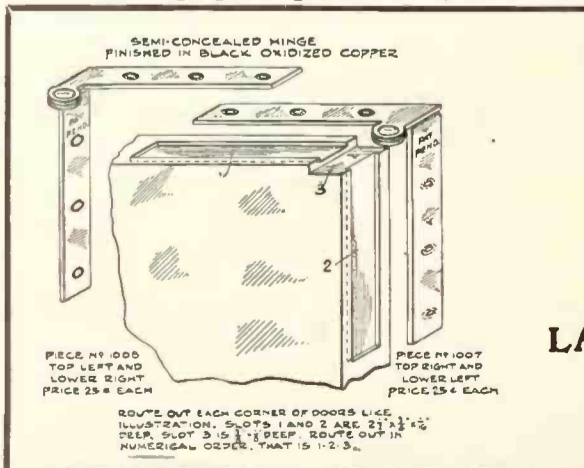
New Stores and Changes

The Avalon Music Shop is the title of a new retail store which was recently opened with headquarters at 1549 East Seventy-ninth street. The proprietor of this new establishment is J. J. Pendergast, who will retail Okeh and Odeon records, Strand talking machines and a number of high-grade accessories. The location of this store is within a stone's throw of the immense municipal bathing beach on the South Shore, in which section many of Chicago's elite maintain their Summer residences.

H. Schuckert has taken over the store formerly conducted by Joseph F. Neises at 5451 South Ashland avenue. This retail shop is one of the most flourishing in the West Englewood section, handling Okeh and Odeon records and Strand talking machines.

The Phonograph Shop, of Oak Park, handling Brunswick talking machines and records and Okeh and Odeon records, has moved from its old location at 121 Marion street to new and larger headquarters at 124 Marion street. The new location now boasts of five beautifully equipped hearing rooms.

A. Bastiani, proprietor of a talking machine store at 410 West Division street, announces the opening of a new retail store at 2707 West Thirty-eighth street. The Division street store handles a line of Okeh and Odeon records and



The Most Practical Hinge For High Grade Phonograph Cases

Write for Prices and Samples

LAKESIDE SUPPLY COMPANY

73 W. Van Buren Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 106)

Strand talking machines and the new store will represent the same lines.

The Austin Music Shop, at 5748 West North avenue, one of the liveliest Okeh, Odeon and Strand accounts in this section, has taken on the entire line of Consolidated musical instruments. The Consolidated Co. was recently appointed exclusive jobber for Chicago territory for a number of the best musical instrument manufacturers in the country.

Audak Now Strong With Trade

Quite a number of Chicago concerns have recently equipped their retail warerooms with the celebrated Audak devices for the demonstrating of talking machine records. These little instruments are cleverly devised for the purpose of increasing the available hearing room space for record customers. They can be arranged on counters or small tables outside the regular hearing rooms for the purpose of listening to records, so that the proprietor of the talking machine store may utilize his regular hearing rooms exclusively for the demonstration of the talking machines he handles. Among the many places of business which have recently equipped their talking machine departments with Audak are The Fair and Rothschilds Co., two of Chicago's biggest Loop department stores.

Old-time Concern Dissolving

The Michigan Phonograph Co., of Grand Rapids, which at one time marketed a talking machine known as the Lauzon, is bringing its activities to a close. This company was one of the first in the Grand Rapids furniture district to market a high-grade talking machine. The heads of the concern since its inception were George M. Cook and H. W. Knoblauch. The company was in good financial condition at the time of its dissolution and the discontinuance was brought about by the ill health of the partners, especially Mr. Cook.

Brunswick President on "Leviathan"

A number of Chicago's most prominent business men have returned to this city after enjoying themselves for a few days on the trial trip of the "Leviathan." Among the Chicagoans who made the trip was B. E. Bensinger, president of the Brunswick-Balke-Collender Co., who received his invitation from Alfred D. Lasker, chairman of the Shipping Board, and an old business friend. In civil life Mr. Lasker is president of Lord & Thomas, Inc., the advertising agency which has its main headquarters at Chicago and which directs all advertising of the Brunswick Co.

Planning 1923 Radio Show

Extensive plans for the holding of the 1923 Radio Show at the Coliseum, Chicago, are being put into effect. The plans for this show are under the direction of U. J. (Sport) Herman and supervision of James F. Kerr, the same man who so successfully pulled off the Radio Show of 1922 at the Coliseum.

Although last year's show went down in history as the first really successful radio exhibit ever held in this section of the country, indications are that the 1923 show will far surpass it. The date of the coming exhibit has not been definitely arranged, but it will take place some time in November.

The plans this year call for arrangements in broadcasting and receiving which are scheduled to be very interesting and enlightening to the public and from present indications the gate receipts of the coming show will prove it to be one of the greatest expositions ever held in the Coliseum.

W. D. Montgomery Returns to Unico

After several months engaged in special work pertaining to the sale of talking machines, W. D. Montgomery has returned to his desk as district manager of the Chicago division of the Unit Construction Co. During Mr. Montgomery's absence the Chicago office was looked after by George A. Lyons, assistant general sales man-

(Continued on page 108)

The KRASCO Assembled Unit

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

Will play ten 10-inch records with one winding.

The greatest single talking machine improvement since the invention of the disc record.



Licensed under the Brooks-Klemm

WILL GO IN ANY CABINET

In the Krasco Assembled Unit you get a powerful, silent, four-spring Krasco 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 and a dependable in-built automatic repeater and stop, all mounted upon a black enameled plate.

MANUFACTURERS, JOBBERS and DEALERS using the **KRASCO ASSEMBLED UNIT** are more than doubling sales. Ask for full particulars—**THE PRICE IS LOW.**

Nearly Two Million Krasco Motors in Use

At the present moment we are more than doubling our output. During the past year our sales have tripled—**WHY?**

Because the trade has become critical and discriminating.

The **PUBLIC** demand silent motors.

The **DEALERS** demand trouble-proof motors.

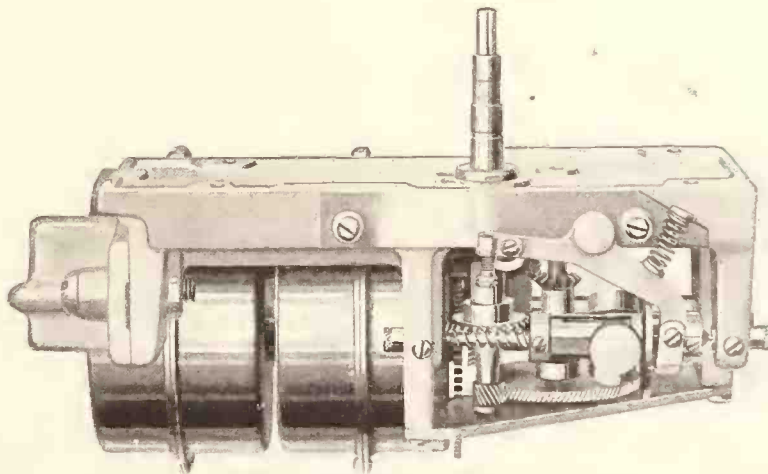
The **MANUFACTURERS** demand sturdiness, quality, design and finish.

And right now the makers—dealers—users demand sharp, close prices.

Our steadily increasing business is due to the fact that the **KRASCO** motor (the same motor used in the Krasco Assembled Unit) meets all these demands. To do this it must be a **better motor.**

Six sizes, from a double spring motor playing four 10-inch records to a four-spring playing ten.

May we quote you prices and send descriptive literature?



KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

ager of the Unit Construction Co., who came on from the company's Philadelphia headquarters. Mr. Montgomery reports that the present business already booked by him in the Chicago territory promises to show more activity in this section during the remainder of Summer and early Fall than any other time in the history of the talking machine business.

Cornell on Vacation

A. B. Cornell, of the Jewel Phonoparts Co., left Chicago on Saturday, June 30, for a month's vacation on his farm at Somerville, N. J.

Excel at Furniture Exposition

The Excel Phonograph Co. is holding an elaborate exhibit of its well-known products at the big furniture mart at 1319 Michigan avenue. The exhibit is on the first floor in Section 19 of the Exhibition Building and is under the supervision of I. A. Lund, who is one of the best-known traveling representatives in this section, with a host of friends in the furniture business. He was at one time Ohio, Pennsylvania, Kentucky and Indiana representative for the old

The Quality Appeal of the
**COLUMBIAN
BABY GRAND**

is just what every dealer needs. A baby grand in size 59" x 56", but a concert grand of Exquisitely Pure Tone.



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.



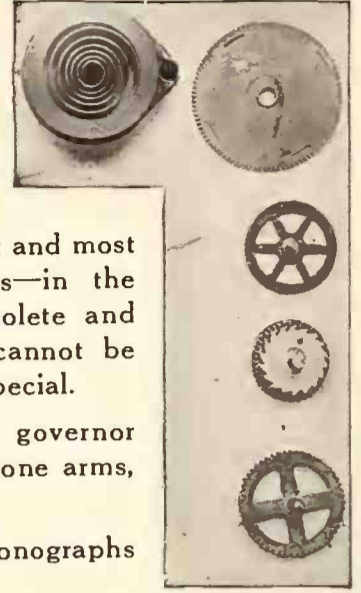
Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"

227-229 W. WASHINGTON ST. CHICAGO ILL.
Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

Mandel Mfg. Co. He recently became associated with the Excel people and since his joining this company has made a remarkable showing in the sale of Excel products. Besides a full line of upright, console and portable talking machines, this concern is exhibiting its well-known little Columbia baby grand piano. This little instrument has made quite an impression upon furniture dealers because of its tone and small size, which is fifty-nine by fifty-six inches.

Local Vocalion Activities

Announcement is made this month by F. W. Clement, manager of Vocalion's Chicago headquarters, that this office is now Western distributor for the Pooley Furniture Co., of Philadelphia. Mr. Clement now has on display the entire line of high-grade Pooley talking machines, consisting of uprights and consoles, ranging in price from \$115 to \$250.

Mr. Clement also gave out the news that his office has been appointed mid-Western distributor for the Standex, manufactured by the Musical Products Distributing Co., of New York City. Standex is a cleverly designed little record display stand. It is made of stamped sheet steel and comes packed six in a carton, which sells to the trade for \$2.75. This little display stand is very neat in appearance and may be used for displaying ten-inch or twelve-inch records. Its finish is in black crystallized lacquer.

In commenting on business Mr. Clement stated that June proved to be one of the best months so far this year and that July promised even to exceed the business of June.

One of the best little trade stimulators that was ever handled by Mr. Clement is the little combination Vocalion record cleaner and needle holder which was recently announced by his concern. This little cleaner is in reality a round tin box, which holds 500 needles. On the back is printed a facsimile of the well-known Vocalion label and the upper lid is covered by a piece of colored velvet, which can be utilized as a record cleaner. These little cleaners have been greatly appreciated by the local trade because they offer a new avenue for the sale of needles.

Improved Record Department

The retail roll and Okeh record departments of the W. W. Kimball Co. were recently consolidated and put under the sole management of Miss Ruth C. Strickland, who has had charge of the talking machine department of this concern for the past ten years.

Miss Strickland says the consolidation of both roll and record departments stimulated trade because buyers coming for rolls will invariably interest themselves in records and vice versa. The department is arranged so that the shelves on one side contain records and on the other side rolls. Both are within easy reach of the hearing rooms, each of which contains a player-piano and a talking machine.

Regarding the sales of Kimball instruments Miss Strickland says that the Kimball Style H upright, coming in mahogany, walnut and oak, is proving to be an exceptionally good seller; and the same holds true of the new Kimball console Style S, which comes in mahogany, walnut or oak finish. Style S is fully equipped with six albums, automatic stop, two-spring motor, and its size is 35 inches high, 37½ inches wide and 21¼ inches deep.

Whelan Twin Weds

On the afternoon of July 10 Miss Afra K. Whelan, one of the twin daughters of Eugene Whelan, assistant manager of the retail department of the W. W. Kimball Co., will become the bride of Woodburn Winings, technical expert for the Goodyear Rubber Co. The wedding will take place at the Whelan residence, at 5328 Hyde Park boulevard.

Pathé in Loop Office

The Interstate Phonograph Co., local wholesale representative of the Pathé Phonograph & Radio Co., is now located at 533 South Wabash avenue, having moved from its old location at 427 West Erie street. The new headquarters continue to be directed by W. E. Hotchkiss, who is one of the best-known men in the talking machine business and at one time was connected with several of the largest manufacturing concerns in the East.

In the new headquarters there is now being

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 108)

shown the entire line of Pathé phonographs, Pathé records and Pathé radio parts and among the most prominently featured in these show-rooms is the new Pathé console, which was recently announced to the mid-Western trade. The Pathé Co. is fortunate in the location of its newly acquired mid-Western production plant, which enables the trade in this section to get immediate shipments of the new lines of consoles the Pathé Co. announced a short time ago.

According to Manager Hotchkiss the new Pathé needle-cut record has been well received by the local trade. New accounts taking on the new Pathé machines and records are constantly growing in number, there being approximately 1,000 of them since the first of the year.

The new Pathé consoles are known as Nos. 31, 36 and 40, ranging in retail price from \$110 to \$185 and \$15 additional for electric motor equipment. Model No. 40 is of the Italian renaissance period, furnished in mahogany and oak and carrying the Universal tone arm. No. 36 is the Queen Anne type, furnished in brown mahogany and walnut, and No. 31 is furnished in brown mahogany and oak. The new Model No. 15 is of the upright type and comes in mahogany finish and the Pathé portable may be had in mahogany, golden oak, fumed oak or fabrikoid leather.

Miss Wiswell Graduates With Honors

Miss Elizabeth Wiswell, daughter of Leslie C. Wiswell, of Lyon & Healy, prominent Victor jobbers, has graduated with honors from the Francis Sheimer School extension course of the University of Chicago.

Take on the Cheney Line

It was announced at headquarters of the Cheney Talking Machine Co. this week that Young & Chaffee Co., Grand Rapids, Mich., had taken on the complete Cheney line, and elaborate preparations have been made for the re-

tailoring of this well-known line of instruments. Young & Chaffee conduct the largest department store in the western part of Michigan and maintain their headquarters in the heart of the business district. This concern has proceeded to set forth the merits of the Cheney line in a manner which is proving agreeably surprising even to the population of Grand Rapids, where the Cheney factories and the Cheney name are thoroughly familiar.

Opens New Store

The Benson Music Shop, at 2135 West Chicago avenue, one of the best-known retail music concerns of this section of the city, has opened a new store at 5915 Division street, where the entire line of Brunswick talking machines and records are being handled.

Remodeling Headquarters

The Reichardt Piano Co., at 1311 Milwaukee avenue, is making major preparations to take care of anticipated Fall business. This concern, one of the oldest retail establishments in Chicago, has been handling Victor and Columbia talking machines and records for many years, as well as a number of high-grade pianos. During the time it has been in business the Reichardt Co. has built up an enviable clientele. Among the many plans which this company has for taking care of an increased Fall business is one which brings about a complete remodeling of the entire store. Heretofore the talking machine department was located on the first floor, but the new remodeling plans call for its location on the second floor. This change admits of greater possibilities for increasing the talking machine department, as well as the installation of many more new demonstration and hearing rooms.

Rusticating in New Jersey

A. B. Cornell, of the Jewel Phonoparts Co., left Chicago on Saturday, June 30, for his farm at Somerville, N. J. Mr. Cornell contemplates staying the entire month of July in company



with his family on the farm. While on his vacation Mr. Cornell will keep in close touch with activities at the Jewel plant and he expects to devote some time to planning and making preparations for business during the balance of the year.

The Jewel Co. has a number of interesting features concerning its product which it expects to announce to the trade during the coming months and in all likelihood we may look forward to some new Jewel products to be added to the line which will prove of great interest to Jewel clientele.

Miss Powell Motors to Kentucky

Miss E. E. Powell, secretary of the Tonofone Co., left Chicago July 5 for a ten days' motor tour of the South. She is accompanied on the trip by her sister and infant niece. The party left Chicago and motored directly to Paducah, Ky., where Miss Powell's parents reside. A stop for several days will be made there and then the party will leave for Memphis, Tenn., to visit other relatives before the return trip is made.

Receiving Many Inquiries

The Lakeside Supply Co. is receiving a large
(Continued on page 110)

VITANOLA

The Phonograph of Marvelous Tone

WHY?



Vitano 43
List \$130.00
Dimensions: Height 35 inches, width 39 inches, depth 23 inches.
Finishes: Brown Mahogany or Walnut.

Why does 90% of Vitano business consist of repeat orders?

Why do most Vitano dealers stick to the line, and those who make a change later reinstate the Vitano?

Why are Vitano dealers prosperous, even in times of depression, their financial ratings improving year after year?

There *must* be a reason.

Any Vitano dealer can tell you what it is. But, better still, find out for yourself. Order a sample of Vitano No. 43 today. See what a hit it will make, and how you, too, will find it necessary to reorder time and time again.

Complete line of Upright and Console Models in two-tone and solid finish.

Send for catalogue

VITANO TALKING MACHINE COMPANY

Wheeler St. and M. C. Railroad
SAGINAW, W. S., MICH.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

amount of inquiries for the semi-invisible hinge which it manufactures. Not only are these inquiries from local concerns, but they also have been received from all parts of the world. This hinge is so constructed that it is placed on the top and bottom edges of the doors of the talking machine. Material used in this construction is highly tempered ribbon steel and at the same time the tempering will permit its bending rather than breaking when under a strain. The Lakeside Supply Co. also reports that dealers throughout the country are showing an exceptional interest in radio during the Summer months and many of these dealers are anticipating their Fall wants by placing orders. It is the common belief in this section of the country that the coming Fall months will bring about a big increase in the radio business.

Eckhardt With Ad Agency

Walter Eckhardt, who for the past year was in charge of the retail dealer sales department of the Wallace Institute, manufacturer of the well-known Wallace reducing records, has severed his connection with that institution and is now associated with the firm of Maxwell & McLaughlin, an advertising agency, with headquarters in the People's Trust Building, this city.

Prior to his coming into the talking machine field, over five years ago, Mr. Eckhardt was associated with several nationally known advertising concerns which specialize on music copy.

During his association with the Wallace Institute Mr. Eckhardt built up a considerable retail clientele throughout the music field and he was helped materially in doing this by virtue of a large dealer acquaintance gained in his many years' service as sales manager for the Phonograph Co., Edison distributor, with headquarters in Chicago. In view of his long association with the talking machine trade, Mr. Eckhardt will continue to specialize in this field.

The Cheney Resonator

The June edition of the Cheney Resonator has just come from the printers and, as usual, the entire four pages are full of interesting articles and items concerning Cheney, as well as a number of prints showing the style of newspaper advertisements that the Cheney advertising department has prepared for Cheney dealers. One of the important articles printed on the first page gives some interesting facts about the fine new Cheney posters which were recently printed. These posters, by the way, show a sort of phantom or X-Ray view of the

Cheney instrument and the text matter calls attention to the patented Cheney acoustic system which is a progressive series of resonators that scientifically controls sound.

Another item of important interest printed in the Cheney Resonator is the second article of a series of articles on the scientific basis of Cheney construction. This series of articles is so written as to be extremely interesting and takes the reader through the various steps and stages of sound wave recording and reproduction and then goes on to tell how the Cheney acoustic system regenerates these sound waves.

CUTTING & WASHINGTON SALES PLANS

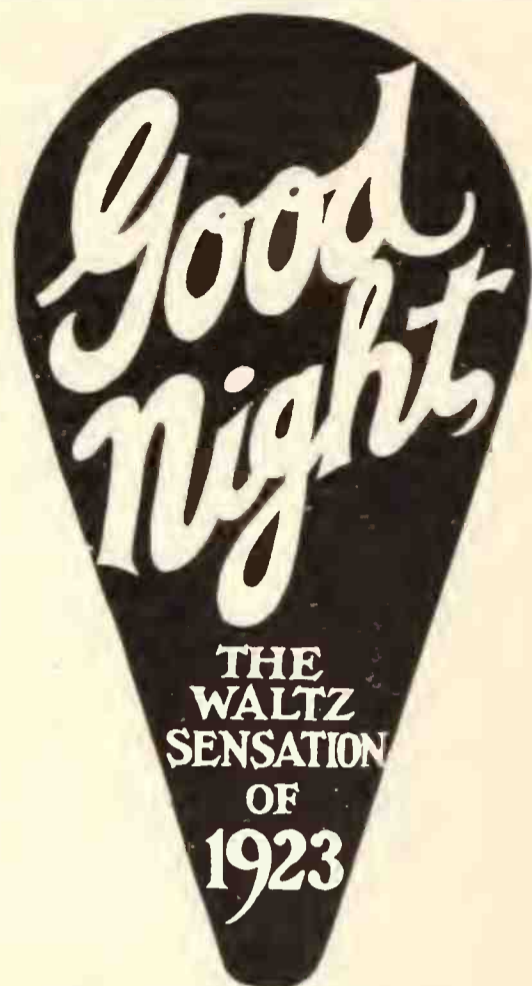
Prominent Minneapolis Radio Manufacturers Will Introduce Special Product for Talking Machine Trade—Herbert A. Brennan in Charge of Sales for the Company

MINNEAPOLIS, MINN., July 6.—Considerable interest has been aroused here by a recent announcement coming from headquarters of the Cutting & Washington Radio Corp. that this concern will introduce a new model radio receiving set in a few days. It is understood that this new instrument, which carries the most modern radio developments, is built especially to cater to the requirements of the talking machine field.

For the past fifteen years both Dr. Fulton Cutting and Bowden Washington, heads of the company, have been regarded as leaders in the radio field and they have originated many important units used in radio receiving. Much of the equipment brought out by them is considered standard and this is said to be especially true in so far as present-day naval radio equipment is concerned.

Sales of Cutting & Washington instruments are being handled by Herbert A. Brennan, whom the talking machine trade has known for many years. Mr. Brennan was formerly associated with the Victor Talking Machine Co. and the Rudolph Wurlitzer Co. and more recently has made a detailed study of the sales possibilities for radio product in the talking machine field.

Extensive plans for the music dealer have been made for the Cutting & Washington Radio Corp., under the direction of the Reincke-Ellis Co., a prominent advertising and dealer service organization, which maintains headquarters in



WATCH THIS BABY GROW!

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

Chicago. These plans call for publicity of every form that will enable the retailer to hold the attention of the purchasing public. Reincke-Ellis have for many years made a specialty of this particular branch of advertising and in the talking machine field have concentrated their activities upon the Victor retail trade, working with the Victor distributors.

RECEIVES SEDAN ON BIRTHDAY

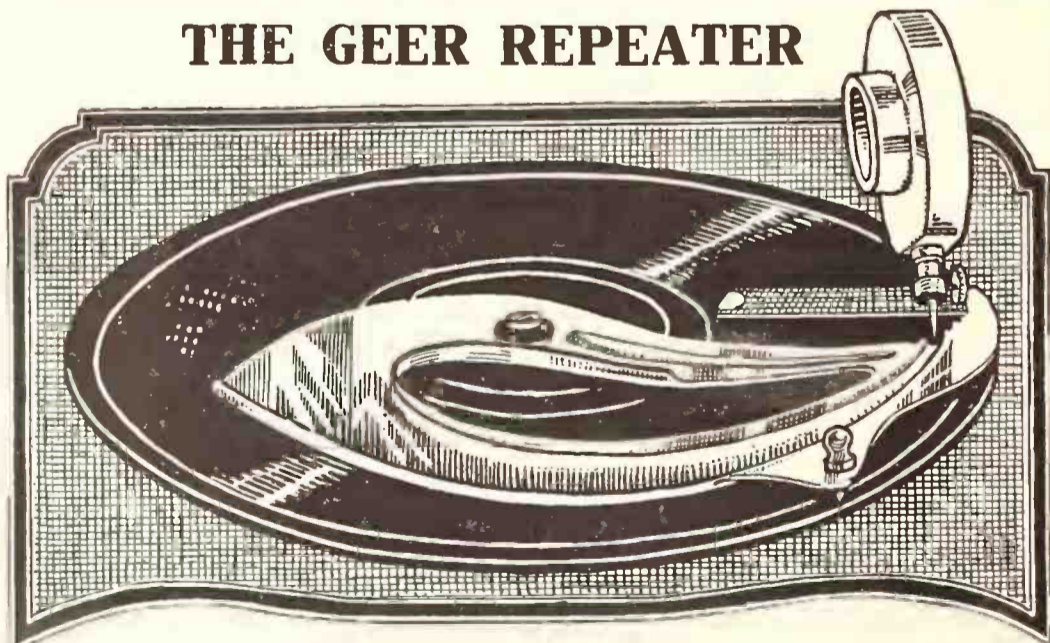
A. Abelowitz, Metropolitan Dealer, Celebrates Fifty-fifth Birthday

The entire family of A. Abelowitz, well-known Victor and Brunswick dealer, who has been engaged in the talking machine business in New York City for more than twenty years, participated in the anniversary of his fifty-fifth birthday on July 5. A surprise gift of a Paige sedan was presented to Mr. Abelowitz by his four children, Chester, Harry, Sam and Hannah. The former is the metropolitan sales representative of the Brunswick Co. and the latter three are connected with their father's business, the Abelowitz Phonograph Co. Neil Abelowitz, another member of the family, recently purchased the Ansonia Music Shop on Broadway.

SAIL FOR EUROPEAN TOUR

A visit to England and a tour of the Continent have been planned by Mrs. Ralph L. Freeman, wife of Ralph L. Freeman, director of distribution of the Victor Co., and their three children and Mrs. Edward K. MacEwan, a sister of Mrs. Freeman and wife of the secretary of the Victor Co., who sailed recently on the United States liner "Pittsburgh."

Among the recent visitors to the Victor Talking Machine Co. in Camden, N. J., was Jerome Harris, manager of the jobbing interests of C. Bruno & Son, Inc., New York City.

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.

F I R S T

Only

50

Cents



Only

50

Cents

THE TALKING MACHINE WORLD TRADE DIRECTORY, published for the first time in *May, 1922*, was the first publication in the talking machine industry that furnished the trade with accurate, up-to-date lists of manufacturers and jobbers of all talking machine products.

The 1923 edition of the TALKING MACHINE WORLD TRADE DIRECTORY is now ready for the trade, and this book is the only complete DIRECTORY of manufacturers and jobbers of talking machine products that is now available for the use of the trade.

This convenient reference book and buying guide should be in the hands of every progressive and successful talking machine dealer, for it gives accurate, concrete information as to the products and personnel of the talking machine industry. It is primarily a book of fact that can be depended upon for reliability and accuracy.

The TALKING MACHINE WORLD TRADE DIRECTORY represents several years of careful, detailed compilation of trade facts and figures. The information in this book was not prepared haphazardly or hurriedly, but is complete, accurate and up-to-date.

Send 50c and a copy of this valuable DIRECTORY will be forwarded immediately

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.....

DALLAS

Haverty-Columbia Deal—Watkin Honored—New Concerns—Distributors Make Satisfactory Reports

DALLAS, TEX., July 5.—The Columbia Graphophone Co. has just closed a deal whereby the Haverty Furniture Co., of Dallas, has purchased the entire stock of the former company carried in its Dallas and Atlanta warehouses. This is said to be the largest talking machine deal ever made in the Southwest and includes transfer of more than 1,000 machines for a little more than \$100,000. Five different models of the Columbia machines were included in the lot. The purchase was made by B. T. Stanford, secretary of the Haverty Furniture Co. and general manager of the Dallas store. Victor B. Lowrey, advertising manager and in charge of talking machine sales, has already launched a big advertising campaign and has placed the newly purchased machines on sale at special prices. Mr. Lowrey has already sold more than three carloads of talking machines so far this year and reports business unusually good for the Summer season. He anticipates little difficulty in disposing of the entire lot of Columbia machines.

Work of R. N. Watkin

Robert N. Watkin, of the Will A. Watkin Co., 1207 Elm street, Dallas, who, as reported in *The World*, was recently elected president of the National Association of Music Merchants, has been largely responsible for the remarkable growth of the musical industry in the Southwest in the last few years. To his efforts is largely due the success that has attended the inauguration of Music Week in Dallas, which has now spread to other cities and towns in Texas until there is hardly a community that does not observe Music Week, and the musical industry receives a big impetus therefrom.

Plan National Musical Week

Mr. Watkin reports that the National Association of Music Industries, through its chairman, Otto H. Kahn, of New York, is now at work on plans for a National Music Week next year. Governors of all the States that have held Music Weeks have been invited to become members of the honorary committee, and Mr. Watkin, president of the National Association of Music Merchants, and Mrs. John F. Lyons, of Fort Worth, president of the National Federation of Music Clubs, have been chosen to

represent Texas on the general committee. Dallas is one of the three cities in the country that have held music week for the last three consecutive years. About 150 cities in the entire country have held music week for two consecutive years.

Dallas now boasts of three presidents of music industries organizations: D. L. Whittle is president of the Dallas Music Merchants' Association; William Howard Beasley, of the State Music Merchants' Association, and Robert N. Watkin, of the National Association of Music Merchants.

New Concerns Organized

The Gunst Music Co. has been organized at Fort Worth, Tex., and has opened a retail store at 500 Houston street, with Ernest L. Conkling, formerly with the Citizens' Savings & Loan Association, as sales manager. The Gunst Music Co. has secured a long lease on the building at 500 Houston street, formerly occupied by the Conkling-Grimes Piano Co. The company will handle pianos, sheet music, various musical instruments and several standard makes of talking machines. Jesse S. Aldridge, well-known music merchant of Fort Worth, is manager of this company.

The Mason Music Co., Inc., is the style of a recently organized music company in San Antonio, Tex., which has been incorporated with capital stock of \$20,000. Incorporators are G. W. Parish, L. E. Robinson and J. W. Mason. The company will retail pianos, musical instruments of all kinds, sheet music and talking machines.

The Phonograph Co., of Oklahoma City, Okla., has been organized with capital stock of \$25,000 to conduct a retail store, dealing in Edisons. The incorporators are A. C. Dennis, R. H. Sherman and W. J. Davidson.

Good Business Enjoyed

Dallas distributors of various makes of talking machines report continued good business. Good crop prospects over Texas have induced a marked feeling of confidence and the retail trade in the various cities and towns continues good, despite the seasonal dullness, according to reports received by Dallas jobbers, and their sales bear out these statements.

Sanger Bros., jobbers of Victrolas and Victor records, which firm perhaps sells more talking machines to the small town merchants in this trade territory than any other firm in Dallas, owing to the fact that it is an old well-established firm and has been selling goods for more than half a century, reports an unusually heavy demand for new machines and for records. The

TEXAS-OKLAHOMA CO. IN NEW HOME

Prominent Dallas, Tex., Edison Distributor in Permanent New Quarters—Former Warehouses Destroyed by Fire Some Time Ago

DALLAS, TEX., July 2.—The Texas-Oklahoma Phonograph Co., Edison distributor, whose headquarters in this city were so badly damaged by fire recently that the concern was compelled to secure other quarters in order to avoid in-



terruptions in supplying its large clientele with Edison instruments and records, is now located in the spacious and well-equipped building shown in the illustration, in front of which are standing part of the warehouse and office personnel. Despite the confusion and loss occasioned by the fire the Texas-Oklahoma Phonograph Co.'s service to its dealers suffered little interruption and business is now going on at a normal pace.

development of radio in the Southwest is believed in part responsible for the heavy demand for Victrolas and records. Many homes in the small towns and rural districts have installed radio receiving sets to pick up programs from Dallas, Fort Worth and other broadcasting centers and once the programs are picked up there is created at once a desire for more music. Investigation shows that nine out of ten homes equipped with a radio receiving set also have talking machines and good selections of records.

The Texas-Oklahoma Phonograph Co., distributor of Edison machines in Texas and Oklahoma, is now well established in its new building on Jackson street, and O. G. Feltner, manager, reports business is altogether satisfactory.

The Sonora Distributing Co., of Texas, of which Earle D. Behrends is president, distributor of Sonora phonographs and Vocalion records, reports a satisfactory demand for both machines and records. The record business is somewhat better than the machine business, according to Mr. Behrends.

Numerous retail music stores in Dallas, dealing in talking machines of various makes, are following the lead of the Haverty Furniture Co., which has put on special sales of Columbia discontinued models.

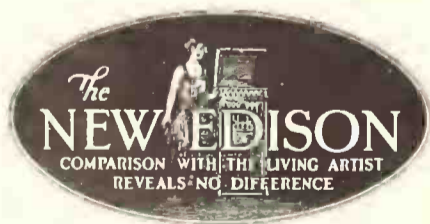
Early Closing in Effect

The Dallas Music Industries Association, which includes all merchants in Dallas dealing in musical instruments, has voted to close their places of business on Saturday afternoons during the months of July and August. The Association has discontinued its weekly luncheon meeting for the Summer and the next luncheon will be in September, at which Robert N. Watkin will be the chief speaker.

MATT HOHNER IN EUROPE

Matt Hohner, of M. Hohner, harmonica and musical instrument manufacturer, of New York, sailed for Europe recently on the "George Washington." He will visit the Hohner factories in Trossington, Germany, and will return to New York some time in September.

A SIGNIFICANT QUESTION



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.

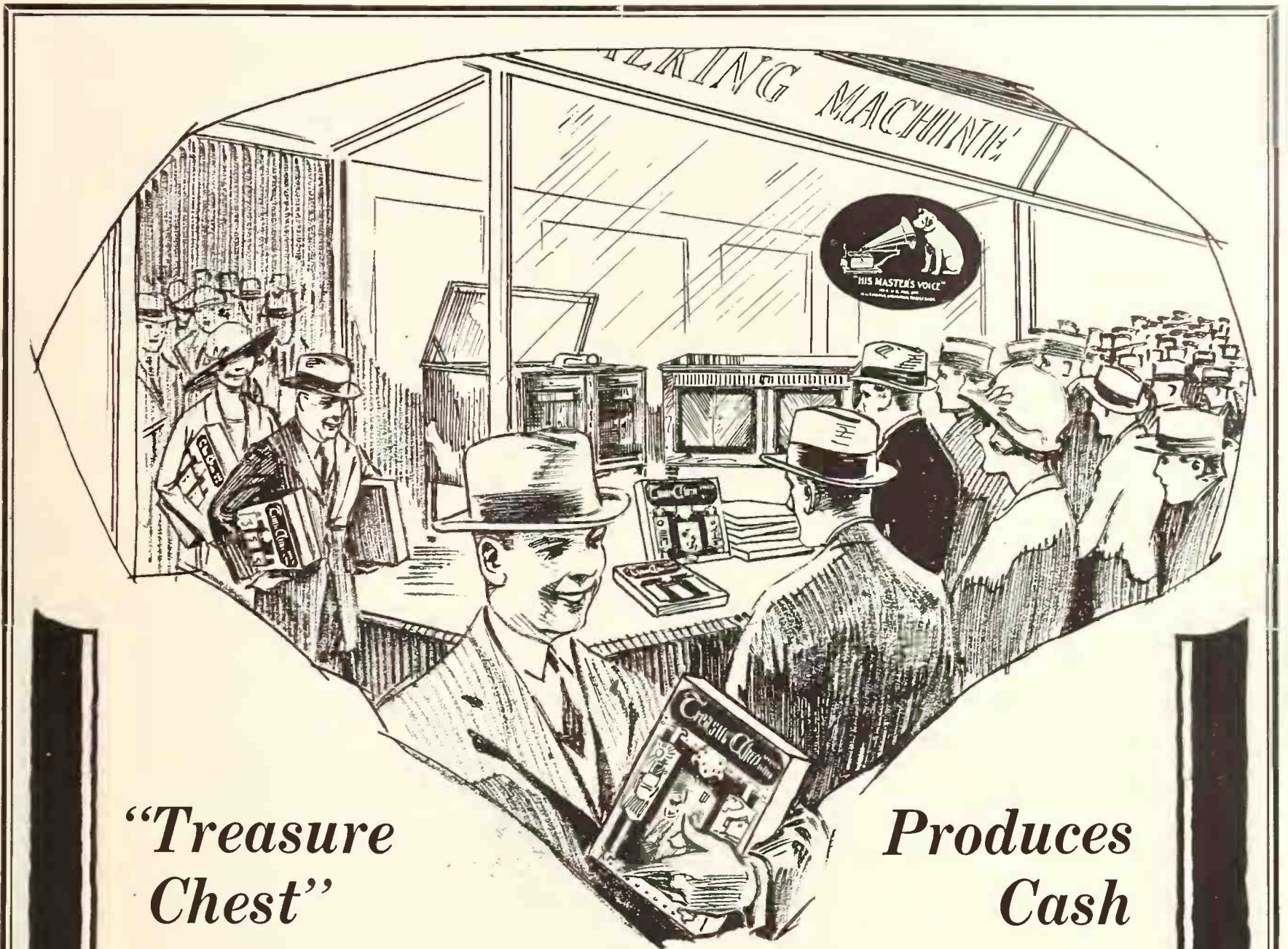
SIGNIFICANT indeed is the question asked on the back cover of this magazine.

The answer would reveal that more and more discriminating music-lovers are demanding the *one phonograph* that dares the test of direct comparison with the living artist.

Texas-Oklahoma Phonograph Co.

2025 Jackson Street

DALLAS, TEXAS



“Treasure Chest”

Produces Cash

The “Treasure Chest” is a brand new creation, one that will certainly begin a new era of interest and activity in your business. Daily, Mr. Victor Dealer, your customers demand of you something new, something different, something out of the ordinary. When you fill those demands you will have made satisfied customers, and satisfied customers mean your very existence and future success.

The “Treasure Chest” fully meets the demand for novelty and entertainment. It comprises six 10-inch double-faced Victor records (12 selections) of the finest instrumental music of foreign lands—every selection being a musical gem and novelty. The envelope of each record has on it a spirited and effective drawing appropriate to the music, together with an interesting and vivid annotation.

These six wonderful Victor records are enclosed in a specially designed and durable container handsomely and appropriately decorated, reproducing in full colors the six original drawings appearing on the record envelopes.

It is the finest and most beautiful record packet that has yet been devised for the merchandising of phonograph records.

Most important of all, every selection in the “Treasure Chest” has been carefully chosen to meet the particular and discriminating taste of the American people. This collection will be the prized possession of every home that it enters.

The “Treasure Chest” and its music will make the strongest possible appeal to every record buyer in your community. Where you previously sold one record, Mr. Victor Dealer, you will now sell six and with less effort.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

W. D. ANDREWS CO.

DISTRIBUTORS OF

VICTROLAS and VICTOR RECORDS

"Service That Satisfies"

SYRACUSE, N. Y.

I N S Y R A C U S E

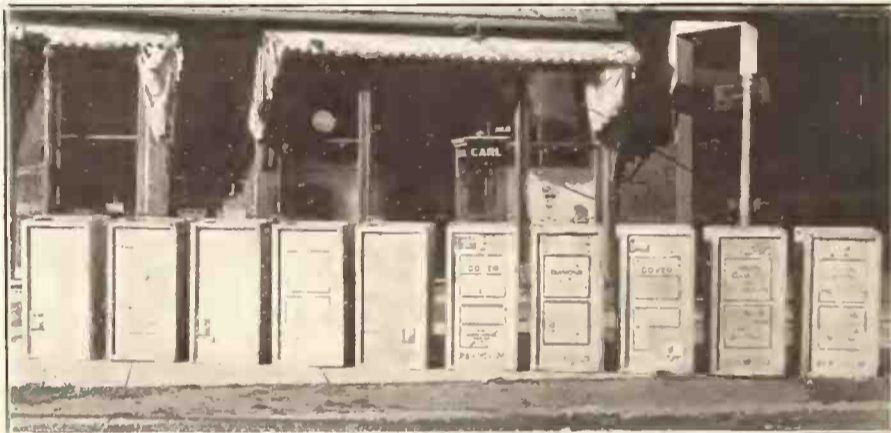
Live Methods of Dealers Pay Dividends—How L. E. Carl Makes Summer Sales—Meeting of State Sonora Dealers—Month's News

SYRACUSE, N. Y., July 7.—Talking machine business in this city and surrounding territory has been very satisfactory during the past month or six weeks. This is partly due to the unremitting efforts of the more aggressive dealers in sales promotion work of all kinds. Advertising, window displays and other methods of bringing the various types of merchandise handled before the public are playing a large part in the satisfactory conditions prevalent here now and indications for the immediate future of business are excellent.

Proof That Summer Trade Is Active

A typical example of the way in which some dealers are determined to get business is that of Leslie E. Carl, Edison dealer at Deposit, N. Y., a fair-sized community not far from here. The photograph illustrates the confidence of Mr. Carl in his ability to make sales during the Summer months. This is only one of several shipments of Edison instruments which have been made to this enterprising merchant. Although Mr. Carl's store is located in a town

of about 1,000 population he has established a very good business by reaching out into the surrounding communities. He is a firm believer in canvassing and many sales have been made



A Mid-Summer Shipment of Edisons to Leslie E. Carl

through this agency. Publicity and advertising of all kinds have also helped materially. Mr. Carl is the type of merchant who believes that

sales can be made regardless of the season or weather and the fact that Frank E. Bolway & Son, Inc., Edison distributors, with headquarters in Syracuse, find it necessary to make regular shipments of all models of the New Edison is sufficient indication that he is doing an excellent business, despite the fact that the Summer season is upon us.

State Sonora Dealers Meet

The "get-together" meeting of New York State Sonora dealers, held on June 25, under the auspices of the Gibson-Snow Co., Sonora distributor, of this city,

was well attended by merchants from all parts of the State, also by W. W. Gibson, president of the Gibson-Snow Co.; George E. Brighton, president of the Sonora Phonograph Co.; F. V. Goodman, E. D. Coots, of the Sonora Co.'s sales division, and L. C. Lincoln, advertising manager of the Sonora

Phonograph Co. The dealers met to become better acquainted with each other and with the Sonora organization, but mainly to hear the story of Sonora. These purposes were more than accomplished and the meeting proved a great success.

The morning session was addressed by E. D. Coots, who is an authority on the reproducing properties of a phonograph, and his talk on the distinctive reproducing qualities of Sonora will long be remembered by those who heard it and will, no doubt, be of inestimable benefit to the dealers in presenting the Sonora to the public. At a luncheon at the Onondaga Hotel Nelson P. Snow, of the Syracuse branch of the Gibson-Snow Co., introduced Mr. Brighton, whom the dealers received with enthusiasm. His talk was both instructive and constructive; he cited many interesting details about the early days of Sonora and outlined the remarkable development of Sonora popularity during the past nine years. In his congenial, yet convincing, manner he spoke of the strength and principles of the Sonora Co., making the dealers realize more than ever before the excellence of the phonograph they sell.

After Mr. Brighton's talk W. W. Gibson gave a number of very conclusive reasons why the dealers could expect good business for the balance of the year, stating that every indication pointed to prosperity ahead.

C. T. Malcomb, Sonora manager of the Gibson-Snow Co., advised the dealers strongly against waiting until November and December before placing their holiday orders, reminding them of their struggles for merchandise in 1922. He spoke of the splendid plant at Saginaw, where the Sonora is made from start to finish,

Selling a Service That Satisfies

WHY the GIBSON-SNOW CO. is GROWING



The Gibson-Snow Co., Inc., distributor for Sonora phonographs and Vocalion records, not only supplies its dealers with merchandise promptly and efficiently, but helps its dealers in their sales problems.

The Gibson-Snow organization comprises an experienced, capable sales staff that is qualified and willing to help Sonora and Vocalion dealers in its territory increase their sales totals.

GIBSON-SNOW CO., Inc.
SYRACUSE NEW YORK

with the exception of the motors, which are made in the Sonora Co.'s own factory in Switzerland. With all its excellent equipment, however, the company is not able to put through sufficient machines to supply the demand and he urged the dealers to insure themselves against loss of business and disappointment during December by placing orders now for future delivery.

L. C. Lincoln, advertising manager of the Sonora Co., then addressed the meeting and foretold the advertising possibilities for the balance of the year and also gave many points of good advice about the mediums of advertising available to the dealers and the proper use of the advertising material sent to them by the Sonora Co.

Closing the session was Mr. Goodman's sincere counsel to the dealers to place their orders as early as possible in order to prevent a repetition of their experience last Fall, when they could not obtain merchandise to meet the demand. The distributors, he told them, have contracted for practically every machine that



George E. Brightson

will be turned out by the factory for the rest of the year and will not be able to secure further shipments after their allotments have been shipped. It, therefore, behooves the dealers to estimate their probable needs now and have the machines set aside for them. Making an estimate should not be a difficult matter if the dealer will refer to his sales for the past three years, note the increase in the past and take into consideration the ever-growing demand for the quality phonograph.

It was the opinion of all present that meetings of this kind should be held once or twice every year and Mr. Malcomb expressed himself as being well pleased with the results of the present gathering.

Immense Summer Trade in Victors

The W. D. Andrews Co., of this city, Victor jobber, reports a brisk trade with an exceptionally big demand for Summer Victrola models and the latest dance and song hits. Located in the center of the playground of America and supplying dealers catering to clientele in such points as the Thousand Islands, Adirondack Mountains, Catskill Mountain resorts, the celebrated Finger Lakes region of New York State and the Green Mountain district of Vermont, the W. D. Andrews Co. is admirably qualified to obtain an accurate idea of Summer business. There is an active demand for small Victrolas

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

for use in Summer cottages, camps and tents and on all of the water craft Victrolas can be heard playing the latest dance and song hits for the entertainment of vacationists.

Victor dealers throughout the State are very optimistic in commenting upon the business outlook, stating that the new Victrola models, which are about ready to be placed on the market, represent the best values that could possibly be presented to the public.

Curt C. Andrus Reports Progress

Curt C. Andrus, the Edison dealer, at North Tonawanda, N. Y., stated in an interview the other day that about 20 per cent of his business is from talking machine owners who hear the New Edison in their friends' homes and appreciate its natural tone and are willing to trade their talking machines in for the Edison. If a dealer allows the right price on these tradings he can work them off readily without loss. Much favorable comment is heard about the promptness with which the Edison factories are issuing the hits of the day. This is having a decided influence on sales. The demand for the console model of the Edison is increasing right along in this city.

NEW DEALER PUBLICITY ON "PAL"

Plaza Music Co. Issues Special Display Sign for Use of Dealers

The Plaza Music Co., manufacturer of the "Pal" portable talking machine, has just issued a new display sign for dealers' use. The illustrations are for the purpose of showing the all-year-round use to which a portable machine can be put. The many purposes to which the "Pal" portable can be put will tend to create many additional sales and should not confine consumer interest to the strictly Summer season. The advertising department plans to continue the interest of the dealer and the public throughout the whole year and much additional publicity material has been issued for the purpose of continuing and intensifying the interest in the portable instruments.

C. C. BAKER'S ARTISTIC STORE

Establishment Recently Opened in Columbus, O., Is a Model of the Most Modern Ideas in Interior Decoration and Arrangement

COLUMBUS, O., July 7.—An artistic local store is that of C. C. Baker at 43 South High street, which was opened a little more than a month ago, and referred to in our columns before. The interior of the establishment, reproduced herewith, shows the excellent arrangement of



Interior of New C. C. Baker Store

the twenty-four record demonstration booths and machine display rooms and the service counters and record racks which line one entire side of the store. As may be seen from the illustration, C. C. Baker has spared no expense in making this the last word in talking machine store arrangement. The show windows also are a feature, and the artistic simplicity of the displays which have thus far been arranged indicates the value of restraint in achieving the beautiful in window displays.

SECULAR'S MUSIC SHOP ASSIGNS

Secular's Music Shop, Inc., dealing in talking machines and records at 931 Eighth avenue, New York City, has made an assignment to Isador Goetz, of 15 Park Row. James Secular is treasurer of the company.

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

THE TWIN CITIES

Every Branch of the Trade Represented at Monster Picnic at Spring Park—All Dealers and Jobbers Report Good Sales Volume

MINNEAPOLIS and ST. PAUL, MINN., July 7.—By the time this issue of The World appears the mammoth picnic on Tuesday, July 10, at Spring Park, on Lake Minnetonka, will be history. At this writing 1,000 people are expected, comprising the 500 men and women of the trade and their families. The invitation is extended to jobbers, retailers, salesmen, piano tuners and piano movers. The idea originated with Charles K. Bennett, general manager of the George C. Beckwith Co., Victor distributor.

The party will leave the Minneapolis parade grounds for the lake in automobiles. Sports include a baseball game refereed by two huge piano movers, Hans Christianson, of the Reliable, and Andy Anderson, of the Skellett Transfer Co., and the loving cup, a two-quart oil can, will be presented by Frank Gage, known for his oratorical gifts. A married folks' race, pie-eating contest and aquatic events, a basket luncheon and a dinner at the Hotel Del Otero, to be followed by dancing, are on the program.

The committee heads are: Chairman, A. E. Monson, Stone Piano Co.; secretary, K. E. Stommel, Cable Company, and treasurer, L. E. Crocker, Foster & Waldo; general arrangements, Charles K. Bennett; music, P. A. Simon, Metropolitan T. M. Co.; transportation, M. L. McGinnis, Starr Phonograph Co.; location, C. L. Carlson, Howard-Farwell; advertising, H. H. Whitstruck, Metropolitan; publicity, Robert O. Foster, Foster & Waldo; official doctor, Dr. Arthur W. Hoaglund; photographer, Thomas Seland, and entertainment features, representatives of music publishers, including Leo Feist Co., Jerome H. Remick, M. Witmark & Sons, Shapiro-Bernstein and Ross-McCline.

Schumann-Heink Sings for Veterans

One of the brightest stars in the Victor galaxy of artists, Schumann-Heink, has made herself even more beloved here by her gracious visit to Minneapolis to sing for "her boys," who gathered in this city, June 25 to 28, for the annual convention of the Disabled American Veterans of the World War.

Victor Educator Here

The Victor interests are being admirably served in this district by Miss Ada Bicking, spe-

cial Summer representative of the Victor educational department, who is giving eight weeks to lecturing on "Musical Appreciation" before the Summer sessions of colleges and normal schools. She lectured at the University of Minnesota last week and arranged meetings with the Twin City dealers. Monday afternoon of her Minneapolis stay she talked to Minneapolis dealers at an informal gathering.

Good Edison Demand Continues

Laurence H. Lucker, Edison jobber, says: "Our out-of-town business is 60 per cent ahead of last year at this time. We look for a big country business from now on." Popular songs are selling well, according to J. Unger, of the Laurence H. Lucker Co. Many sales are being made of the new \$100 model and the \$135 and \$175 consoles, he said. The company has just sold a \$1,000 console and also made the sale of three Edison consoles to one man. All the models retail for over \$300.

A. H. Curry, of Orange, N. J., vice-president of the Edison Co., paid a flying visit June 27 to the local offices on his way to Dallas. He accompanied Mr. Lucker from the Chicago meeting of Edison jobbers. Mr. Unger is back at his desk, after a vacation spent fishing, and at the present time A. L. Topel, office manager, is on his vacation fishing. The company is sending out literature in anticipation of the county fairs, for which country dealers are getting ready. "Si" Poppler, president of the Poppler Piano Co., of Grank Forks, Edison dealer, plans a large display of Edison machines and records at the North Dakota State Fair.

Victor Popularity Grows

"Business is good," says George A. Mairs, head of the talking machine department of W. J. Dyer & Bro., Victor jobbers. He adds the cheering word that South Dakota is picking up after a long quiet period.

George C. Beckwith Co. Busy

"Sales for the first six months of this year are considerably ahead of last year," according to Charles K. Bennett, manager of George C. Beckwith Co., Victor jobber. "Most of the business is out of town and the record business is considerably increased," he said. Portables are

BROADMAN'S BOOTHS BETTER BUILT BETTER DESIGNED

Designers and Manufacturers
Music Stores a Specialty

BROADMAN WOODWORK FIXTURE CO.

TELEPHONE DRYDOCK 9069

652 EAST 12th ST. NEW YORK, N. Y.

selling well and the new console Models 215 and 405 are also going well.

C. H. Jensen, who has just returned from a sales trip, says that the Victor business in southern Minnesota and South Dakota is better than he expected and conditions are looking better than a year ago.

The Beckwith Co. has instituted the Beckwith Business Booster, designed for the sales forces of Victor dealers, which the company issues once or twice a week, containing pertinent material.

Georgie Price, Victor artist, who appeared here with the "Spice of 1922," gave Victor dealers an exhibition at the Beckwith offices.

Brisk Sales of Okeh Records

The Consolidated Music Co. branch here is specializing on a line of talking machine accessories, according to Miss B. C. Eggar, manager, who recently returned after a five weeks' absence. Okeh records are in good demand here.

Artists' Appearances Help Sales

Brunswick dealers are selling many records by Arnold Johnson and His Orchestra, which played in Minneapolis and St. Paul recently, according to Eugene F. O'Neill, of the Brunswick-Balke-Collender Co. Minneapolis and St. Paul dealers tied up with some excellent full-page advertising.

Regret Death of R. H. Bach

Profound regret is expressed among music industry men over the death a fortnight ago of R. H. Bach, of Owatonna, one of the oldest Brunswick and Victor dealers in this territory and one of the most important dealers in southern Minnesota, having stores in Faribault and Rochester, as well as Owatonna.

News Gleanings

Cliff Hunt, Brunswick and Victor dealer, is back at work after an enforced vacation due to an automobile accident.

"Doc" O'Neill says the popularity of Isham Jones' "Swingin' Down the Lane" promises to equal that of "Farewell Blues," which was such a big Brunswick seller. We understand that Isham Jones is expected in the Twin Cities for a personal appearance some time this Summer.

Edward G. Hoch, Cheney distributor, has just returned from a business trip to the northern Minnesota towns.

S. W. Goldsmith, vice-president of the Badger Talking Machine Co., Milwaukee, was in Minneapolis last month and spent a day at the home of Charles Bennett talking over old times and their experiences as phonograph salesmen.

MAKING DELIVERIES OF "LITTLE TOT'S"

Regal Record Co. Starts Quantity Production of Children's Records

The Regal Record Co., Inc., manufacturer of records for children under the trade name "Little Tot's," is now making deliveries of this product in quantities. In conjunction with the campaign exploiting these children's albums and records the company has issued a complete series of display signs, cut-outs, hangers, consumer circulars, newspaper mats and other publicity material. Every phase of publicity which would produce sales has been thoroughly canvassed by the advertising department and the result is that the trade and consumer literature undoubtedly will prove effective in creating business for dealers.



**EDISON
Dealers Enjoy
Steady Profits**

**Open Territory
for
Live Merchants**

It's the only phonograph that can sustain the test of comparison with the living artist.

Quick turnover—Steady profits.

New console and upright models at new low prices. Sixteen models for every taste and purse.

The only permanent-point instrument in the phonograph field.

First to adopt instantaneous release of new Hits. No waiting for monthly release dates.

Edison Builds PRESTIGE—Make your store the musical center of the community.

Write for special new liberal dealership proposition

LAURENCE H. LUCKER

Northwest Edison Distributor

Established 1902

17 South 6th Street

Minneapolis, Minnesota

OGDEN DEALERS AFTER RURAL TRADE

Bulk of Sales Are Made to Suburban Residents
—Glen Bros.-Roberts Piano Co. Amends Charter—Activities of the Month

OGDEN, UTAH, July 5.—The suburban districts are furnishing the greatest part of the talking machine business of Ogden dealers. The farmers, too busy to come to the city, are easy to approach when machines are taken to their homes.

T. J. Holland, sales manager of the Glen Bros.-Roberts Piano Co., states that he finds his greatest success in "spotting" talking machines in the homes. "We leave them a day or two after playing several records, providing them with a varied selection of records. When our salesman calls again he usually finds that the family has been 'sold' on the phonograph and the machine stays in the home."

This firm keeps a daily record of the movements of talking machine records and a competition is kept up between the clerks. The sales people take a keen interest in their records and a large volume of sales is the result. T. J. Holland recently completed the organization of a Scout band at Layton, Utah, placing twenty instruments and a library of music.

The Glen Bros.-Roberts Piano Co. filed with the Secretary of State amendments to its articles of incorporation increasing the authorized capital stock by \$150,000, extending somewhat the corporate authority and also altering the directorate. Amended articles provide for 3,500 shares of common stock, no par value, into which outstanding common stock shall be converted on terms satisfactory to the directors and the owners of such stock, and also the \$150,000 of preferred stock. G. S. Glen is president and R. D. Roberts secretary.

An unusual spurt of business is reported by Ezra Jones, of the Jones Phonograph Shop, who sells Brunswick and Sonora instruments. He attributes his good business to personal calls and keeping in touch with his patrons after the machines have been placed. They are furnished with the latest records, and this, coupled with advertising in the newspapers, keeps the records moving.

The Proudfit Sporting Goods Co., Edison distributor, reports fair business in Utah, Idaho and parts of Wyoming and Nevada.

The Williams Music Co. is maintaining a steady business in talking machines, especially portables, and reports a demand for records.

Browning Bros., Brunswick dealers, are contemplating the removal of the talking machine department from the mezzanine to main floor.

NEW CANADIAN COPYRIGHT LAW

Two Cents Royalty for Mechanical Reproduction of Copyright Music on Rolls and Records Provided for in New Law, Effective January 1

The new Canadian Copyright Law, which has been passed by the House of Commons and the Senate and which goes into effect on January 1, 1924, embodies many new features in copyright legislation which are of interest to publishers and copyright owners both in Canada and the United States for the reason that the new law may be used as a sample for certain clauses in any new copyright legislation introduced in the United States.

The chief features from the angle of the talking machine trade are naturally those provisions applying to the mechanical reproduction of copyright music through the medium of records, and these provisions include:

(1) A royalty of 2 cents a playing surface (that is 4 cents on each double-sided record) will be collected from the phonograph record manufacturers, for the use of copyrighted music.

(2) A royalty of 2 cents will be collected on each player-piano roll, containing copyrighted music, sold.

(3) The "manufacturing clause" is in. That provides for all countries, not adhering to the Berne Convention, having to print in Canada to secure copyright protection here. As Russia, for the time being at least, is not an important factor in the international copyright situation, the United States is the only great power not in the Berne Convention. At the present time there is before the United States House of Representatives a bill intended to bring the United States into the Berne Convention.

The life of the copyright under the new Canadian law is fifty years, and this half-century of protection also applies in the case of mechanical reproduction.

MANY DEALERS IMPROVE STORES

Installations of New Equipment by Van Veen & Co. Indicative of Confidence of Trade in Future Prosperity of the Business

General activity in beautifying the warerooms on the part of many talking machine dealers is reported by Van Veen & Co., Inc., New York City, manufacturers of talking machine wareroom equipment. Among the most recent jobs completed by this company is that of the Pravder Music House, of 531 Sutter avenue, Brooklyn, N. Y. This is the second Van Veen installation for this company, Van Veen & Co., Inc., having equipped the other store of the Pravder Music House in New Rochelle. The Brooklyn installation consists of eight booths, together with a piano salon and a large reception room in the front of the store. A special feature of this installation is a domed ceiling connecting the booths and running down the center of the store. The walls are handsomely decorated with hand-painted frescoes and the color scheme of the equipment is in antique blue and ivory. In addition to the booths and large record department equipment was installed for sheet music racks and wall cases for musical instruments. The new warerooms of the Pravder Music House will carry the Edison and Columbia lines.

Van Veen & Co., Inc., have also just completed an attractive installation in the warerooms of the Fox Piano Co., Stamford, Conn., where twelve booths were installed in the talking machine department, in addition to wall cases for musical instruments and racks for records. The interior treatment was particularly attractive, the woodwork being in the Adam period and the color scheme ivory and gray. It is said that this installation in the Fox Piano Co. makes these warerooms one of the most attractive in Stamford.

A. L. Van Veen, president of the company, reports that five or six installations are now being finished, which anticipates the activity on the part of these dealers for good Fall trade.

PORTABLE PROFITS

Order Your Portables Now

Your Largest Seller



Outing
\$22.50

- Charmaphone - - - \$18.00
- Buddy - Three Styles
from \$17.50 to 19.00
- Carola - - - - - 15.00
- Carnival - - - - - 10.00
- Madison - - - - - 6.50
- With Carrying Case 8.50

Distributors of

- Little Tots' Nursery Tunes
Albums and Records
- Albums with 6 seven-inch selections, List Price . . . \$1.00
- Individual Records, List Price 25c.
- Liberal Discounts—
- Now Ready for Delivery
- Outing and Charmaphone Portables
- Walter Camp's Daily Dozen and Health Builders Reducing Sets
- The New Cesco Repeater Musical Instruments
- Music Roll Cabinets
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- Record Cabinets
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- Albums
- Brilliantone Needles
- Honest Quaker Springs and All Other Accessories
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- Kiddie Albums and Kiddie Records

Write for our complete catalogue of Standard phonographs, cabinets, musical instruments and accessories.

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The demand of the public for the **NEW EDISON** was never greater.
The models never more artistic.
The records never better.
The service in record releases never so prompt.

These with the new low level in prices on instruments and records make

Large Profits Certain

We have a few towns open for dealers.

Write for particulars.

Proudfit Sporting Goods Co.

OGDEN, UTAH

Intermountain Distributors

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

C I N C I N N A T I

Comparative Figures for Six Months Past Show Big Gain Over Last Year—Local Columbia Branch in New Home—Month's News

CINCINNATI, O., July 7.—Sales of talking machines and records have held up remarkably well in Cincinnati as the warm weather has approached. Usually, with the advent of Summer and the many outdoor attractions which accompany it, there is an inclination on the part of the public to turn to open-air amusements. But this year there is no slump noticeable on the part of local dealers, who report that their volume of business is maintaining a steady pace. Of course, there has been some decrease in the total amount of business in comparison with the months of March, April and May, but this is to be expected. On the other hand the most encouraging sign is the large increase in sales over the same period last year. Many firms do not hesitate to say that their business is far better than at this time in 1922, in some cases showing an increase which approximates 100 per cent. In one specific instance the sales increased 150 per cent over last year. This is merely an indication of how good business is in Cincinnati for the talking machine dealers. The decrease in the total sales over May is a negligible factor when the increase over last year is taken into consideration. The sales of talking machines are heaviest on the console models. The portable camp model is proving to be popular and many of them are being sold by local dealers, who have made an especial effort, through window displays and newspaper publicity, to dispose of them.

Starr Co.'s Big Publicity Stunt

A publicity stunt enacted recently by the Starr Piano Co. caused much interest and excitement in local circles. Probably the most popular and best-known dance orchestra in Cincinnati is Justin Huber's Orchestra, which has gained fame dispensing dance music at the Hotel Gibson and has been featured at the more important of the private dances in this city. Lloyd Kidwell, pianist and composer, who is also the assistant director of Justin Huber's Orchestra, composed a popular number, entitled "Japanese Lullaby." The Starr Piano Co. engaged Huber's Orchestra several weeks ago and had it play in the window of its store, featuring "Japanese Lulla-

by." First the orchestra would play the piece and then the Gennett record of "Japanese Lullaby" would be played. To make the comparison of the two better the orchestra would play part of the song and then the Gennett record would finish playing it, the change from the orchestra to the record bringing no change in sound that was noticeable to the auditors. The crowds which gathered in front of the Starr Piano Co. were so large that traffic was blocked. The feature proved so good an advertising venture that large sales of "Japanese Lullaby" resulted and the Starr Piano Co. and Gennett records gained some highly valuable publicity in addition.

New Quarters for Columbia Co.

The Columbia Graphophone Co. has moved its local office to West Fourth street and the large six-story building formerly occupied on East Eighth street has been leased to a paper company. This move is in line with the recent decision of the main office to discontinue the district office in this city. Reports received from dealers indicate that the sales of Columbia records are large and that increases in the total volume of sales have been realized.

J. F. Ditzell Addresses Brunswick Sales Force

J. F. Ditzell, manager of the sales promotion department of the Brunswick-Balke-Collender Co., Chicago, was in the city on June 29 and made an address before the salesmen of the Cincinnati district office at a dinner given in his honor. On July 20, at Richmond, Ind., one of the company's leading musical organizations, the Isham Jones Orchestra, will play at a dance at the Roney Furniture Co. This is one of the best-known dance orchestras in the country and it is expected that the many dealers in this territory handling Brunswick machines and records will profit by the appearance of the Isham Jones Orchestra in this vicinity. The district office of the Brunswick Co. states that business during June was approximately 150 per cent better this year than in 1922. This is partly attributed to the new system of releasing records whereby new records are issued daily, rather than monthly. Plans are being made by the

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

district office for participation in the State convention of music dealers, which will be held in Cincinnati in September. Brunswick machines will also be displayed at the Fall Festival, which will be held here in the latter part of August.

C. M. Robinson on Vacation Trip

C. M. Robinson, of the Robinola Co., who says that business has been very good during the past month and that console models in particular are selling well, expects to go East next week on a vacation trip to Washington and Newport News.

Sterling Roll & Record Co.'s Fine Record

Ben Brown, of the Sterling Roll & Record Co., states that his volume of sales has been 150 per cent in advance of last year. The best sellers are "Yes! We Have No Bananas" and "Barney Google." Orders are being received for Okeh records by this company from great distances, according to Mr. Brown.

Rose Helburg, formerly with the Columbia Co., has become associated with the Sterling Roll & Record Co. in trade promotion work. Larry Naber, of this company, is getting good results on his sales trip through Kentucky. Glenn Buck, traveling through Indiana, also has been getting some fine orders.

High-grade Demand at Baldwin's

Miss Stevens, head of the Victrola department of the Baldwin Piano Co., says that business has improved wonderfully in the past few months. She believes that there are excellent prospects for the future and that business will continue to be good throughout the Summer. High-grade machines in the console models and No. 111 Victrola upright machines have been in good demand. Music rolls are also selling well. Camp machines have been in considerable favor and many of them have been sold.

Edison Sales Continue Active

Manager Pohlman, of the Phonograph Co., Edison jobber, reports that the sales of Edison records have been holding up splendidly in the last few months. The Edison phonograph has been in much favor, also, and it is expected that the good business on both the Edison machines and Edison records will continue.

Novel Display Window

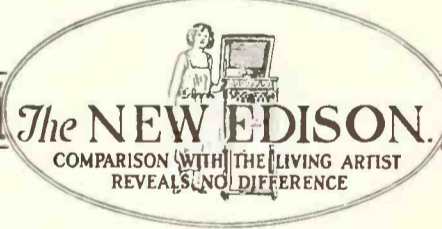
The Chubb-Steinberg Music Shop had a novel window display during the past week. It showed Barney Google leading his charger, "Spark Plug," towards the race track at Latonia, Ky., where the racing season is now on. This window display was very successful in disposing of many of the Victor records of "Barney Google." The Chubb-Steinberg Co. is going to increase its space very shortly and at present is engaged in remodeling the basement of its present store on East Sixth street.

Patriotic July Fourth Window Helped Sales

Morris Fantel, manager of Widener's Grafonola Shop, says that patriotic records and even bugle call records are selling well. This is probably due, in large measure, to the patriotic Fourth of July window display, which has succeeded in stimulating sales wonderfully.

H. & S. Pogue Co. Pleased With Outlook

Business is good in the talking machine department of the H. & S. Pogue Co. The warm weather has lowered sales somewhat, but they are still good and it is expected that they will continue to be good during July and August. Each month this company devoted one of its large, handsome display windows to talking machines, resulting in a splendid stimulus to sales.



The NEW EDISON
COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

Net Profit—Counts!

Edison Dealers Figure Net Profit This Way

1. DOLLARS and CENTS—Even after Uncle Sam has taken his there is a very substantial sum left.
2. GOOD WILL—No line pays as well in good will as the Edison. This is a real asset and can be capitalized.
3. THERE'S A SENSE OF SATISFACTION in knowing you have given your customers the best. This is non-taxable and you cannot lose it.

Investigate the Edison Dealers' Proposition

THE PHONOGRAPH COMPANY
CINCINNATI
314 West 4th Street

CLEVELAND
1240 Huron Road

Two simple songs of the heart form Louis Graveure's offering this month in Record A-3891.

"My Treasure" has for its subject King Baby, while "The Boat Song" is a tone poem of idyllic evenings afloat.

Both are presented with the charming friendliness their nature demands, and each shows Graveure's splendid baritone voice at its best.

COLUMBIA GRAPHOPHONE CO.
New York



ALBANY

Ormus E. Kellogg Promoted—Baker Music House Staff in Conclave—Sales Maintain Good Volume

ALBANY, N. Y., July 9.—Ormus E. Kellogg has been appointed general sales manager of the Baker Music House, Inc., to succeed F. A. Brown, general manager, whose resignation took effect July 1. Mr. Kellogg has been sales manager of the company and will be assisted in his new position by John H. Anderson, as general representative, whose duties will be to assist the three main stores and the twenty agencies in the promotion of sales of phonographs and records. The new managers are planning to start aggressive sales campaigns. Mr. An-



Baker Branch Managers and Sales Staffs derson has been the special representative in the Utica division of the Baker territory.

The branch store at 440 State street, Schenectady, has become inadequate for the increasing business and larger quarters, at 508 State street, were occupied June 29. The formal opening of the new store will take place as soon as the decorations and new fixtures have been placed, which will be about July 15, and will be attended by all the officials of the company. Albert J. Clapper is manager of the Schenectady business.

The convention of the branch managers and sales staffs of the Baker Music House was held here recently with over forty in attendance and, after a day of enlightening business discussions and addresses by men in and out of the organization, including Frederick W. Teele, of the Brunswick-Balke-Collender Co., the members of the organization were transported to Schenectady by automobile, where they inspected the company's new store in that city and had dinner. The accompanying photograph shows the members of the sales organization gathered in front of the local store just before starting for Schenectady.

The Baker Music House, Inc., has made a contract with the C. G. Conn Co., Elkhart, Ind., whereby its line of musical instruments will be placed on sale in all the stores and agencies.

All of the local retailers report excellent business. The Thomas Music Store has been working the rural districts the past month and re-

ports larger sales than in June of last year. The Pommer Music Store also reports a better business for June than that of the corresponding month in 1922. Mr. Pommer says that when people leave the city for Summer vacations the way to keep up the business is to go after them. A representative has begun the canvass of the Summer camps, showing the new portable Brunswick models and taking orders for records to be delivered at the camps.

The popularity of the Edison in this territory is growing, if the business being enjoyed by the American Phonograph Co., Edison distributor for this city and adjacent territory, may be taken as a criterion. As far as most Edison dealers are concerned no Summer slackness has materialized and, with the excellent sales record thus far this year, the outlook is bright for a record Fall business and optimism pervades the trade.

Szilagyi & Co., Inc., has been incorporated in June to deal in phonographs in the Borough of Manhattan. The authorized capital stock is \$10,000 and the directors are Elemer Szilagyi, Morris Grossman and Esther Grossman, all of New York.

Al Edelson, of the Strand Temple of Music, who is noted for his unique window displays, again excelled in his Fourth of July window show. In the center of the window was a large figure of Miss Columbia holding a flag, surrounded by a shield of stars and stripes as a frame. The remainder of the display was of firecrackers and Victor records.

The W. M. Whitney department store featured a sales drive on a carload of talking machines during June. Transportation charges were prepaid to any point in New York State and a large proportion of the sales were made outside of Albany, due to extensive advertising.

HEALTH BUILDERS, INC., EXPAND

Will Shortly Open Three New Factories for Manufacture of "Camp-Fone"—R. B. Wheelan Sails for European Vacation

R. B. Wheelan, president of Health Builders, Inc., New York City, accompanied by Mrs. Wheelan, sailed for Europe the last week in June, where they intend to spend a vacation of probably two months. While away they will visit France, England, Switzerland and Germany. Mr. Wheelan, before he left, stated that the business of the company was good. The "Camp-Fone" portable is selling extremely well and the usual amount of record business is being received. An initial order of 5,000 "Camp-Fones" has just been received from a Western distributor. In order to meet the demands production on the "Camp-Fone" will be materially increased through the addition of three new factories. In addition to the large plant at Boston, factories will shortly be opened in Garden City, Peekskill and Chicago. Thus, not only will production be increased, but facilities for prompt delivery will be readily available in all sections of the country.

EDISON—

The Key to Opportunity!

Do you know that right now—this very day—in your town, the opportunity to develop a highly profitable Edison business is before you?

You should know—and you should act.

Nominate yourself for this opportunity of profit before it is too late. Find out all about this "once-in-a-lifetime" Edison sales opportunity.



Write or telephone today. Don't delay finding out all you would like to know about an Edison franchise.



AMERICAN PHONOGRAPH CO.

707-09 BROADWAY, ALBANY, N. Y.



RIVER SHANNON MOON

A Sweet Ballad in Waltz Time

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

© 1923 Leo Feist Inc.

IN DES MOINES

Retail Dealers and Jobbers Form Trade Association—Portable Instruments Have the Call—News and Activities of the Month

DES MOINES, IA., July 7.—In spite of the usual Summer lull in the talking machine business, June sales volume has been very satisfactory, according to local retailers and jobbers. Business in portable lines has been good, although heavier machines have been moving somewhat slowly. June trade has been better than that of the same month last year. In fact, every month of this year has shown a larger volume than that of the same month last year.

Mickel Bros., jobbers in Victrolas and Victor records, have about completed the transfer of their Des Moines stock to Omaha, according to H. B. Sixsmith, local sales manager. Orders are now being filled from the Omaha headquarters and the Des Moines office has been retained only as a sales headquarters for travelers in this section of Mickel Bros.' territory.

The sales contest inaugurated by Harger & Blish, Edison jobbers, has, so far, produced very gratifying results. Fully 50 per cent more sales have been reported during the contest thus far than during the same period of any previous contest. June business, as reported by Harger & Blish, is somewhat better than that for June of last year.

Des Moines dealers have formed an association composed of all retail dealers and jobbers of talking machines in the city. The aim of the Association is to adopt retail policies that will be mutually beneficial to the retailer and the customer. At a recent meeting of the Association the dealers decided to discontinue the "records on approval" plan after July 1. R. B. Townsend, of Davidson Bros. Co., is president

of the new Association, and H. B. Sixsmith, of Mickel Bros., is secretary.

H. W. Burnett, commonly known as "Burnie" to the Victor dealers of the southeastern part of the State, has been ill for the past month. At the present time he is somewhat improved and will soon be on the road again for Mickel Bros.

Clammer Bros., of Cresco, Ia., have recently

AKRON TRADE IN PROSPEROUS STATE

Complete Stocks Enable Dealers to Render High Type of Service—Earle G. Poling Co. Making Alterations—Other Activities

AKRON, O., July 3.—In common with some other sections of the country the Akron district provided a volume of sales for talking machine dealers during June that in some cases was little short of surprising. The fact that stocks have been very complete has probably had something to do with the trade volume. The rubber industry, upon which this city is largely dependent, promises to be extremely active for the balance of the Summer. The various plants were shut down only a few days for the purpose of taking inventory and then resumed on full schedule.

The J. H. Johnson Sons Co., Alliance, O., announces that it will concentrate on the Victor line in the talking machine department and is disposing of stocks of goods of other makes. Some alterations in the store are planned.

Miss Carolyn Martin, formerly connected with the jewelry section of the Geo. S. Dales

obtained the Victor sales rights for the territory in and about Cresco.

The Massey Piano Co., this city, has taken over the business of the Haddorff Piano Co. The Massey Co. will handle pianos and the Victor line of instruments and records.

W. F. Boy has succeeded to the business of Boy & Paulson, at Dell Rapids, S. D. Mr. Boy will continue to handle Edison instruments and records.

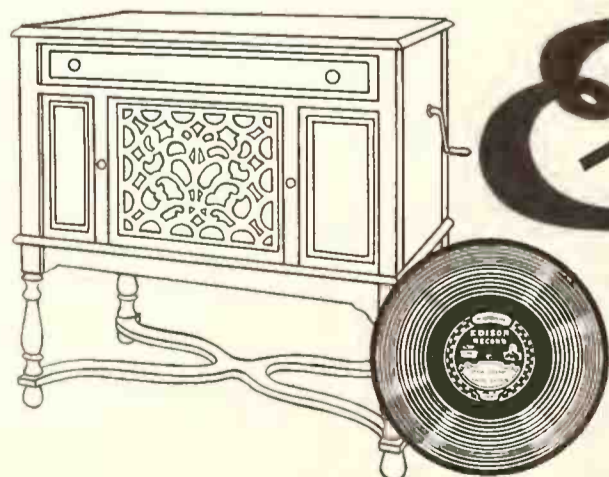
The Whitley Music Co., Corydon, Ia., has installed a Bristol audiophone at the front end of the store for broadcasting new record releases. On quiet days the music may be heard several blocks from the store. According to Manager Whitley, this method of introducing new records has been very successful.

Co. here, has been appointed head of the record department, succeeding Miss Frances Draper, who was married recently and resigned the position, which she held for five years.

The Earle G. Poling Co. is making a number of alterations in its store for the purpose of making room for a new sheet music department to be opened shortly. This company has been featuring portables with considerable success and reports a substantial record business.

The Vernon Piano Co., Alliance, O., has been attracting some attention by offering to send out any Victor machine in stock without a down payment, sixteen records to accompany the machine. The move is said to have been made for the purpose of stimulating Summer business.

Brunswick record sales have increased close to 100 per cent in this territory following the recent appearance here of Isham Jones and His Orchestra, of Chicago, which gave a concert before a capacity audience at Goodyear Hall, under the auspices of the Geo. S. Dales Co. During the evening members of the audience had opportunity to dance to the music of this well-known orchestra.



THE NEW

Edison

PHONOGRAPHS
AND
EDISON RECORDS

HARGER & BLISH DES MOINES



Outing Talking Machine Co., Inc.

MOUNT KISCO, N. Y.

JOBBERS

ARTOPHONE CORP.....	1103 Olive St., St. Louis, Mo.
ARTOPHONE CORP.....	203 Kansas City Life Bldg., Kansas City, Mo.
BRISTOL & BARBER CO., INC.....	3 East 14th St., New York, N. Y.
CABINET & ACCESSORIES CO., INC.....	3 West 16th St., New York, N. Y.
CONSOLIDATED TALKING MACHINE CO.,	227 West Washington, St., Chicago, Ill.
CONSOLIDATED TALKING MACHINE CO.,	1121 Nicollet Ave., Minneapolis, Minn.
DAVENPORT PHONOGRAPH ACCESSORY CO.....	Davenport, Ia.
THE DUNING CO.....	303 Second St., Des Moines, Ia.
A. E. ERISMAN CO.....	174 Tremont St., Boston, Mass.
GENERAL PHONOGRAPH CORP.....	15 West 18th St., New York, N. Y.
W. S. GRAY CO.....	942 Market St., San Francisco, Cal. Los Angeles, Cal.; Portland, Me.; Seattle, Wash.
IROQUOIS SALES CORP.....	210 Franklin St., Buffalo, N. Y.
MAJESTIC MUSIC SHOP.....	16 South 7th St., Minneapolis, Minn.
C. L. MARSHALL CO.....	514 Griswold St., Detroit, Mich.
J. K. POLK, INC.....	294 Decatur St., Atlanta, Ga.
RENIER MUSIC HOUSE.....	545 Main St., Dubuque, Ia.
STARR PHONOGRAPH CO.....	634 Grant St., Pittsburgh, Pa.
STERLING ROLL & RECORD CO.....	137 West 4th St., Cincinnati, O.
STEWART SALES CO.....	502 Occidental Bldg., Indianapolis, Ind.
GEO. C. ULRICH & CO.....	56 Estey Bldg., Philadelphia, Pa.
VOCALION CO. OF OHIO.....	328 Superior St., West, Cleveland, O.
MARTIN WEISS CO.....	Dallas, Tex.

Export:—CHIPMAN, LTD.

New York, London, Montreal, Wellington, Sydney,
Melbourne, Perth, Havana, Mexico City, Buenos
Aires, Rio de Janeiro, Santiago de Chile.

Cable Address: Chipmonk, New York



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.



Words by GUS KAHN

Music by ISHAM JONES

KANSAS CITY

Blackman Music Co., Edison Dealer, Moved Into Beautiful New Showrooms—Victor Dealers Stage Meeting—News of the Month

KANSAS CITY, Mo., July 6.—The biggest event in talking machine history in Kansas City during the month of June was the removal of the Edison Shop from 1012 Grand avenue to 12 Walnut street. The new location is only a very few feet from Twelfth and Walnut streets, which is perhaps the busiest corner in the city. The new home of the Blackman Music Co. is one of the most beautiful in the West. The building has a 75-foot frontage and is at least 150 feet deep. The showroom, which is entered from the street door, is perhaps 75 feet square, and in it various Edison models which would please even the most fastidious are grouped. The broad staircase, very short, made attractive by palms and an oil painting of Mr. Edison, entices one to the cool rooms below. The basement is largely given over to the Edison department with eleven booths for record demonstrations.

Two exquisitely furnished and decorated sound-proof conservatory rooms have been arranged, one on the main floor and the other below for concerts and recitals. On the mezzanine floor a special Edison room, which has been prepared like the music room in a home, is another feature.

Ample storage and repair space in the back of the building completes every need of this institution, of which M. M. Blackman is manager.

The Victor dealers from this territory held a meeting in Kansas City the evening of July 2 at the Baltimore Hotel. The new 125 model Victrola was on display and the records released for the month of August were played so that dealers could determine their orders for the coming months. The selection made at the previous dealers' meeting (which was the first ever held) was pronounced by Mrs. McArthur, of the Wunderlich record department, and Miss Miller, of the J. W. Jenkins Sons' record department, as the most splendid lot of releases they have received in months.

Messrs. Wentworth, of Leavenworth; Houston, of the J. H. Bell Music Co., of Lawrence, Kan., and Miss Grace Davis, of Topeka, were out-of-town visitors to the meeting.

C. A. Bibler, of Florence, Kan., recently suc-

ceeded O. L. Patton as Victor dealer of the Sanders-Ridgway Co., Bonitta, Okla.

The secretary of E. W. Gootengerg; Miss Rae Wise, who has been with him ever since the coming of the Artophone Corp. to this city, was called to Texas on account of the illness of her sister. She is not expected to return, and Miss Anna K. Eaton has succeeded her.

The Artophone Corp. is having success in the sale of the album set called "The Unfinished Symphony," which is the Symphony in B Minor by Franz Schubert, played by Eduard Moerike. The set consists of three twelve-inch Okeh double-disc records in a black and gold album which sells for \$5.

Fred B. Jenkins, Jr., and his wife, are motoring to Denver, Col., and will return the first of August.

The Phonograph Co. of Kansas City, Edison distributor for this territory, has experienced a satisfactory month's business. The Edison is one of the most popular instruments sold locally and, according to the reports of dealers, both phonographs and records are in good demand, and indications are that a continuation of these conditions may be expected for the remainder of the Summer.

An attractive postcard has been arranged for the J. W. Jenkins Sons' talking machine department to send out to Victor dealers over the territory announcing the special releases which come out from time to time.

DEALERS ORDERING EQUIPMENT

Broadman Woodwork Fixture Co. Closing Many New Contracts—Local Dealers Remodeling Warerooms—Indication of Optimism

That dealers are realizing the advantages resulting from up-to-date and attractive installations of wareroom equipment, and acting accordingly, is evidenced by the activity reported by the Broadman Woodwork Fixture Co., New York. Among recent installations made by this company are those for H. Brodwin & Co., New York; the second installation for A. Lesser, 115 Boulevard, Rockaway Park; the complete remodeling of the headquarters of Landay Bros., 311 Sixth avenue, New York; a piano showroom for Owens & Beers, 1075 Flatbush avenue, Brooklyn, N. Y., whose store was completely equipped several months ago; the Greater City Phonograph Co., 234 West Thirty-ninth street, New York. Sonora jobber, and Mullins & Co., 70 East 125th street, New York.

A. Broadman, president of the company, states that a number of new contracts have been received during the past few weeks, including that of the Kings Highway Music Shop, Brooklyn, N. Y., for the installation of eight hearing rooms, two showrooms for talking machines and pianos, musical merchandise cases, record racks, service counters, etc., which will make this a store of the most modern type.



The London Console
\$135
The Hit of the Year

Comparing
Volume for Volume
Edison Records
Are
SMOOTHER
Than Any Needle
Records

TONE QUALITY
ALWAYS HAS
BEEN SUPREME

Missouri, Kansas, Oklahoma, Arkansas Dealers write

The Phonograph Co. of
Kansas City
1215 McGee Street
KANSAS CITY, MO.

BUFFALO

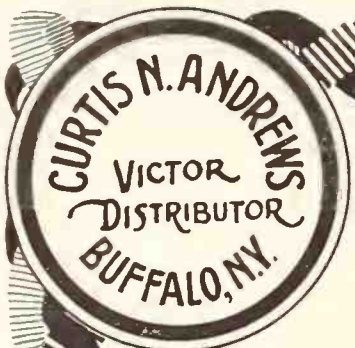
Victor Dealers' Association Annual Outing a Big Success—New Models in Demand—Month's News

BUFFALO, N. Y., July 7.—The annual outing of the Victrola Dealers' Association of Buffalo, held June 27 at the Woodcliff Club on Lake Erie, was the largest in the history of the organization. In attendance were 130 dealers and members of their families. Aside from a few minor casualties in the baseball game a pleasant time was had by all, so to speak. The baseball game was a real thriller, the "Bananas" finally winning from the "Spark Plugs," 20 to 19. The losers demanded an audit of the score card and this is now in progress. Charles Beschinger was struck in the eye by a bounding ball and was severely injured. Gus Blank suffered a sprained elbow and there were minor casualties, due to the fierceness of the battle.

Many athletic games and races also had a place on the program. Winners in these were: Fifty-yard dash, ladies, Miss D. Wagner; fifty-yard dash, ladies (heavyweight), Mrs. J. M. Kibler; broad jump, Mrs. H. Childs; balloon race, Mrs. C. Wright; fifty-yard race, men, J. White; fifty-yard race, men (heavyweights), F. E. Russell; wheelbarrow race, Wright and Beschinger; tug-of-war, Melzer team; three-legged race, Levi and Cohn; boys' race, H. Levi; girls' race, Charlotte Kibler.

An elaborate dinner was served at 6 p. m. and was followed by dancing. A. H. Fleischmann, president of the Association, and Frank Russell, chairman of the committee, were aided by the following: E. R. Burley, C. H. Heinke, J. M. Kibler, William Gunnell, J. Wills, H. Childs and A. Schwegler.

June business in this territory was featured by heavy sales of new models and unusually brisk record business. This has been true of practi-



CURTIS N. ANDREWS
VICTOR
DISTRIBUTOR
BUFFALO, N. Y.


SERVICE

Confidence

Victor retailers in Buffalo territory can well regard the future with confidence and optimism. Basic industrial conditions are excellent, and the supremacy of Victor product was never more firmly established.

Confidence in his Victor wholesaler is a vital part of the retailer's success and we are doing our utmost to *earn* the confidence and support of the Victor dealer. Any suggestions that will assist us in strengthening this dealer confidence are most welcome.

CURTIS N. ANDREWS
Victor Distributor
BUFFALO, N. Y.



cally every make of machine and record, according to reports. Most firms report June business substantially in excess of that of the corresponding month of 1922.

A romance of a music shop came to a happy conclusion recently when William Herbert, manager of the talking machine department of the Erion Piano Co., and Miss Effie Louise Howard, formerly a saleslady with the same firm, were married. They are now at home after a honeymoon tour of the Great Lakes region.

H. B. Clark, of the Buffalo Talking Machine Co., is another recent bridegroom. He was married a few days ago to Miss Laura Stewart and is now being congratulated by his associates and acquaintances.

Goold Bros. have opened their new store at 203 Falls street, Niagara Falls. The firm has 2,500 square feet of floor space and a most advantageous location, together with tasteful furnishings. The company is featuring Sonora and Victor machines, also Victor and Vocalion records. Chester E. Campbell is manager of the new store.

C. E. Siegesmund, sales manager for C. N. Andrews, Victor jobber, reports the trade greatly interested in new models and placing very substantial orders for those recently presented. Record sales of "Yes! We Have No Bananas" promise to break all western New York records, according to Mr. Siegesmund.

Sidney Brooks, for many years proprietor of a music store at Grant and Ferry streets, this city, died at Atlantic City, where he had gone in the hope of regaining his health. He was formerly with Bing & Nathan, of Buffalo, leaving their employ to open his own store.

William F. Drews has joined the sales force of the Laurens Enos Co.

E. P. Erion, of the Erion Piano Co., is enjoying a motor trip through New England.

W. H. Daniels, of Denton, Cottier & Daniels, was serenaded by the U. S. S. "Leviathan" Orchestra when it played recently in Shea's Theatre, adjoining the Denton store.

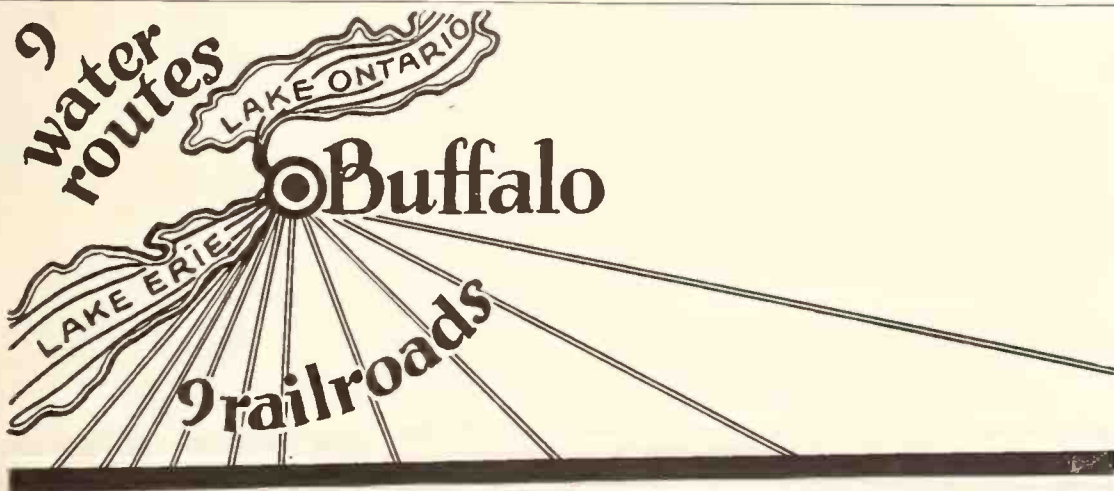
A. H. Fleischmann, of the talking machine shop of the William Hengerer Co., reports business as very gratifying and showing steady gains over 1922.

WYCKOFF T. M. CO. MOVES

The Wyckoff Talking Machine Co., 3125 Wyckoff avenue, Brooklyn, N. Y., has opened a new store at 1659 Broadway, near Halsey street. Mr. Stapenoff, proprietor, is one of the most enterprising members of the Brooklyn talking machine fraternity and the growth of his business is due to real merchandising ability.

COTTON FLOCKS

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



BUFFALO *A NIGHT'S RIDE FROM EVERY IMPORTANT TRADE CENTER IN THE EAST*

The veritable network of shipping facilities which Buffalo offers to Victor dealers—is the answer why the Buffalo Talking Machine Co. service is reaching a larger number of dealers each year.

This is unquestionably a real service which builds long-lasting friendship with a better and more efficient business for all.

Why not try this service? It will pay you.

BUFFALO TALKING MACHINE CO.

Victor Wholesalers
BUFFALO, N. Y.

M I L W A U K E E

Many Sales to Newlyweds Bring Summer Sales Volume to Satisfactory Point—Two Music Houses Retire From Trade—The News

MILWAUKEE, Wis., July 9.—Much to the gratification of the local trade talking machine business so far this Summer has been of a much better character than in any previous year, with the possible exception of 1919, which was a wholly unusual year. Following a June which produced more business than almost every corresponding month in the past dealers in this city believe that July will set new records as well. The manner in which business is developing is actually remarkable, for in recent years the trade has become accustomed to counting June, July and August as "slack" months.

Many Sales to Newlyweds

June sales, now that a good perspective can be obtained, loom up even brighter than the enthusiastic reports made concerning business

in the last issue of The World. Throughout the month a good many sales were made which were predicated upon wedding gifts and, while the art styles and more expensive types had the favor of this class of business, many of the standard styles in the medium range of prices were sold either to parents or relatives of newlyweds, or to the couples themselves.

Early Ordering in Evidence

Wholesale business is reported by the various distributors of the best-known lines to be more active than usual in mid-July. For several years dealers in this territory were not disposed to start laying up stocks for the Fall and holiday season until September and October. This year they are anticipating their requirements unusually early. One of the reasons, probably, is

that they are expecting a shortage of instruments as well as records and accessories when the Fall rush begins. Another is that dealers, as a rule, are better fortified financially to accumulate stocks, while, at the same time, the prospects for next September, October and November are considerably improved over the same period in the past three years.

Strong Victor Demand

"Basing opinions alone on trade so far this year talking machine trade next Fall should surpass all past records," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber in Wisconsin and upper Michigan. "At the same time current trade is more active than usual. While there is nothing sensational about business at this time we feel that some significance attaches to the manner in which dealers are buying Victor goods, both for immediate and deferred delivery. So far as records are concerned we have great trouble in keeping our stock filled in, for there is a heavy demand which ranges all the way from the most popular to the numbers on the Red Seal records which we have never had occasion to look to for strong release."

Cashing in on Sales Promotion Work

There is something about Brunswick business in this territory that seems to be attracting the rapt attention of distributors and dealers of the line in all other parts of the country. Notwithstanding this eminent position Manager Thomas I. Kidd, of the local Brunswick branch, maintains his usual attitude of modesty. He is a quiet, unassuming worker and the best "dope" is that he is now beginning to reap the real results from several years of intensive cultivation of the talking machine end of the extensive interests of his company.

One of the best outlets for the art styles of the Brunswick is the J. B. Bradford Piano Co., with a main store at 411 Broadway and a branch at Second and Mitchell streets. Accompanying its notable achievement of selling eleven Mason & Hamlin grand pianos, which it handles, in less than two weeks after the middle of June was the fact that it sold a number of art styles of the Brunswick. Probably the most important was the sale of a beautiful Italian console model, specially decorated, to Mrs. Myron MacLaren for the sun room of the magnificent million-dollar mansion on the shore of Lake Michigan.

Sales of New Columbias Grow

The Columbia line has been establishing new marks in the merchandising of its new line of products, notwithstanding the fact that at the time of this introduction Gimbel Bros. were offering a large part of the stock of obsolete styles at low prices in this territory. One of the distinct features of Columbia business in the past few months have been its records, which are gaining in popularity at a rate never equaled by any line of records.

Singer T. M. Co. Changes Name

The Singer Talking Machine Co., one of the earliest concerns to engage in the manufacture of instruments in Milwaukee and vicinity, has recently amended its corporate articles so that its name henceforth will be the C. A. Kitz Furniture Co. While continuing the manufacture of talking machines, cabinets, etc., the concern for some time has been devoting more and more attention to the production of high-grade furniture specialties.

Sonora Machines and Okeh Records Popular

The Yahr & Lange Drug Co., Wisconsin and Upper Peninsula distributor of the Sonora and the Okeh record, continues to maintain its high position among local jobbing houses. It is confidently stated that there has been no advance in talking machine merchandising greater than the success of the Yahr & Lange Drug Co. with the Sonora and the experience of the past month has been entirely demonstrative of this fact. Fred E. Yahr, president of the company, and personally in charge of the Sonora and Okeh promotion, looks forward to the best holiday business in the history of the house and, if his predictions come true, as they promise to do,

A BUBBLE BOOK Hour Draws Customers To Your Store

Now that school is over and the "dog days" are here, keeping the children happy and busy becomes every mother's problem. What can she do to coax them off the streets at least during the hottest part of the day?

Here is your chance to win her good will—and her trade. Start a Bubble Book Hour in your store—say from two to three, a few times a week.

Children will need no coaxing to be won to the cool shelter of your store. They will do the coaxing—coaxing to come back with their parents at other hours—coaxing to own all fourteen of the Bubble Books that sing their favorite nursery rhymes and games.

Announce Bubble Book Hour through a window card or circular letter. Then watch your slack season vanish into thin air! And be sure to have a generous supply of Bubble Books on hand from which to refill your Bubble Book stand.



Bubble Books "that Sing"

Retail at \$1.00

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 & BROTHERS, Bubble Book Division

Established 1817

Franklin Square

New York, N. Y.

another new high record is going to be hung up in 1923. Mr. Yahr was one of a party of 100 leading Milwaukee jobbers and manufacturers who participated in the twentieth annual trade extension tour of the Milwaukee Association of Commerce in the middle of June. One of the features of the equipment of the special train in which the party traveled an entire week was a Sonora talking machine and a liberal supply of Okeh records.

Old Firm Dissolves

The oldest talking machine house in Appleton, Wis., one of the principal cities of the famous Fox River Valley of Wisconsin, passed out of existence recently when the stock, goodwill and accounts of the Kamps & Stoffels Co. were acquired by the Irving Zuehlke Music Co., of the same city. Harry Stoffels has joined the staff of the Wilson Music Co., of Oshkosh, Wis., and on July 1 took charge of its branch house in Stevens Point, Wis., which has just moved into permanent quarters in the new Hotel Whitening Building.

Cheney Styles in Demand

The art styles of the Cheney have been selling well at the Edmund Gram Music House. At the same time the Columbia and the Vocalion are moving well and Miss Julia Wolff, manager of the talking machine department, says that this has been the finest Summer selling season the Gram Co. has ever experienced.

Brunswick Shop Chartered

The Brunswick Shop, Inc., is the name of a new corporation organized at Sheboygan, Wis., with \$15,000 capital to market the Brunswick line. The incorporators are Harmon C. Bendlei, Paul F. Schmid and G. W. Buchen.

Elgentone Discontinues Business

The Elgentone Mfg. Co., of Marshfield, Wis., for four years manufacturing the Elgentone talking machine, is discontinuing business with the sale of its factory to a new company, known as the Northern Scenic Co., which will build stage settings exclusively.

Edison Jobber Dissolves Corporation

Notice of dissolution as a corporation organ-

We Serve New York!



Our ability to consistently serve New York dealers to their complete satisfaction is the result of carefully maintaining at all times a thoroughly complete stock of the fast-selling

Okeh Records
The Records of Quality

and having a smoothly-running organization equipped to handle all orders—large or small, urgent or casual—with the same unvarying degree of promptness and efficiency.

We would like to demonstrate the advantages of superior service.

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street

New York City

Distributors for OUTING and ODEONETTE Portable Machines

ized under the laws of Wisconsin has been filed by the Phonograph Co., of Milwaukee, long the Edison jobber in this territory.

Stages Rekordo Rekord Contest

The Rekordo Rekord, which is part of the line handled at wholesale by the Yahr & Lange Drug Co. in Wisconsin and upper Michigan, is maintaining a high place which has been brought about by the conduct of a contest among amateur "recorders," staged under the auspices of the Milwaukee Sentinel, one of the leading newspapers of the city.

fairly recently. L. G. Shatney, manager of the phonograph department, reports an increased demand for the attractive two-toned finish period models and a very satisfactory business in Vocalion records.

Walter S. Gray Returns From East

Walter S. Gray, president of the Walter S. Gray Co., distributor of the Strand Phonograph and accessories, spent an hour or two in Los Angeles en route for San Francisco, having just returned from attending the Shriners' Convention in Washington, D. C., and spending a week or two on business in New York and other Eastern cities. Mr. Gray was met by J. J. Grimsey, managing director of the southern California territory, and congratulations were extended to the latter on his excellent business for June, which showed an increase of more than 100 per cent over that of last December, which previously represented the largest single month's sales.

Opens Third Store

Schireson Bros. have opened their third branch store on South Main street, between First and Second streets. They have carried the Victor line for a number of years and at their headquarters store on North Main street have specialized in Mexican records.

W. M. Cresmer a Benedict

W. M. Cresmer, of the phonograph department of Hamburger's Music Salons, married Miss Olsen, also of Hamburger's, late in June. The ceremony was performed just before the honeymoon month had passed and the couple are spending their honeymoon during the first two weeks of July.

H. C. Britts a Visitor

H. C. Britts, manager of the phonograph department of Frederick & Nelson Department Store, Seattle, spent a few days recently in this city. Mr. Britts reported good business in his Brunswick, Sonora and Victor department.

LOS ANGELES

Business Maintains Fair Average—Question of Trade-ins—Exhibits at Monroe Centennial Exhibition—The Month's Activities

LOS ANGELES, CAL., July 2.—Reports from the various talking machine departments are somewhat conflicting. One manager said that while the total sales of his department for the month showed an increase over those for June, 1922, this increase is very small. On the other hand, several managers declared that business had been excellent and has maintained its proper level with a large percentage of increase over the corresponding period of last year. The query is often made by salesmen regarding the effect of radio and many opinions of varied kind are advanced. There is one thing positive, however, and that is that all are alert and keeping their wits working so that no opportunity will escape or plan for increasing business and sales be neglected.

One great bugaboo, however, exists, and that is in regard to the valuation of trade-ins; there is still a tendency on the part of many salesmen and managers to let themselves be persuaded into giving extravagant allowances on old instruments. A talking machine which is two years old is not worth more than one-half of its cataloged price and a fair basis for estimate is to deduct 5 per cent, 10 per cent, 15 per cent additional for the third, fourth, fifth year, respectively, and so on. The trouble seems to be that the dealer allows himself to be too often persuaded by his eager salesman to grant a too liberal price for a trade-in and then—perhaps because his accounting system is not lucid or plain enough—he fails to realize what a bad stroke of business he has made and, repeating his mistake, puts off the day of final reckoning. The policies of stores are like barrels of apples

—one rotten one is apt to affect the rest; but when there are two or three rotten ones, then it is difficult indeed to save the rest.

Monroe Centennial Exposition Starts

The Monroe Centennial Exposition, which is being held under the auspices of the Motion Picture Industries, opens on July 2. Among the exhibitors are the following music houses: Fitzgerald Music Co., Barnes Music Co., both displaying Brunswick phonographs and records, Platt Music Co., with Victrolas and Victor records. All exhibitors are supplied with model Mexican bungalows in which to display their goods and they will be viewed by hundreds of thousands during the thirty days from the opening to the closing.

Good Cheney Sales at Parmelee-Dohrmann

The sale of Cheney phonographs at the Parmelee-Dohrmann Co. has exceeded expectations and encouraged this house in its maintenance of that department, which was established

Headquarters for Mica Diaphragms

We are IMPORTERS of MICA and MANUFACTURERS of MICA PRODUCTS.

Our diaphragms are of the highest quality.

We make diaphragms of India, Brazilian and African Mica in any size, thickness and center hole.

Let us know your requirements.

Prices and samples upon request.

STENZEL MICA CORPORATION

New Dorp Station

Staten Island, N. Y.

Telephone Dongan Hills 399

BALTIMORE

Maryland Victor Dealers Entertained by Cohen & Hughes, Inc., E. F. Droop & Sons and H. R. Eisenbrandt & Sons, Wholesalers

BALTIMORE, Md., July 1.—Cohen & Hughes, Inc., E. F. Droop & Sons and H. R. Eisenbrandt & Sons, Victor distributors of this city, tendered a dinner, entertainment and dance to the Maryland Victor dealers on June 21 in the garden of the Belvedere Hotel and the management gave possession of the garden for the entire evening.

Alexander Eisenbrandt was toastmaster and introduced, at the conclusion of the banquet, Frank K. Dolbeer, sales manager of the Victor Talking Machine Co., who was the guest of honor and speaker of the evening. Mr. Dolbeer gave the dealers and their employes who attended a most interesting talk on matters of general interest to the trade. His address was divided into three parts, in the first section of which he took up and described in detail the tremendous Victor organization, its plant and its innumerable activities. In the second portion he described the various departments and spoke of their executives. The conclusion of his address consisted of a most interesting story of the beginning of the Victor product from the time of its inception by Eldridge R. Johnson. Mr. Dolbeer's talk was enthusiastically received and heartily applauded.

Among others present was Miss Aileen Stanley, well-known Victor artist, who happened to appear during the week as the headliner at the Maryland Theatre, the local Keith house. She sang a half dozen of her most popular selections, which so delighted the audience that at the conclusion she was given a rising vote of thanks.

George Castille, a former member of the Metropolitan Opera Co., ably rendered two selections in English and one in Russian. Clarence Johnson's Jazz Band, one of Baltimore's fore-

most orchestras, had been engaged to play continuously during the dinner and again at the conclusion of the entertainment until well after midnight for dancing purposes. Approximately 200 people were present at the affair, every dealer in Baltimore being represented, as well as numerous other dealers throughout the State.



Members of Maryland Victor Trade Present at Dinner Tendered by Distributors

The affair was a decided success and much credit is due William Biel, secretary of Cohen & Hughes, Inc., and William Roberts, manager of E. F. Droop & Sons Co., who served on the entertainment committee. Seated at the speakers' table were: Alex. S. and W. A. Eisenbrandt, Aileen Stanley, William Biel, W. C. Roberts, Sr., Mr. and Mrs. Castille, I. Son Cohen, W. T. Davis and F. K. Dolbeer.

There were also present Irma Groell, Lillian Goldberg, M. P. Smith, C. Griffner, F. Harris, A. B. Wertheim, R. L. Morgan, Katherine Pitcher, Mary L. Phillips, Irma Philipp, Messrs. Reiser and Kirsch, Wm. Roberts, Jr., Miss Thompson, Joseph, Herbert and Sam Fink, Miss Wells, E. Keefer, E. P. Hamilton, the Misses Burkhardt and Schultz, Mr. Quinnt, Louis Dedrick, Miss D. A. Eisenbrandt, Harry How, B. L. Anderson, Mr. and Mrs. E. C. Bickford, Wm. Mueller, Mr. Crater, J. Paul Heise, J. G. Hoesch, William Fischer, the Misses E. J. and C. J. Mueller, Harry McKnight, Joseph G. Loeffler, Mr. and Mrs. Jacob Neistadt, Irving Cohen, Mary Mazon, Mr. and Mrs. Fivel, Mr. and Mrs. Mazon,

Gerson Cohen, L. H. Lehman, Louis Taylor, T. Ralph Clark, I. H. Taylor, Mrs. Rose Taylor, Elmer Harting, Marie R. Flaherty, Miss Friday, Andrew J. Oldeburtle, Ruth Herald, H. Mandel Little, Arthur N. Ansell, Wm. B. Wolf, Charles A. German, Miss N. Kennard, Severn J. Shores, John S. Berry, Mr. and Mrs. C. A. Peck, Mr. and Mrs. E. J. Totten, Mr. Stengle,
(Continued on page 128)



BALTIMORE, MD.



"HIS MASTER'S VOICE"



WASHINGTON, D. C.

PREPAREDNESS

That is our slogan

Prepared to meet your needs.

Cohen and Hughes, Inc.

Baltimore, Md. VICTOR DISTRIBUTORS Washington, D. C.

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.

Will actually increase Talking Machine and Furniture sales

Get them on the furniture you buy

Thousands of Retail Furniture dealers specify that the furniture they buy shall be Domes equipped. See to it that you get the *Genuine*.

Put them on the furniture you sell

The largest, most successful stores will not display caster equipped furniture. They prefer and their customers prefer furniture footwear that is invisible—footwear that does not destroy the lines of the furniture.

Sell them by the package

Feature a Display Carton of **DOMES of SILENCE** in your window. People will come in to buy. That accomplishes your first purpose—to get people into your store.



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.



1/8 in.



2 1/4 in.



5/8 in.



1/2 in.



3/8 in.

Reg. U. S. Pat. Off. No. 995758 which will be strictly enforced.

What we say above about Furniture applies also to Phonographs

TRADE HAPPENINGS IN BALTIMORE

(Continued from page 126)

Miss Schukhart, Messrs. Driscoll, Fry and Cashman, John Chappell, Mr. Lohrfnck, the Misses Sullivan, Wiseman and Roszell, Messrs. Vordemberge and Jacobson, Mr. and Mrs. Hurley, Mr. and Mrs. C. J. Levin, A. V. Geer, Miss H. Reed, Mrs. R. Doherty, Mr. Bowen, L. A. Randall, Mr. and Mrs. M. K. Newman, J. W. and Mildred Wheatley, Joseph A. Kunkel, Frank E. Old, George Becker, Mr. and Mrs. M. Sandler, Mr. and Mrs. O. P. W. Smith, *Asa and Wm. D. B. Hepner, Abe Davis, W. Norris Jackson, Dorothy Broadwater, Joel Acker, Robert Ansell, Joseph Roberts, A. Burdwise, Miss Aronson, H. L. Shevitz, the Misses Rose and Anna Karsh, Mr. and Mrs. A. Berlin, Mr. and Mrs. M. Lewis, E. C. Messick, Mr. and Mrs. I. Potts, the Misses Friedman, Mary Glase and Burdwise, Sol Berlin, Reuben T. Ember, Isaac Ember, Sam Morris, Miss G. Kramer, Mr. Schlotie, Louis Goldman, Mr. and Mrs. Powell, Mr. and Mrs. Hentzschel, Mr. and Mrs. C. D. Messenger and others.

Although we jumped from a cold Spring into real mid-Summer weather the middle of last month, talking machine business generally has been good, running anywhere from 25 to 50 per cent better than the same period of last year. Dealers here generally are optimistic over the outlook for Fall trade and the only cloud on the horizon now will be the inability to supply the goods for Fall and Christmas trade. Practically every jobber here is making strenuous efforts to have dealers place their orders early in order to avoid this and it is said that the response from the trade has been very encouraging.

W. C. Roberts, manager of E. F. Droop & Sons, is one of the most optimistic jobbers here and, as he put it himself, it is not based on "hot air, but on facts," as the business of his firm has been steadily on the increase every month of the six months so far this year.

All dealers report a great demand for "Yes,

We Have No Bananas," which record is making a bigger hit in Baltimore than any record put on the market since "Dardanella," while "Barney Google," in the opinion of many dealers, may make even a greater record in sales.

T. Ralph Clark, sales manager of Cohen & Hughes, reports a good business the past month, with dealers placing large orders for Fall. A semi-monthly bulletin service to dealers has been inaugurated by this house which is used as a method of moving dealers' surplus stocks of records. The firm recently sent out a questionnaire asking their dealers to name twelve Black Seal and six Red Seal records on which they were overstocked and from the returns the bulletin is made up featuring these records and each dealer receives a large sign in a frame for each of his booths. The bulletins are sent out so they can be posted on the 10th and 20th of each month when ordinarily there are no new records on the market, with the idea of creating a demand for the records which are featured in the frames. Answers to the questionnaire are also used as a means of relieving the dealer who is overstocked on any record which may be in demand with other dealers.

Dealers have also been supplied with a number of addressed postals which are to be used on rush orders for records, and other plans for getting overstock from the hands of one dealer into the hands of others who may use them are now being worked out.

L. A. Randall, of the Cohen & Hughes sales force, has just returned from a trip to the Victor factory, which he took with a number of dealers in his section. Irving Cohen, nephew of the head of the firm, has been taken from the office force and placed on the outside sales force, where he has been very successful.

C. F. Shaw, manager of the local Brunswick branch, returned to Baltimore yesterday after spending three weeks on his honeymoon trip through New England. During his absence H. H. Sheldon has been looking after the busi-

ness of the local agency and reports a very substantial increase in business. New contracts signed by the Brunswick agency during the past month were Moore's Music House, of Burlington, N. C.; Tulane Music House, of Newport News, and others are pending. One of the best contracts landed by a Brunswick dealer in this territory, according to Mr. Sheldon, was that of Lansburgh & Bro., of Washington, D. C., who supplied a Brunswick machine and records for the Broadway Limited, a special train which carried the Spanish-American Delegation from Washington to San Francisco.

W. S. Parks, former manager of the local agency of the Columbia Grafonola Co. and later president of the Columbia Wholesalers, Inc., successors, has been succeeded in the presidency of the latter company by L. L. Andrews. William H. Swartz still continues to hold the position of secretary and treasurer of the company and reports a very substantial increase in the business of the firm since its inception. Outlook for the Fall trade, according to Mr. Swartz, is very encouraging. The record business, according to Mr. Swartz, has been increasing ever since the new process Columbia records have been put on the market.

Joseph W. Hoover has opened a new talking machine shop at 11 West Antietam street, Hagerstown, and the Talking Machine Shop, of the same city, will shortly move into its new store at 4 South Potomac street.

Frank K. Dolbeer, sales manager of the Victor Talking Machine Co., was a visitor to this city during the latter part of June. He spent several days in Baltimore on the occasion of the dinner tendered by the local Victor distributors to the Maryland dealers and used that time in visiting Victor dealers of Baltimore, accompanied by William Davis, local Victor representative.

The Northern California Music Co., Sacramento, Cal., has been incorporated with a capital stock of \$25,000.

WHY NOT THE BEST?

The old established fact that the Best is the Cheapest is particularly true of Talking Machine Needles.

Always Insist on Getting

DE LUXE NEEDLES

and you won't be disappointed.

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS



Full Tone



Medium Tone

Three for 30 cents (40 cents in Canada)

GLEANINGS *from the* WORLD *of* MUSIC

GENERAL MUSIC STORE A FIELD FOR LARGER PROFITS

Some Logical Reasons Why the General Music Store Idea Has Made Rapid Strides in Popularity During Past Few Years Among Members of the Talking Machine Fraternity

No little consideration has been given by many talking machine dealers to the idea of a general music store. However, where retailers are doing an extensive business in talking machines, records and accessories no importance is given the matter—and justly so—for, if talking machines and records and their adjuncts bring a sufficient volume of business, there is no need to add other outside interests. In many communities, however, the increased sales resulting from the general music store are most satisfactory and, in certain localities, such a store performs a function and service that makes its establishment logical and worth while.

The progress of the general music store idea has, it is believed, made greater strides during the past two years than for any other period in the last decade. Talking machine dealers throughout the country are constantly making analysis of their market for the purpose of giving consideration to the opening of sheet music and musical merchandise departments, both of which to-day are highly profitable where properly operated.

Sheet Music an Important Item

There seems to be a tendency among dealers to give more consideration to the musical merchandise field than to sheet music. Of course, there are many reasons for this, as a sheet music department means the addition of many petty details. Outside of a strictly popular sheet music counter it is impossible to run a successful sheet music department without taking care of such details. Otherwise it will be a hit-or-miss proposition, probably not profitable and certainly not conducive to building the general music store, of which, after all, sheet music is one of the most important items. For that reason it is generally conceded that the opening of sheet music departments should be under the guidance of one with a thorough knowledge of the business and for a time, at least, under such direction until such employes as are necessary have undergone sufficient training to carry on.

The development of musical taste is centered in musical publications. Sheet music and music publications are the direct center of all music business, around which all music activities, including the artistic and commercial, must rotate. If this were not so there would be little development in musical taste; musical progress would be practically stagnant. This is proved conclusively in sections of the world where

tribe music holds sway and, in a manner, is again brought to mind where folk songs predominate. However much the folk song is to be recognized as music worth while, the concentration on such musical activities and the mere admittance that such is the height of musical development for the masses retards progress.

Sheet music, then, makes for musical development, arouses more and more interest, makes possible the great strides for the cause of music and, in the end, this is reflected in the volume of manufacture of musical instruments of all kinds. So, from the standpoint of musical progress, which is of prime importance to all engaged in the music business, sheet music is constantly enlarging the market for musical instruments and is making for versatility of taste which is even of more importance to those engaged in the production of musical goods.

This, roughly, is the status of sheet music in its relationship to and its effect on musical instrument manufacture. But of more important interest to the retailer is the status of sheet music in its relation to his business in the retailing of goods, what it means to stock such merchandise, what are the profits, the advertising value and the general aid to business. It is found that sheet music is profitable. It is an attraction to any store and, therefore, has advertising value. The more people that enter an establishment the more familiar piano and other prospects are with the merchant, his organization and his store. It must be remembered that, in attracting such buyers to his establishment, the merchant is catering directly to a class that composes his prime prospects.

Vital Considerations

One of the important situations for the retailer who does not now stock sheet music to consider is the fact that, after he makes the sale of a piano or any other musical instrument, the purchaser must go to some other establishment for the wherewithal—sheet music—to operate the instrument. Generally, this means going to the store of the competitor and this can hardly be considered good business. Going to the competitor's store for sheet music will educate the purchaser to go to the same store for other small wants—for service—and, in the end, this means that the other store will assume, in the eyes of the purchaser, the establishment of the greater importance. The name of such a competitor, in time, will become more familiar and, in thinking of music, they will think of such



a store. In their daily conversation such an establishment is more frequently mentioned and the probabilities are, when prospective purchasers of talking machines or pianos are spoken of, the general store, all other things being equal, will have a distinct advantage.

Attracts Real Music Lovers

Some years ago it was quite customary for
(Continued on page 130)



Car-o-lin-a Mam-my I'm long-in' for you — Car-o-lin-a Mam-my

Carolina Mammy

A Real Southern Mammy Song

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

The Big Comedy Song Sensation

CUT YOURSELF A PIECE OF CAKE

And Make Yourself at Home

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



Cut yourself a piece of cake and make yourself at home,

©LEO FEIST Inc.
N.Y.C.



ENLARGING PROFITS FOR THE STORE

(Continued from page 129)

the retailer to allow teachers and even others a commission on sales that were made through their efforts. This, to a great extent, has been eradicated, but it is still a factor in making some sales. Now the teacher and all others who are in a position to speak with authority on pianos, undoubtedly, are doing business with an establishment that handles sheet music. Therefore, by the opening of a sheet music department, the retailer attracts the best musical minds of his city to his establishment; he makes his place the musical headquarters for all musical activities and he, indirectly, makes many, many sales through this arrangement. Despite what may be said to the contrary musicians and other music lovers are clannish; they belong to a distinctive class; they know it and demand recognition accordingly. Despite their evident culture and refinement they are not broadminded and to those engaged in commercial pursuits this weakness should be given consideration.

Many years ago, in the city of Detroit, when a lone piano store, which afterwards became a great factor as a music distributing organization, wanted the agency for what was then, and is now, one of the most widely known and recognized musical instruments the manufacturer stipulated that such an agency could be obtained only upon one condition and that was that the retailer would open a sheet music department. This manufacturer of a nationally known instrument realized that the store that would make the most piano sales would be that one which stocked sheet music; one that could attract the teachers of the community to his establishment. As history proves, the manufacturer was right and the same situation holds true to-day. The market for the sale of pianos, of course, is greatly enlarged and volume of production has increased and so this important idea is now too

often overlooked, but it means as much, if not more, than ever before. More because our cities are ever growing. Too much of the personal touch is necessarily lost and sheet music is one of the few things that will take its place.

To the retailer who spends large sums in advertising, to those who are not above giving a small commission on piano sales, sheet music holds out a simple but still profitable form of gathering prospects with less expenditure. In fact, the general music store has an inestimable value as a producer of sales.

FEIST RUSHING NEW NUMBER

"Cut Yourself a Piece of Cake, Make Yourself at Home," to Be Widely Exploited by House

Early last week Leo Feist, Inc., took over a song in manuscript form. The melody and lyrics made an immediate appeal and a conference was called at the Feist offices, with the result that it was decided to issue the number immediately. Plates, title pages and orchestrations are being rushed through and a campaign exploiting this issue will be inaugurated.

Aside from its other merits the number is apparently quite timely. It carries the humorous title "Cut Yourself a Piece of Cake, Make Yourself at Home." The professional department of the company has already rehearsed several acts with the number and it, undoubtedly, will be programmed widely in vaudeville. Orchestrations will be sent out at once.

The title is one that should be a by-word during the Summer season. Naturally, all the wise guys who claim to be "the life of the party" will take advantage of the song.

A new idea in effective orchestration covers was recently introduced by Stark & Cowan, Inc., who have issued two of their orchestrations with title pages in several colors, reproductions of the sheet music covers.

"BESIDE A BABBLING BROOK" WEEK

Jerome H. Remick & Co.'s Successful National Drive of Special Week on This Number

Jerome H. Remick & Co., who for some weeks have had a national campaign on the song, "Beside a Babbling Brook," recently arranged an increased publicity drive on the number, which included the celebration of a "Babbling Brook Week," commencing July 2. Vaudeville performers who are programming the number made a special feature of it during the week in question. Dance orchestras everywhere played it, and theatre and motion picture houses also included it on their programs. The trade also co-operated most enthusiastically in giving special space to title pages and other display material in its windows.

"Beside a Babbling Brook" is one of a series of songs issued by Remick this Spring which have reached great popularity. "Barney Google," the novelty song of the catalog, has had a particularly large sale. "Babbling Brook," however, was hailed as one of the best ballads issued in some time. It has been fortunate in being given special stage settings and in other ways has been made an unusual feature in vaudeville. The result should be that the coming week's celebration should bring the number to the height of its popularity and create thousands of additional sales for it in sheet music form, as well as add considerably to the sales of rolls and records of the number.

TILLMAN PUB. CO. CHARTERED

ATLANTA, Ga., July 7.—Application has been made for a charter for the Tillman Publishing Co., a new concern to be located in Atlanta for publishing song books and all classes of printing. Charles D. Tillman, noted writer of religious songs, is one of the largest stockholders.

SWEET CARMEN

A Rhythmic Fox-Trot Tango -

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



Car - men, — all the ro-ses en-vy your blush-ing cheeks, Sweet Car-men, —



©LEO FEIST Inc. N.Y.C.

RECORDS THAT SELL

WHEN YOU WALKED OUT SOMEONE ELSE WALKED RIGHT IN

Irving Berlin's Latest Song Hit

INDIANA MOON

The New Waltz Hit

PICKLES

A Novelty Tune That Is Different

THAT OLD GANG OF MINE

A Real Hit

ALA MOANA

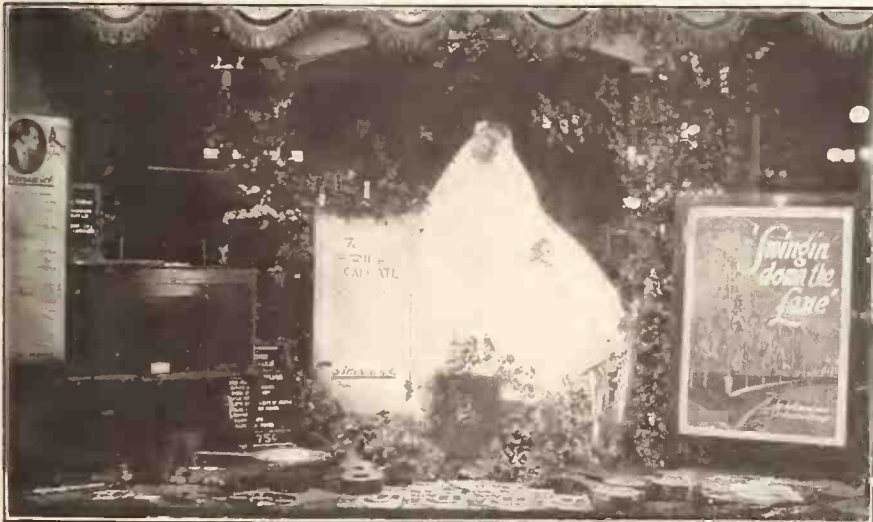
The Sensational Hawaiian Dance Hit from the West

IRVING BERLIN, Inc., 1607 Broadway, New York

"SWINGIN' DOWN THE LANE" IN MANY WINDOW DISPLAYS

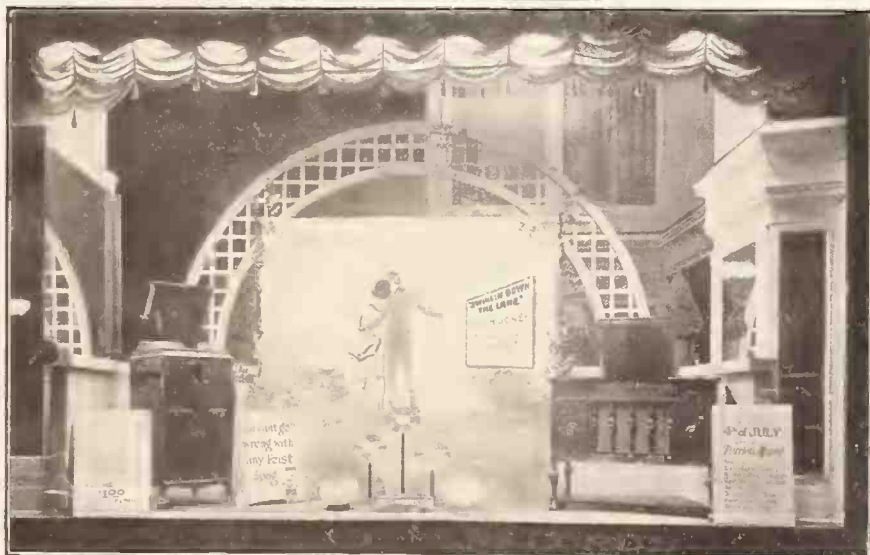
Two Outstanding Examples of the Way in Which the Dealers Are Featuring This Late Feist Number in Their Show Windows—A Title Which Goes Well in Pictorial Representation

Besides being a leading orchestra figure and attaining national prominence for records made of talking machine records and the recent releases have brought even further prominence.



A June Bride Window of "Swingin' Down the Lane," Shallk's Brunswick Shop, Chicago

Visualizing the Title of "Swingin' Down the Lane," the Cable Piano Co., Chicago



by the Brunswick-Balke-Collender Co., Isham Jones recently came in for further publicity through the fact that he is one of the authors of the Leo Feist, Inc., success, "Swingin' Down the Lane."

"Swingin' Down the Lane" has achieved national success as a song. It, too, has come in for popularity as a modern fox-trot. It has been recorded by all the leading manufacturers

In the city of Chicago, where the Isham Jones Orchestra has been a feature for the past few years, the sheet music and talking machine record dealers have all taken particular interest in "Swingin' Down the Lane." Undoubtedly, they look upon it as a Chicago offering. This feeling has induced many retailers to make full window displays of the records and of the sheet music. In most instances these window dressings have

been on an elaborate scale, have been attractive and many of them involved substantial appropriations. Herewith are shown windows in the Cable Piano Co. warerooms, State and Wabash avenues, and Shallk's Brunswick Shop, Kedzie & Lawrence avenues, Chicago, both of which will give an idea of the care and attention given to their arrangement without the addition of descriptive details. These are but a few of the displays which dealers have used in featuring this number in their windows, and which in the majority of instances have been instrumental in greatly stimulating sales.

EDDIE CANTOR SINGS "BEBE"

Witmark Number Sung by Well-known Artist in Ziegfeld's "Follies"

Eddie Cantor, who returned to Ziegfeld's "Follies" after an absence of several seasons, is singing the M. Witmark & Sons number, "Bebe." The song, with a lyric by Abner Silver and music by Sam Coslow, is a typical Cantor design and for that reason he will do much to make it popular. The number, however, is not confined to the "Follies" production, but will be introduced in vaudeville. It has many catch lines and comedy chorus and is arranged for singles, doubles, trios, quartets and dancing, in all keys. The professional department of Witmark's will make it one of the leading songs of the catalog.

"MEMORY'S GARDEN" NEW BALLAD

J. W. Jenkins Sons Music Co. Foresees Big Future for Its Latest Publication

"Memory's Garden" is the title of a ballad recently added to the catalog of J. W. Jenkins Sons Music Co., Kansas City, Mo. The sales and professional departments of the music publishing division of the Jenkins organization look forward to this latest addition to the catalog as being the best piece of property published in some years. Preliminary arrangements for giving the number publicity by the aid of bands and orchestras are already under way and during early Fall it will have a vaudeville introduction. An intensive professional and sales campaign will be inaugurated in August and "Memory's Garden" is expected to be an unusually active seller during the Fall months.

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

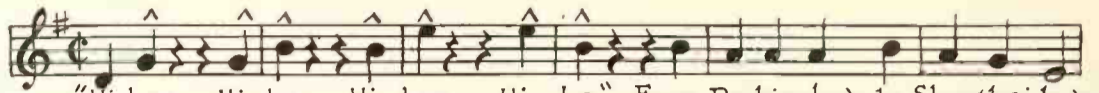


© LEO FEIST Inc.
N.Y.C.

HI-LEE HI-LO

日來來來與與與與
(Which means in Chinese -I LOVE YOU)

GET it you'll LIKE it



"Hi Lee, Hi Lo, Hi Lee Hi Lo," From Pe-kin down to Shanghai town.

WITMARK OPENS FINE NEW HOME

Attractive and Convenient New Quarters of M. Witmark & Sons in the Broadway Building Formally Opened on July 10

The formal opening of the attractive new home of M. Witmark & Sons, well-known music publishers, in the Broadway Building, 1650 Broadway, New York City, was held on July 10, and from 10:30 a. m. to 5 p. m. open house was held to permit inspection by friends of the firm of the new offices, studios and warerooms. The Broadway store is one of the most conveniently located structures in the city and it has a frontage on three thoroughfares, Broadway, Fifty-first street and Seventh avenue. This move brings all the Witmark activities under one roof, and this, combined with the excellent facilities of the new headquarters, should prove of inestimable value both to the company and the dealers it serves.

NEW STORE IN BETHLEHEM, PA.

Hensinger & Williams Handling Lehr Pianos, Columbia Grafonolas and Other Lines

BETHLEHEM, PA., July 2.—Henry Hensinger and David Williams, both of this city, have opened a fine new music store at 90 West Broad street, where they have installed a full line of Lehr and Lafayette pianos and players, as well as Columbias and phonograph records, music rolls and a general line of musical merchandise. The new concern is known as Hensinger & Williams. Mr. Hensinger was for a number of years sales manager for the Goodenough Piano Co. here and both he and Mr. Williams have had long experience in the local piano field.

"SNAKES' HIPS" UNIQUELY FEATURED

Old Pit Show Idea Used by Day's Music Store of Elyria, O., With Much Success

In the old days when wax museums and other similar attractions had their vogue it was not unusual for what were termed fakers to rent empty stores, paint up the windows, possibly with peep-holes to attract the curious, and thus



Looking at "Snakes' Hips"

establish a current attraction almost anywhere with more or less success.

This idea of attracting the curious was recently revived by Day's Music Store, Elyria, O., and was one of the few times, if not the only time, that such methods were used to give publicity to a song. In this case the Leo Feist, Inc., number, "Snakes' Hips," which is a particularly appropriate title to demonstrate the side-show idea, was used. Reproductions of the window are herewith shown, "before and after looking."

The entire window was painted over, with water-mixed paint, easily removed, in glaring colors similar to those used in the title page. Looking through the peepholes the curious saw a display consisting of a river scene made of natural materials with an artificial snake with hips. The caption on the window read "It's Alive," and looking behind the window the fur-

ther announcement, "It's a Live Hit—"Snakes' Hips." This is unusual and, no doubt, was a profitable means of attracting attention. Not every song title would lend itself readily for such use. The main idea, however, is that it is an attractive and unique window display, and attractive windows invariably mean sales and profits.

Given a peep-hole and ninety-nine out of a hundred will look.

PATENT OFFICE SHOWS PROFIT

WASHINGTON, D. C., July 2.—A profit of \$172,081.21 was sent into the Treasury during the last fiscal year by the Patent Office, it is stated in a report just made public by Commissioner Thomas E. Robertson. This amount was received in the form of fees for patent registration, trade marks, etc., over and above all expenses.

During the last three years the number of applications for trade marks has increased from 75,000 to 113,000 per year, with the result that for some time various divisions of the Patent Office were approximately a year behind in their work. These arrears have all been caught up, it is declared, and at the present time every division of the Patent Office is keeping its work current.

WOMAN SUCCEEDS AS A DEALER

MAYNARD, MASS., July 3.—Just to prove that women are becoming real merchandisers of musical instruments Miss Edith Johnson, who has been a successful jobber of music for many years past in this town in conjunction with her teaching, has opened a retail store, where she carries a complete line of pianos and musical merchandise and talking machines. Miss Johnson has conducted this store now for a year and has made rapid progress and is well on the way to a successfully established business.

SPENCER WILLIAMS CO. CHARTERED

The Secretary of the State of New York has granted a certificate of incorporation to the Spencer Williams Music Co., of New York City. The incorporators are S. Williams, M. J. Kortlander and P. E. Jacobs.

Songs that spell Profits

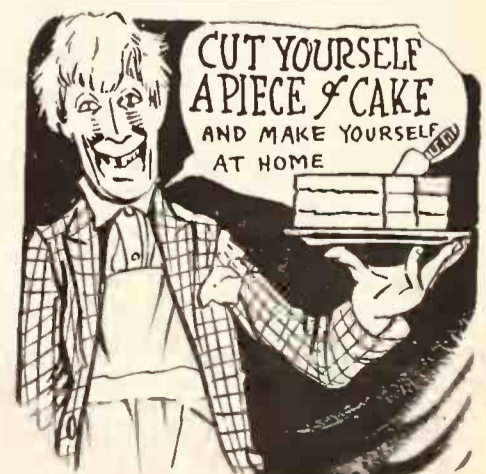
"Be First With a HEARST"

- Wonderful Child
- She's Got Another Daddy
- Beautiful Rose
- Home—My Lovin' Dixie Home
- In The Land of Sweet Sixteen
- Many Years
- Always Looking For A Little Sunshine
- Just a Little Gold Watch and Chain
- In Baby's Smile
- Love is Love For Ever
- Lonesome Two
- Piano Dream
- Step

Order From Your Jobber or Direct

HEARSTMUSIC PUBLISHERS LTD
165B BROADWAY ▼ PHOENIX BLDG. ▼ 199 YONGE ST
NEW YORK ▼ WINNIPEG ▼ TORONTO

No Loss on a Hearst Song — Money Back Guarantee



"Barney Google" has set out to win fresh laurels—this time as a snappy fox-trot, or shimmy one-step. The Georgians have the leg up on this number, and their super-syncopated efforts bring Record A-3902 home ahead of the field.

"Old King Tut" is Barney's stable mate, and this pair step along neck and neck, from the barrier to the flag.

COLUMBIA GRAPHOPHONE CO.
New York



EDISON POSTER OF NATIONAL VALUE

Miss Anna Case's Gift to President Harding Forms the Basis of Very Effective Tie-Up Campaign for Edison Dealers

Recently, when in Washington, Miss Anna Case, the distinguished exclusive Edison artist, presented President Harding with the first minted fifty-cent coin commemorating the one hundredth anniversary of the Monroe Doctrine (1823-1923). Needless to say, numerous photographers were on the job when this happened, and photographs showing Miss Case on the porch of the White House, with the President and Mrs. Harding, have appeared in the rotogravure sections of practically every metropolitan daily throughout the country, in addition to most of the moving picture news films. In order to help Edison dealers tie up with this extensive and remarkable publicity given to an Edison artist, a handsome poster has been made up by the advertising department of the Edison Co. for the use of Edison dealers in their windows, reception booths, etc. At the top is a large photograph of Miss Case with President and Mrs. Harding. Underneath is a caption explaining the photograph. Then there follows a paragraph explaining the Edison re-creation of the art of Anna Case and an invitation to hear the latest records by this artist. The poster is printed in duotone sepia on buff stock.

"MAMMY JENNY'S" FIRST RECORD

Appears on Plaza Music Co.'s Banner Record List for September

"Mammy Jenny," the well-known black-face singer who plays the part of Aunt Jemima on the vaudeville stage, has just made her first recording for Banner records. The song was the new Irving Berlin, Inc., success "When You Walked Out Someone Else Walked Right In." The Banner record division of the Plaza Music Co. states that this "Mammy Jenny" record will appear with its September list. The sales department of the Plaza Music Co. states that aside from the fact that the title in question is that of an exceptionally meritorious song the recording work of this new artist will give this release further value. The Plaza Co. expects to have recordings by this popular artist each month.

AMOS EARL RUSSELL TO WED

TROY, N. Y., July 9.—The many friends in the trade of Amos Earl Russell will be glad to hear of his engagement to Miss Grace M. Lee, who is prominent in local social circles. The wedding will take place early in September. Mr. Russell, who was formerly connected with the Aeolian Co. in the New York and Boston headquarters, is at present associated with Cluett & Sons, Inc., which operates music stores in Troy, Albany, Schenectady and Glens Falls, N. Y.

REPAIRS BOOST SUMMER BUSINESS

Burrows & Sanborn Make Drive on Machine Repairs With Good Results

LYNN, MASS., July 9.—Burrows & Sanborn, Inc., Victor dealers of this city, operate a repair department which certainly is bringing in the business. This concern is not satisfied with merely operating this department, but they have successfully utilized direct-by-mail publicity to bring this service before the public, and, incidentally, boost Summer business. A special scale of prices has been prepared for various kinds of repairs to be made at the home of the customer or in the store. Work done out of the store costs a trifle more due to the fact that the time of the repairmen in going to and from the residence of the machine owner consumes valuable time. The price scale, which is sent to all patrons, is headed with the words "Prices on Repairs." This is followed by the price list, 'phone number and address of the firm. With this price list is mailed a small pamphlet which bears the self-explanatory message "Exchange Your Old Victrola for a New Console." This is followed by a sound sales talk on the new types of instruments and the exchange offer by which an allowance will be made for the old instrument.

EDWARD C. HASSEMER MARRIED

Edward Charles Hassemer, of A. & E. Hassemer, Edison dealers, Jersey City, N. J., was married on June 24 to Miss Violet Fillans, of West Hoboken, N. J. The happy couple left for a two weeks' honeymoon at Lake George, following which they will make their permanent residence in Jersey City.

E. Winter's Sons, who handle pianos, talking machines, etc., in Kingston, N. Y., are planning to move from their present quarters in the Kingston Opera House to 326 Wall street.

AEOLIANITES STAGE ANNUAL OUTING

Exciting Battle on Diamond Results in Tie at Annual Baseball Game and Dinner of Aeolian Sales Organization in Tarrytown

The annual baseball game and dinner of the sales staff of the Aeolian Co. was held on Saturday, June 30, and in every way proved one of the most successful of the series of such outings in which the salesmen have participated. As usual, the officials in charge of the Hackley School, at Tarrytown, turned over the use of the excellent baseball field and the gymnasium of the school to the Aeolianites through the efforts of C. A. Laurino, and the result was a baseball game worth going miles to see.

The first team was known as the "Duo-Art Reproducers" and opposed to them were the "Vocation Graduolas." The game proceeded for seven innings amid much excitement on both sides, as home runs were hit and perfect flies muffed. Each side came out of the game with the full confidence of being the victor and then it was discovered that no one had kept score. The result was that one man's guess was as good as another and so peace was maintained by declaring the game a tie with the score 8-8. Charles Beady, head of the shipping department, acted as umpire.

There were no casualties and after the players had enjoyed a refreshing dip in the Hackley School pool the entire party proceeded to the exclusive Briarcliff Lodge for dinner, during which Al Rienzo and Harry Braun gave elaborate exhibitions of two and four-hand piano playing, the former favoring the delegation with a number of his own compositions.

After a brief study of the distant Hudson by moonlight, the members of the party, which numbered over fifty, proceeded to their homes.

A talking machine establishment has been opened at 429 Boylston street, Boston, Mass., by W. J. Gilles.



TRIANGLE No. 1 TONE-ARM

Every part made in our own factory

Special Tone Arms and Reproducers made to order—quantity only

Triangle Phono Parts Co.
722 Atlantic Avenue, Brooklyn, N. Y.

8 1/4 or 9 in. long. Diameter of base 3 1/4 in. Boring 1 7/8 in.

Well balanced. Perfect in every detail—a reproducer that will give you unusual satisfaction because of its exceptional merit.

Finished in either Nickel or Gold.

Ideal for the regular commercial product.

BLACKMAN BUYS KNICKERBOCKER CO.

Prominent New York Victor Wholesaler Purchases Stock and Good-will of Knickerbocker T. M. Co.—Preparing Plans for Expansion—Company Has Enjoyed Steady Growth During the Past Twenty-two Years

One of the most important happenings in the talking machine industry the past month was the consummation of arrangements whereby the Blackman Talking Machine Co., New York, Victor wholesaler, purchased the stock and good-will of the Knickerbocker Talking Machine Co., New York, also a Victor wholesaler. The latter company's Victor stock was



J. Newcomb Blackman

moved to the Blackman headquarters at 28 West Twenty-third street, New York. In discussing this important move Mr. Blackman stated that his present organization would remain intact and that his company was making comprehensive plans to take care of this expansion of the business.

The Blackman Talking Machine Co. has for many years been recognized as one of the foremost Victor wholesalers in the country and its headquarters at 28 West Twenty-third street, New York, comprise one of the most up-to-date and best-equipped wholesale establishments that may be found in any mercantile line. Every facility that has ever been found successful in the Victor wholesale business has been

adopted by the Blackman Talking Machine Co. for use in its new home and Victor dealers have been enthusiastic in praising the conveniences and equipment of the Blackman Co.'s handsome establishment.

The Blackman Talking Machine Co. was formed twenty-two years ago by J. Newcomb Blackman, who had entered the industry four years previously and whose entire business career has been identified with the talking machine trade. Under his capable direction the company's business steadily increased in volume and importance until May, 1922, when the Blackman Talking Machine Co. was capitalized at a million dollars. It is stated that this company is one of the very few, if not the only, exclusive Victor jobbers in the country with such a large capitalization and the financial and commercial strength of the concern may be attributed in a very large measure to Mr. Blackman's exceptional executive ability and thorough understanding of every phase of the Victor industry.

The Blackman Talking Machine Co.'s policies have been shaped and carried out by Mr. Blackman with the idea in mind of giving the trade maximum service and co-operation. In his spare time Mr. Blackman has made a detailed study of industrial and financial problems in the Victor field and his experience and knowledge have been at the disposal of Victor dealers everywhere. In addition to his business success Mr. Blackman had the honor of being elected three times president of the National Association of Talking Machine Jobbers, which disbanded some time ago, and he has always been an active figure in all matters pertaining to the general development and prosperity of the Victor industry and the talking machine trade as a whole.

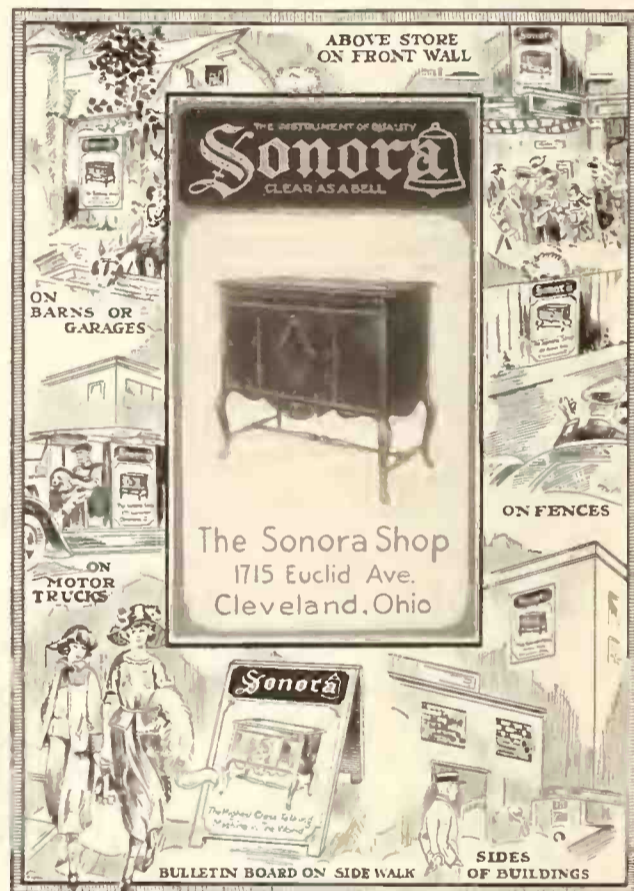
Associated with Mr. Blackman in the conduct of the Blackman Talking Machine Co. is the following efficient executive and sales staff: Fred P. Oliver, vice-president and general manager; C. L. Johnston, secretary; Geo. Thau, assistant secretary and head of the record ordering department; G. C. Young, manager of office and credit departments; Edgar S. Palmer, New York State traveler; Maximilian Sheetz, New England traveler; Walter R. Grew, covering the uptown section of New York City; W. H. Bishop, covering the lower section of New York City and Staten Island; Geo. A. Baker, Brooklyn and Long Island; John A. Johnson, New Jersey, and Geo. Giese, head of the shipping department.

CLARAVOX
CLEAR VOICE
REPRODUCERS
Make Phonographs Sound REAL
Standard Diamond Point
Special Jewel Point
Both correctly play Edison Records on Talking Machines
No. 1 Edison Attachment
Plays Victor Records on Edison Phonographs
Write for prices and discounts
THE CLARAVOX COMPANY
Youngstown, Ohio

NEW SONORA OUTDOOR SIGN

Attractive Sign Prepared for Use by Sonora Dealers in Outdoor Publicity—Its Many Practical Applications Illustrated

The advertising department of the Sonora Phonograph Co. has prepared a new and attractive outdoor sign, a copy of which is shown herewith. The sign measures 28x48 inches and the Queen Anne model illustrated is in natural



A Striking Sonora Sign

color, with a light yellow background. The name Sonora is on a dark blue background and a red border is placed around the whole sign. The advertising department of the Sonora Co. calls attention to the fact that this sign is guaranteed not to crack or fade for three years, as it is made by a new process which enables the manufacturer to give this broad guarantee.

The accompanying illustration will show some of the many uses to which this new sign may be adapted and Sonora dealers will, undoubtedly, use it to advantage as a bulletin board on the sidewalk, above the store on the front wall, on motor trucks, fences, barns, garages and other advantageous places.

SOME RECENT INCORPORATIONS

DENVER, COLO., July 2.—Corporation papers have just been filed for the Boot Music Co. by Albert J. Boot, David L. Ginsberg and May L. Boot. The concern will have a capital stock of \$19,500.

The Mason Music Co., Inc., of San Antonio, Tex., has just been incorporated with a capitalization of \$20,000. The following are officers in the company: G. W. Parish, L. E. Robinson and J. W. Mason.

Phonograph Toys



THE MAGNETIC DANCERS

This little couple will waltz, fox-trot or two-step in a most realistic manner. They reverse, turn and glide just as a couple would do on a ball-room floor. Price \$1.00.

There's the Rastus Family

Don't miss these favorites! The assortment consists of

Ragtime Rastus	\$1.25	Shimandy	\$1.65
Boxing Darkies	1.50	Fighting Roosters	1.65

Just as easy to sell the four as one.

Usual Discounts to the trade

NATIONAL COMPANY
108 Brookline Street, Cambridge, Mass., U. S. A.

Give Them a Chance to Earn Bigger Holiday Profits for You!

Many dealers who started selling National Phonograph Toys in a small way two years ago are now doing a big business.

They take up small space and they sell quickly. Put them in the windows. They get passers-by in the habit of looking at your phonograph displays.



RAGTIME RASTUS

HAPPENINGS IN THE DOMINION OF CANADA

MONTREAL DEALERS INAUGURATE DRIVES ON PORTABLE

Attractive Window Displays of Small Instruments Influence Buying Public—Popular and Dance Music in Record Form Lead the Demand—Activities of the Trade

MONTREAL, CAN., July 7.—All local dealers are pushing extensively the sale of portable machines and records with good results. Newspaper copy is linked up with attractive window displays of camp life, etc. The greater proportion of records sold comprises dance and popular song hits.

The Isham Jones Orchestra, Brunswick artist, was heard in Canada for the first time at the grand ball room of the new Mount Royal Hotel recently. Dealers cashed in on the event.

Layton Bros., Ltd., Edison, Columbia and Brunswick distributors, held their fifth annual picnic recently at Otterburn Park.

Miss Mae Skilling, of the educational department of the Columbia Graphophone Co., Toronto, was a recent visitor to Montreal, and while here gave a number of interesting talks on the "Educational Value of the Grafonola."

The Joseph C. Smith Orchestra, Brunswick artist, appeared in person the past month at the opening of the roof garden of the Mount Royal Hotel.

Chas. Culross put a real Vocalion message across to the large gathering that recently listened to a lecture by Dr. Dayton C. Miller, professor of physics in the Case School of Applied Science, Cleveland, on the subject "Visible Sound," held in McGill University, this city. Dr. Miller co-operates with the Aeolian Co., of New York, in perfecting the Vocalion phonograph and Vocalion records, and it was with the

idea of linking Dr. Miller up with Vocalion products that Mr. Culross hastily had circulars printed outlining and illustrating some of the tone tests used in making Vocalion records which were distributed to those present.

A recent musical stunt which received a lot of favorable comment was a Saturday morning show for children held at the Allen Theatre. This consisted of piano and vocal selections, several dances and a sketch arranged by Mr. Berliner, the leader of the Ritz Carleton Hotel Orchestra, entitled "A Peep Into the Recording Laboratory." The finale was rendered by little girls especially trained to take the part of the characters mentioned in the actual record as it was played, each character emerging from the doors of a mammoth Victrola in the centre of the stage and enacting her part before taking her place in the line.

Brown's Talking Machine Shop reports that with the closing of the schools and the opening of Summer cottages a decided demand has been apparent for the Victrola portables.

In Montreal a large assembly on Victoria Square heard the special His Master's Voice King and Queen's message as recorded at Buckingham Palace.

The Hartney Co., Ltd., His Master's Voice dealers, St. Catherine street, West, each week take one of the popular selling hits and arrange a window to correspond with the record. Many sales have resulted.

C. H. Hitchcock, of the Phonomotor Co., Rochester, manufacturer of the Phonomotor electric motor and other specialties, recently visited Canada in the interests of these products.

W. A. Dietrich, sales manager of the Starr Co. of Canada, Ltd., London, Ont., is on a trip to the western coast.

E. C. Scythes, of the Scythes Vocalion Co., Ltd., recently made a visit to New York.

W. B. Puckett and F. A. Trestrail, of the Musical Merchandise Sales Co., Toronto, Canadian distributor of the Brunswick, were among representatives of the Canadian trade in attendance at the convention of the United States music industries in Chicago.

Piano Cases & Phonographs, Ltd., Brantford, Ont., has assigned to the Trust & Guarantee Co., Ltd., of that city.

WINNIPEG DEALERS SHOW INITIATIVE

Originality of Sales Promotion Plans of Local Merchants Results in General Stimulation in the Demand for Records—News of Month

WINNIPEG, MAN., July 3.—Wilfred Robson, of Dauphin, Man., has rather a unique way of featuring popular hits. He works in conjunction with the Dauphin Theatre, where he arranges to feature different selections. As an example of this, when "Underneath the Mellow Moon" came out, he arranged to have this demonstrated on a Victrola from the stage of the theatre and played simultaneously with the playing of the \$10,000 organ installed in this theatre. In addition, during the evening, several slides are shown, suggesting that people call at Robson's Drug Store, where the records of special hits can be obtained.

Farquhar & Shaw, of this city, have started to popularize Brunswick records by the use of a large out-of-doors easel, slots being left in which the names of ten leading records can be inserted each month.

The Province of Saskatchewan is taking most kindly to the portable phonograph, and this season there seems to be a far greater demand than ever for this kind of instrument.

During Musical Festival Week in Vancouver, B. C., Fletcher Bros., Ltd., held daily informal concerts featuring Victor records.

Art. P. Saer, Victor dealer, North Battleford, Sask., operates a printing department, and immediately new records come out he has post-cards run off and sends them to customers. This has resulted in excellent record business.

P. W. Bird, of Heintzman & Co., Saskatoon, Sask., had rather a novel idea regarding the featuring of Red Newman and the Jock Holland records at the time the Old Dumbbells visited Saskatoon recently. Instead of running an ordinary advertisement in the theatre program, they had printed a special page featuring the Red Newman and Arthur Holland records. This was done in a distinctive blue color and used as an insert in the regular theatre program.

MANY MOVES AND NEW STORES IN THE TORONTO FIELD

Plans Under Way for Music Competitions in Connection With Canadian National Exhibition—Dealers Add New Lines and Enlarge Establishments—The Month's News

TORONTO, ONT., July 7.—Announcement has been made by the Canadian Bureau for the Advancement of Music that the musical competitions which have been held the last few years in conjunction with talking machine exhibits at the Canadian National Exhibition held here will again be conducted this year in the phonograph building.

The Unique Reproduction Co., New York City, has appointed the Plaza Music Co. sole distributor for the "Add-A-Tone."

Boyle's Drug Store, Victor dealer, Brampton, Ont., has let contracts for the enlargement of its premises.

James Martin, Columbia dealer, also of Brampton, has removed to larger premises.

George Harper, of Harper Bros., Watford, Ont., Victor dealers, has gone to Calgary, Alta., where he expects to make his home.

Sam Minnes, of Hamilton, has opened a music store at 134 Main street, East, where he is handling "His Master's Voice"-Victor products exclusively.

Mr. Gilmore, of Heintzman & Co., Fort William, recently opened a fine new store in Port Arthur, Ont., where he is featuring the "His Master's Voice" line.

Through recent sales of Victrolas by F. R. Palmer, "His Master's Voice"-Victor dealer at St. Thomas, Ont., to the Scott street school, every school in the city of St. Thomas is now supplied with a Victrola.

Lord Byng, Governor-General of Canada, was good enough to officiate at the "official" breakings of the seal on His Master's Voice Royal record containing the Empire Day message to the boys and girls of the British Empire.

One of the latest items of news from the Columbia Co.'s headquarters in Toronto con-

cerns the issuance of a new set of Columbia health records, made under the supervision of Dr. John Harvey Kellogg, of the Battle Creek Sanitarium, Mich.

P. Bedard & Co., of Kapuskasing, Ont., have recently become "His Master's Voice"-Victor dealers at that point.

According to the Dominion Bureau of Statistics, Ottawa imported phonographs and records and parts during March (the last month for which figures are available) to the value of \$124,325. This compares with \$107,485 for the month of February. Detailed statement follows:

	Feb., 1923	Mar., 1923	Mar., 1922
From United Kingdom.....	\$497	\$390	\$714
United States	97,478	110,823	124,155
Germany	143
Japan	243
Switzerland
Other countries	523
Total	\$97,975	\$111,213	\$125,778
RECORDS (DISC AND CYLINDER):			
From United Kingdom.....	\$103	\$1,614	\$1,094
United States	9,322	11,409	12,591
France	85	89	1,523
Total	\$9,510	\$13,112	\$15,208

The Adam Blatz Brunswick Shop has been opened at 121 King street, East Hamilton, Ont.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

PORTLAND, ORE.

Dealers Dress Windows to Attract Thousands of Visitors Here for 1923 Rose Festival—Music Holds Sway—The Month's News

PORTLAND, ORE., July 6.—Portland's 1923 Rose Festival was an even greater success this year than in years past. Many thousands of visitors attended the event and business was stimulated and many live out-of-town prospects were lined up by the music dealers. All music stores decorated their establishments in accordance with the week. Music was featured by the festival committee and during the three days continuous concerts were given in the grandstand erected opposite Sherman, Clay & Co.'s store. The Bush & Lane Original Saxophone Band, under the direction of E. J. Meyers, manager of the musical merchandise department of Bush & Lane (an exclusive Holton organization); the Ladies' Columbia Symphony Orchestra, under the direction of Frances Knight; the Pilgrim Boys' Chorus of 1,000 voices, led by Cyril Mee, and glee clubs of the Meier & Frank and the Olds, Worthman & King Co. were among the prominent organizations to dispense music for the holiday throngs.

Harry Marshall, Oregon, Washington and Idaho district manager of the Edison Phonograph Co., Inc., returned to his Portland headquarters from a trip through eastern Oregon and Washington full of enthusiasm for the future and with excellent reports of the various Edison dealers in the districts visited. He reports a new Edison dealer for Pendleton, Ore. The Economic Drug Co., of that city, Thomas Young, owner, is moving into handsome new quarters, where it will have two adjoining stores, one for drugs and one for music. The Edison, Victor and Brunswick lines, as well as pianos and musical merchandise, will be handled.

Mr. Marshall visited the Davis-Kaser Co., of Walla Walla, where George Cooper was recently appointed manager of the music department and James L. Jones, former manager of the department, has been promoted to general manager of the store. The Edison and Brunswick lines of phonographs and records are carried here.

Sherman, Clay & Co., Victor jobbers, report a new Victor account at McMinnville, Ore., Kienle & Sons Music Shop, who also have a

store at Newburg, Ore. Elmer Hunt, wholesale manager of Sherman, Clay & Co., is making an extended trip through southern Oregon, while Walter Brown, his assistant, is covering eastern Oregon, Washington and southern Idaho. Both continue to send in good reports. W. B. Maxwell, in charge of the local headquarters during their absence, reports big local business in both Victrolas and records.

Charles Soulé, district manager of the Starr Piano Co., handling Starr phonographs and Gennett records, spent the month covering the entire State of Washington and reports excellent business up North. Mr. Soulé expects to devote most of the month of July to his Oregon territory.

Arthur Stein, manager of the Sherman, Clay & Co. retail Victrola department, says: "Our only trouble during the past month has been to get enough of the new flat-top console models to meet the demand. The 220, 215 and 210 models are our best sellers and the demand in June was for consoles.

Omer N. Kruschke, of the Kruschke Sales Co., San Francisco, who recently organized his own company to handle the Pathé phonograph and records, was a recent visitor to the trade in Portland territory.

The Reed-French Piano Co. reports a big increase in business. Allen E. McLean, in charge of the Edison, Victrola and Hallet & Davis phonograph department, says: "We have again more than doubled last year's business in our department and I attribute this partly to the fact that our stock was never so complete and our display of all models and finishes is an incentive to increased business."

The G. F. Johnson Piano Co., which has the Victor and Cheney phonographs, reports excellent business. Edward Gust, who made a three weeks' trip into the eastern Oregon district, and Jess Major, who covered Marshfield and southern Oregon for the same length of time, returned to headquarters with books full of orders. Mr. Johnson announces that F. L. Harwood, of Heppner, Ore., has been added to the list of Cheney dealers for Oregon.

The Hyatt Talking Machine Co. is making

extensive preparations toward moving into its new quarters at 386 Morrison street and is advertising its new location on a large scale.

A. M. Wrayton, for three years manager of the phonograph department of the Bush & Lane Piano Co., has resigned to go into business for himself. The Bush & Lane Victor and Brunswick phonograph department has been put in charge of H. T. Howell.

I. E. Sklare, manager of the Remick Song Shop, Columbia dealer, has returned from a meeting of Remick managers in Detroit, New York City and Chicago.

Maurice E. Walsh, of Chicago, representing the Steger & Sons Mfg. Co., was a recent Portland visitor.

The Music & Photo House, of Grants Pass, Ore., has moved into handsome new quarters, according to Stanton Powell, proprietor and manager, who was a visitor to Portland during the past month. He handles Victor and Brunswick instruments and Gulbransen pianos.

Catherine Dresser, for the past year with the local Sherman, Clay & Co. store, has gone to California. Margaret Bridge and Vera Stone have been added to the sales force.

J. W. Reynolds, Victor dealer, of Myrtle Creek, Ore., a recent visitor, reports excellent business in his district.

Lowell Will, of the George C. Will Music Store, of Salem, Ore., is spending several months in the East, accompanied by his wife.

A music memory contest was the closing feature of this year's school term in Portland and out of 350 grade pupils who competed 110 made a perfect score, a fact regarded as quite remarkable in that the youngsters had to name the composition, its character and composer.

At the recent biennial convention of the National Federation of Music Clubs, held at Asheville, N. C., Portland was selected as the next place to hold this important event, which will be in 1925.

DEALERS ORDERING NEW EQUIPMENT

Zimmerman-Bitter Co. Closing Many Important Deals—Retailers Installing New Departments

The Zimmerman-Bitter Construction Co., of New York, is closing a very satisfactory Summer season, according to A. H. Bitter, and one of the contracts recently completed by this company was an installation for the Kroeger Piano Co., 254 Main street, Stamford, Conn., consisting of eight hearing rooms, record racks and service counters. The store of B. Nemhauser, 1957 Second avenue, New York, is being completely equipped by the company, the installation consisting of six hearing rooms, record racks, musical instruments, sheet music and music roll departments. E. G. Brown, whose Hackensack, N. J., store the Zimmerman-Bitter Co. recently completed, is adding a sheet music department to his Bayonne, N. J., store. A music roll department has been installed in the Landay Bros.' Yonkers store, and a radio department in the Kay Talking Machine Co.'s Chambers street, New York. Mr. Bitter states that his company is carrying a large stock on hand, in anticipation of an active Fall business.

VISITORS TO EASTERN PLANT

Among the jobbers who have visited the Edison headquarters at Orange, N. J., during the past month were: M. M. Blackinan, Kansas City; F. K. Babson, New York and Chicago; E. C. Bowman, Richmond, Va.; R. B. Alling, Detroit; Wm. Schmidt, Chicago; Frank E. Bolway, Syracuse; Peter Hawley, Philadelphia; F. H. Silliman and Fred Keeney, Boston. All of these jobbers conferred with Thomas A. Edison and Mr. Curry on matters pertaining to record service.

The Inglewood Music Co. has been opened in Inglewood, Cal., by Douglas M. Grant. A complete line of Cheney phonographs, records and sheet music is handled.

"LAUTER" TALKING MACHINES



Console Model I

American Walnut—Brown Mahogany
One of our new patterns ready
for prompt shipment

Dealers Wanted in Every
Locality to Sell Our Line of
Upright and Console Talk-
ing Machines

*Write Today for
Cuts and Prices*

Our many years' furniture experience insures
you a "LAUTERQUALITY" Cabinet—
Furnished with Standard Equipment

THE H. LAUTER COMPANY

West Washington and Harding Streets
INDIANAPOLIS, INDIANA

AEOLIAN CO. ANNOUNCES FIRST LIST OF RACE RECORDS

Initial Release Includes Six Double-face Records by Leading Negro Artists With Special Appeal to the Large Colored Trade—Cultivating New Distributing Field

The Aeolian Co. has just announced a distinct innovation in the Vocalion Red record catalog through the addition of the first Vocalion Race Bulletin, in which are included the first half-dozen special records made by prominent colored artists and designed primarily for the consumption of the large negro population of the country. It has been recognized for some time that the negroes had their own favorites among artists of their own race and that records by such artists, particularly of "blues," had a much stronger appeal than similar records made by white singers.

The result was the development of the special series of "race" records, the first of which have



Ethel Waters

already been recorded and will be released shortly. In this connection the Aeolian Co. has placed under exclusive contract Ethel Waters, considered to be one of the foremost singers of "blues," and who is a prime favorite on the colored vaudeville circuits in the East, particularly through the South. In addition, records have been made by Lena Wilson and Viola McCoy, also among the prominent headliners of the colored stage. The piano accompaniment to the songs are played by Fletcher Henderson and Porter Grainger, and have a distinctiveness that in itself makes the records interesting.

In addition to the vocal selections there is an instrumental record by Fletcher Henderson and his orchestra, one side bearing the "Gulf Coast Blues" and the other "Downhearted Blues," both fox-trots. The orchestra is well balanced and offers an exceptional brand of blues for those who enjoy that class of music.

The five vocal records included in the first release are: No. 14631, on one side of which is "Your Time Now" and on the other side "I Need You to Drive My Blues Away," both sung by Lena Wilson to the accompaniment of Fletcher Henderson; No. 14632, "Sad 'n' Lonely Blues"

and "Just Thinkin'," sung by Viola McCoy, accompanied by Porter Grainger; No. 14663, "Bleeding Heart Blues," and "If You Want to Keep Your Daddy Home," sung by Viola McCoy, with Grainger as accompanist; No. 14634, "Kind, Lovin' Blues" and "I Want My Sweet Daddy Now," sung by Ethel Waters, accompanied by Fletcher Henderson, and No. 14635, "Down South Blues" and "Where," also sung by Ethel Waters.

The Race Bulletins will become a part of the regular Vocalion record service and will be issued monthly. In connection with the new records there will be issued special supplements, hangers and window strips for the use of dealers, and it is believed that those located in centers where there is a large colored population will find in the new records an excellent medium for developing Summer trade, as well as business for the rest of the year. Incidentally, the records are expected to appeal to a large portion of the white race.

COLLINS AND HARLAN TO MAKE TOUR

Prominent Phonograph Recorders Form Concert Organization

Arthur Collins and Byron G. Harlan, whose Collins & Harlan phonograph recordings are widely known, have recently formed a concert organization which is being booked for dates starting August 15. They will make an extended transcontinental tour of the United States. The complete personnel of the company is not yet made up but a supplementary array of artists will accompany these two well-known artists on their tour. In this connection the Edison Co. announces that the Collins & Harlan program will include among other features an Edison tone-test given in conjunction with an Edison phonograph, thereby providing an excellent opportunity for dealers to tie up to as the singers appear in their respective cities.

SPECIAL VICTOR RECORD RELEASE

Three New Dance Records by Benson's Orchestra to Be Placed on Sale on August 1

The Victor Talking Machine Co. has just announced the special release of three new records by the Benson Orchestra of Chicago, which is achieving much success at Atlantic City during the present season. The first record is of "I'm Drifting Back to Dreamland" and "Just for To-night," waltzes; the second, "Nobody Knows But My Pillow and Me" and "I Never Miss the Sunshine," fox-trots, and the third, "The Cat's Whiskers" and "In a Tent," also fox-trots. The records are from the September supplement and will be placed on sale about August 1.

TO LENGTHEN EMERSON RECORD LIST

Charles C. Hasin, manager of the recording department of the Emerson Phonograph Co., Inc., states that during the Summer months the Emerson record list will be considerably lengthened. Exceptionally good titles will appear in both instrumental and vocal form, and other additions to the record list are to be made from promising numbers other than those which would justify inclusion in a monthly release.

N. GARFINKEL BACK FROM VACATION

Nathan Garfinkel, treasurer of the Mutual Phono Parts Co., New York City, recently returned from a vacation spent with Mrs. Garfinkel and daughter, Roslyn, at Sharon Springs, N. Y. Mr. Garfinkel motored both ways and while away entered heartily into all the sports and recreation that the resort offered, such as fishing, rowing, swimming, etc.



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



Really Helps Its Dealers

Sonora chooses to recognize the great truth that its product is not sold until actually in the consumer's home. To this end, it maintains a staff of highly trained sales promotion experts to help its dealers merchandise Sonora. Second, it furnishes its dealers with effective selling helps. Third, it gives a guarantee which assures absolute consumer satisfaction. Fourth, it maintains constant consumer demand through national advertising.

Sonora Phonograph Company, Inc.

279 Broadway New York

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

IN THE MUSICAL MERCHANDISE FIELD

WIDE MARKET FOR MUSICAL MERCHANDISE IN SUMMER

Small Musical Instruments Have Their Greatest Vogue During the Vacation Season—Carefully Planned Sales Promotion Campaigns Should Be Effective at the Present Time

The hot weather is now with us and people are flocking to the mountains and seashore for the Summer and for brief vacations. The talking machine dealer from past experience knows that sales of the larger model talking machines and the more expensive instruments are difficult to make in this season and that in many cases there is a dropping off in sales. It is a well-known business maxim that when one thing will not sell there is still hope of selling something else to tide over the slack period.

During the Summer the talking machine merchant has two excellent opportunities for booming his sales volume. One lies in the portable talking machine and the other in the sale of musical merchandise. This article will deal with the latter instruments. As a matter of fact, stringed instruments such as ukuleles, banjos, mandolins, etc., as well as harmonicas have their greatest vogue in the Summer months, and those dealers who have had the foresight to establish musical merchandise departments and who have the energy and ability to get right out and dig for business should have no difficulty at all in making the next few months very profitable.

One thing is sure—sales of small musical instruments will not come easily, for the simple reason that people planning vacations are so busy preparing that this item of the outfit is often overlooked. Therefore, it is up to the merchant to see that his prospects are reminded in time that a small musical instrument will add greatly to the enjoyment of the Summer.

Advertising and direct mail publicity will accomplish this result. The dealer should plan a careful campaign and in his advertisements reiterate again and again the enjoyment to be derived from a banjo, ukulele or other instrument. The opportunity of broadcasting a message through the newspapers to the public is

unsurpassed and a live dealer certainly can cash in on this branch of his business.

One very successful talking machine house in the metropolitan district which recently added a line of musical merchandise to its stock has instituted such a campaign and the results to date have been beyond expectations. This mer-

chant directs his advertising message mainly to the young folks and just prior to the closing of the schools for the vacation period pamphlets were distributed to the pupils in all of the local schools. This publicity was tied up with window displays in which small musical instruments and portable talking machines were made the basis of creating a picture of the Summer cottage and music. Several direct sales were traced to this window, people stopping to look and then coming in to inquire and finally going away with an instrument under their arm.

24-Hour Service! On Your Saxophone Orders!

And that's a promise! Our big Saxophone stock is equal to any emergency call, be it for one instrument or twenty. So you can place your order with the comfortable assurance that within 24 hours after it reaches us your instrument will be on its way to you. And not only that, but

GRETSCH-AMERICAN SAXOPHONES

(All Popular Models and Finishes)

Are Supremely Satisfactory!

Their perfect tuning, smooth mechanism and careful finish appeal to critical players. And our moderate wholesale prices appeal to merchants who appreciate a generous margin of profit on first-class merchandise. There's satisfaction for EVERYONE in Gretsch-American Saxophones!

Write us today (on your business stationery) and ask for our new Saxophone Price List (for dealers only.)

The FRED. GRETSCH MFG. CO.

Musical Instrument Makers Since 1883

60 BROADWAY,

BROOKLYN, N. Y.

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

Many more people looked at the window and then passed on, perhaps to come back later and make a purchase.

This little incident is merely related to show that the Summer can be made a time of prosperity and that there is no reason in the world why the talking machine dealer should go through a period of depression when there is business at hand. As has been stated before in this column, a small stock of musical merchandise requires very little capital and the space taken up by this department is usually space which can well be spared for this purpose and which is otherwise largely wasted.

Then, too, in view of the fact that the Summer months are the best for the sale of musical merchandise, the dealer is enabled to turn over his stock very quickly, thereby realizing an excellent profit on his investment. It is not too late for those dealers who do not handle musical merchandise to cash in on Summer trade. The best part of the vacation season is still before us and small musical instruments in sufficient quantity can quickly be secured.

HARMONICAS IN CHURCHES

Borrah Minevitch, harmonica virtuoso, who has been largely responsible for bringing the musical possibilities of Hohner harmonicas before the public, has recently played this instrument in the Baptist Temple of Philadelphia, with the result that the congregation has been added to the host of Hohner admirers throughout the country.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 138)

GOOD PROFITS

BANJOS

MANDOLINS

LUTES

GUITARS

V
E
G
A

TRUMPETS

TROMBONES

SAXOPHONES

CLARINETS

New Catalogs—Just Out

THE VEGA COMPANY

155 Columbus Ave.

Boston, Mass.

HOHNER DEALERS REAPING PROFITS

From Large Volume of Publicity Received During Recent Harmonica Contests

Retailers handling the Hohner line of harmonicas report that they have reaped considerable benefits from the exceptional amount of publicity that this popular line has received recently. The harmonica contests featured in the various cities have, of course, had a decidedly favorable effect. Another strong bit of publicity received was during the Silver Jubilee, held in New York City, when, during one of the parades down Fifth avenue, a Hohner float containing forty boys created considerable comment as it progressed down the line of march. A contest was held en route, in which all boys entered heartily. It has also been found out that the picture appearing in the Subway Sun, taken at the New York Zoological Garden, showing the bear playing the harmonica, shows a Hohner. The cumulative effect of all this publicity has materialized in general sales stimulation.

TO INTRODUCE NEW VEGA BANJO

BOSTON, MASS., July 6.—The Vega Co., of this city, is developing a new model banjo which

will be presented to the trade at an early date. Demands for the Vega line of banjos have continued so briskly that the entire factory force will be kept at work during the Summer.

FRED. GRETSCH ADDS TO LINES

Appointed United States Agent for A. Robert Wood-wind Instruments

The Fred. Gretsch Mfg. Co., Brooklyn, N. Y., importer of musical instruments, has been appointed exclusive U. S. agent for the A. Robert wood-wind instruments, which include clarinets, oboes, cors anglais and bassoons. This famous house, founded in 1868 and which has worked in close conjunction with the Conservatory of Music at Paris, is well known by professional musicians everywhere. The Fred. Gretsch Mfg. Co. through this recent appointment is now able to supply American artists in the trade with these well-known instruments.

S. BUEGELEISEN GOES ABROAD

Samuel Buegeleisen, head of the wholesale musical merchandise house of Buegeleisen & Jacobson, 5-7-9 Union square, New York City, sailed Tuesday on the S. S. "Berengaria" for Europe on a vacation and business trip.

ACTION ON RETURNED GOODS EVIL

Association Moves to Put Stop to the Promiscuous Return of Merchandise

Following the adoption by the National Musical Merchandise Association at the recent convention of a resolution to put an end to the abuse by many dealers of the privilege of returning merchandise to jobbers and manufacturers, William J. Haussler, president of the Association, has recently sent to the various members of the Association letters on the subject. Mr. Haussler calls attention to the resolution and asks the co-operation of the members in having the substance of the resolution printed on all requisition blanks and invoices.

The letter follows:

"You have probably received by this time a copy of the resolutions passed at our meeting at the Drake Hotel, in Chicago, on June 6. I desire to call your particular attention to that one having reference to the returning of merchandise. From several of the members who were present I have received inquiries as to whether the notice was to go out to the trade immediately.

"My purpose in writing you at this time is to say that it was my understanding that the stipulation in question was to be printed at once on all requisition blanks and invoices. In order that prompt and unanimous action may be taken in the matter your co-operation is necessary and I trust you will find it agreeable to act immediately.

"It was the consensus of opinion of those present at the meeting that the Association should endeavor to put a stop to the promiscuous returning of merchandise on the part of the retail dealers and it was decided that a notice be printed on all orders, acceptances, billheads, etc., to the effect that no goods are to be returned without written permission from the seller.

"May I ask you to advise me promptly of your purpose?"

BRUNO FEATURING MARTIN VIOLINS

Instruments Made to Measurements of Those Produced by Old Masters

In response to a decided demand on the part of dealers for high-class violins at popular prices C. Bruno & Son, Inc., importers and wholesalers of musical merchandise, New York City, are featuring E. Martin violins, which they describe as "The King of Instruments." In discussing this violin with The World a representative of the company stated that, although all were not so fortunate as to be owners of valuable "Strads" or "Amatis," the Martin violin was placed within everybody's means and that this company produced faithful reproductions of Stradivarius, Amati and Joseph Guarnerius. These instruments are made to the exact measurements of the "Old Masters."

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



40 professionals are playing Hohner Harmonicas to between 58,400,000 and 116,800,000 people annually.

Trade supplied through all leading jobbers.

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



Trust Al Jolson to know what the public wants! And that's just what he gives them this month in "Stella," his latest song success, Record A-3913.

This knockout is the feature number of the rejuvenated "Bombo." Teamed with it, on the reverse of this record, is "Bebe," the rollicking rhapsody of another Romeo, sung by Billy Jones.

COLUMBIA GRAPHOPHONE CO.
New York

Four-Minute Conference on Business Topics

No. 15—Your Close of the Sale—and How to Handle It

There is a psychological time to close every sale, whether it is large or small. To attempt to do this too soon is to arouse the suspicion of crowding, or of undue anxiety. Sales-resistance springs up and the good work done before is likely to be upset.

On the other hand, to delay the close of the sale too long is to run the risk of the reaction which customers so often experience, as to whether or not this after all is the best buy and the accepted time to make the final decision. How, then, are we to know when the moment has arrived?

One keen student of men declares that he seldom is in error if he observes the changes in the eye of the prospect—that in his experience the pupil of the eye dilates when the customer is free from prejudice and objections and is a little excited or stirred with interest and ready to go forward and close the matter up. On the other hand, this observer tells us that withdrawal, objections and failure to be convinced are usually shown by a contraction of the pupil of the eye. This calls for a mental record on the part of the salesman as to the appearance of the eye upon the approach of the prospect. And it may be the reason why the salesman is always reminded to look the man he is doing

business with in the eye, on the level. It may account in a measure also for our suspicion of the shifty-eyed person.

A frank statement that the salesman desires the customer to be thoroughly satisfied and to look around if he cares to make comparisons nearly always has the opposite effect. The prospect reasons that the salesman must feel pretty certain of his ground to be willing to make this offer. Then, many people actually have a little difficulty in coming to a decision. They have been brought up in the notion that someone else must cast the deciding vote—and they wait for the deciding factor, whatever that may be.

A telling argument, held in reserve for this very moment, a further reminder as to quality, service or some little inconsequential concession will often prove the weight which will bring the scales down on the sales side. Or all that may be necessary is a polite inquiry, as to which of two apparently favored selections finally will be chosen.

As the sale nears its close, it is the part of good judgment to narrow the selection down to as small terms as possible. It will often be noticeable that the prospect who is apparently sold will take a sudden turn and, as it were,

begin all over again, going back to the starting point.

Avoid the slightest sign of impatience in manner or tone and repeat the original sales facts already used, also bring out another and, if possible, stronger one and then lead the prospect swiftly back to the point of closing. This reverting to the point of beginning is a primitive but basic tendency of the human race. Story tellers and theatre producers understand it and have the final scene array side by side and account for all the characters. They plan the last scene to link in a satisfying manner into the opening one.

When the sale is closed, be careful to treat the customer as it is evident he wants to be treated. Do not drop him unceremoniously. The impression left is bad. Taper the conversation off tactfully and lead away from any doubtful topics.

Aim in the last and closing steps of the sale to reassure and to make the customer feel that there is no question about his having done the right thing in coming to the decision which he has reached. Do this whether the transaction involves a few cents or many dollars and the close of the sale will then do what it ought—namely, to pave the way for further and pleasant business relations. Quite as often as not this will be implied and not stated in words at all. Learn not only to close but to close each sale right.

OPENS NEW STORE IN WORCESTER

Geo. Girardin to Handle Well-known Lines of Pianos and Talking Machines

WORCESTER, MASS., July 3.—George Girardin, who for many years past has been a salesman for the Marcellus Roper Co., this city, has now established a business of his own at 654 Main street. Mr. Girardin has a large and commodious store, where he will handle a complete line of pianos and feature the Brunswick phonograph and records. He is to handle the Behning, Kohler & Campbell, Gulbransen, Poole and several other leading makes.

LANSBURGH & BRO.'S GOOD WORK

WASHINGTON, D. C., July 9.—Lansburgh & Bro., Brunswick dealers in this city, emphasized their aggressiveness recently when they used good sized newspaper space to make the following announcement: "When the Broadway Limited leaves Union Station to-morrow at 3:30, it will carry the diplomatic representatives of the Latin-American countries to the Los Angeles exposition. Their trip will be more pleasant for the placing at their disposal by Lansburgh and Brother, in their observation recreation car, a model No. 212 Brunswick phonograph and a library of Brunswick records, including selections by artists in the Brunswick New Hall of Fame." This is the kind of work that sells the store and the product.

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 dealers 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 Record

The Record of Quality

INDEPENDENT JOBBING COMPANY

122 East Centre Street, N.

Goldsboro, N. C.

A Better RECORD



A Better SERVICE



Dealers' Repairs

FINEST SHOP IN THE CITY
Facilities for the repair of every
make of sound box and motor

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

IDEAL REPAIR SERVICE

284 East Houston St. New York City

HEALTHY SITUATION IN CANTON, O.

W. L. Milner Co., of Toledo, Closes Local Store
—Business Spotty, But Substantial Increases
in Sales Volume Recorded—Other News

CANTON, O., July 6.—Business in this section for the past month has been a little spotty, which is customary this time of the year, but fundamentally the situation is healthy and there is quite an optimistic feeling regarding the outlook for the Fall.

The passing of another talking machine agency was occasioned with the closing this week of the local store of the W. L. Milner Co., which concern is widely known in Toledo, O., due to the inability to secure another downtown location when the building was leased to a chain corporation. The store maintained a large talking machine section, where sales the past year have been very substantial, according to C. R. Sayre, manager.

With the personal appearance in Youngstown the night of Friday, June 29, of Isham Jones and His Orchestra, Brunswick artists, sales of that orchestra's records, especially featured at the dance-concert, were almost doubled over the week-end, according to the Yahrling-Rayner Music Co. The orchestra appeared at Southern Park Friday night before one of the largest crowds in the history of the resort and the floor was so crowded that it was almost impossible to dance.

The Vanderlice Radio Sales Co. has sold out to the George C. Wille Co., Canton music dealer.

Crooks, at East Liverpool, O., Edison dealer, reports a substantial increase in record sales as a result of special advertising. According to store officials the Edison machine is increasing in popularity in upper Ohio valley towns and sales this year will show a gain over those of 1922. Inadvertently, the writer associated Crooks with the Victor line in this letter last month. Crooks handles the Edison.

While not up to the volume expected the talking machine business of the C. M. Alford Co., Cheney and Starr distributor, is very satisfactory at the present time.

HOW GRAPHOLUX INTERESTS PUBLIC

Increasing numbers of talking machine dealers are making use of the Grapholux, an electrical display frame for record posters, made by the Shelton Electric Co., New York City. This display outlines the poster in a tube containing a continuously flowing electrical red ray and is attention-compelling to a high degree. The fact that it is a cold light allows it to be operated at a cost of a small fraction of the usual electric display sign and the flowing red ray seldom fails to attract those passing to the window. Many dealers have already placed orders for Fall delivery, and it is, therefore, logical to assume that this new display fixture will be seen in all sections of the country during the coming Fall and Winter seasons.

A MOST ARTISTIC EDISON COVER

The cover on the latest Edison catalog of Recent Record Releases is most artistic. In addition to the title proper, there is a trademark bearing the slogan "Comparison with the Living Artist Reveals No Difference," and an excellent picture of Frieda Hempel, set into a very finely engraved and artistic border design.

NEW BRUNSWICK SUPPLEMENTS

Brunswick Records Featured in New Type of Supplement Which Has Many Advantages—
John F. Ditzell's Plan Well Received

The sales promotion department of the phonograph division of the Brunswick-Balke-Collender Co. introduced a new idea in the compilation of its record supplement with the July list. The new Brunswick supplement consists of a twelve-page folder, conveniently sized and listing in strong bold type the various classes of records featured in that particular month, accompanied by small illustrations of artists making the records. There is very little descriptive matter in the listings, the main idea being to feature the names of the records as strongly as possible in order to give Brunswick dealers an opportunity to thoroughly appreciate the timeliness and importance of the various recordings. One entire section of the new supplement gives a résumé of the records presented during the previous six months, making the supplement

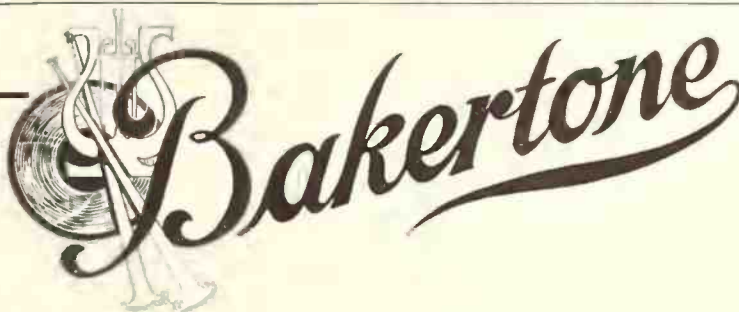
up-to-date. John F. Ditzell, manager of the sales promotion department, is responsible for this new supplement, and the reception it has received from Brunswick dealers reflects the wisdom of his decision to make a change in the usual form of record supplement.

TO TOUR ON THE KEITH CIRCUIT

The Fleming Sisters Trio, violin, piano and 'cello, which has made extensive tours during which it gave Edison tone-tests, has recently been booked for a forty-week engagement on the Keith Vaudeville Circuit. This organization has already given upwards of two thousand concerts and has played to notable personages, including Mrs. Wm. K. Vanderbilt.

OPENS GLENS FALLS BRANCH

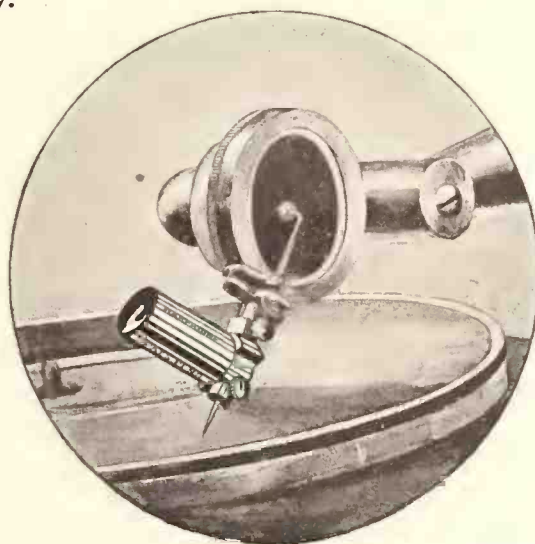
GLENS FALLS, N. Y., July 5.—H. W. Lindsley is now manager of the local branch of the George A. Cassidy Co., which was recently opened in the Marhagan block in this city.



OVER THE TOP

BAKERTONE has received the indorsement of phonograph owners all over the country. This is reflected in the huge increase in sales which has made it possible for us to cut our manufacturing costs. As a result of this we have reduced the retail price from \$5.00 to \$3.50.

This reduction in the retail price will enable every dealer to increase his sales volume still further, and to get the most out of his territory.



This illustration shows how BAKERTONE is used on ordinary needle-type phonographs.

Makes friends and profits

BAKERTONE makes friends for you and turns them into live record buyers. Owners who haven't used their phonographs for months because of the rasping, scratching surface noise become enthusiasts and buy new records.

BAKERTONE removes the objections and gives them real enjoyment from the music, clear, brilliant and full toned.

ORDER NOW!

Have you stocked BAKERTONE? If not, ORDER NOW! Take advantage of the new price. Prove to yourself that BAKERTONE is a profit maker and a business builder!

Write TODAY for descriptive circulars, full information and dealers' discounts.

BAKERTONE CORPORATION
408 Pearl Street Buffalo, N. Y.

ATLANTA

*Business Satisfactory Throughout
Southern Territory—Dealers
Add New Lines—News of Month*

ATLANTA, GA., July 9.—Business in this city and the Southern territory is, for the most part, quite satisfactory, according to reports of dealers and jobbers. Machines of all styles are selling as well as could be expected at this time of the year, and, as far as the record end of the business is concerned, the popular numbers are in greatest demand.

"Louisville Lou" was featured by several of the local moving picture house orchestras. It sprang into instant popularity. For several weeks Vocalion was the only record of this selection, and dealers reaped a harvest. The demand is still strong and all companies are featuring the number.

M. E. Lyle is back in town after a trip down the State to Augusta and over into South Carolina. He reports business far ahead of this time last year, with excellent prospects ahead.

D. S. Bloch, who has, for a number of years, managed the piano department of J. B. White & Co., Augusta, Ga., has taken over, in addition, the Victrola department. Former Manager Ray has joined the staff of The Elyea Talking Machine Co., Victor jobber of Atlanta.

John Mohl, assistant manager at the Columbia Co., has returned from his vacation.

The Camp-fone portable has made its initial appearance in this territory. It is one of the lines handled by M. E. Lyle, who finds a tremendous interest in a portable selling at \$25.

J. P. Riley, local Columbia dealer, and family spent a couple of weeks on a pleasant motor trip to Florida.

Walter & Smith, Tampa, Fla., Brunswick dealers, are planning to move during the Summer to larger and more convenient quarters.

June, the month of brides, seems also to have been the month for new music house accounts at Brunswick's. Among the dealers who signed up during June were: Cable Piano Co., Atlanta; Jesse French & Sons Piano Co., Mobile and Montgomery, Ala.; Williams-Guttenberger Co., Macon, Ga.; Laverty Music Co., Gadsden, Ala.; Moore Music Co., Thomasville, Ga.

A recent visitor to Brunswick headquarters here was John Turner, the well-known music dealer of Tampa, Fla.

Phonographs, Inc., Edison jobber for the Southeast, has recently added five new dealerships in central and southern Alabama territory, which has been unusually quiet for the past two years. The dealers in question seem to be highly enthusiastic and are producing a good volume of business traceable directly to aggressive sales tactics.

E. H. Philips, credit manager of Thomas A. Edison, Inc., phonograph division, Orange, N. J.,



"We Serve the South"

IN supplying the South with the fast-selling Okeh Records we are serving a field that offers almost unlimited opportunities to Okeh dealers.

If you are a live, enterprising dealer and would know, in detail, the 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 of records and, in addition, we have the essential facilities for handling your orders promptly and accurately.

Okeh Records

The Records of Quality

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street

ATLANTA, GA.

*Inquiries
from
Dealers
Solicited*

accompanied by J. C. La Rue, credit manager of the Edison Portland Cement Co., visited Phonographs, Inc., recently. Messrs. Philips and La Rue were attending the convention of the National Association of Credit Men and were in Atlanta several days.

The Edison Shop, Atlanta, Ga., is contemplating adding some new booths to its department in order to take care of the increased demand for records.

The most popular Brunswick models continue to be the York and Tudor. Portable sales are limited only by the stock available. Sales of these instruments have been beyond the most sanguine expectations of most members of the retail trade.

Bessie Smith, "blues" singer and exclusive Columbia artist, is on a ten-weeks' vaudeville tour throughout the Southern States. She appeared at the 81 Theatre in Atlanta during the week of June 25, and her appearance was without doubt the most successful one that ever occurred in this city. The 81 packed a full house throughout the entire week. She rendered the numbers that have been recorded by her for Columbia. All local dealers found an enormous demand for her records while she was in the city. The Ludden & Bates Piano Co. sold her records at the theatre and cashed in in every way possible, as did all other live local dealers. On Tuesday night, June 26, she broadcast from the Atlanta Journal's Radio Sta-

tion, WSB. On Friday night, June 29, a midnight performance was given by the 81 for white people, and the house was packed to full capacity. It was estimated by the officials of the theatre that one thousand people were unable to gain admittance on account of the large crowd. During the week of July 2 she appeared at the Douglas Theatre in Macon, Ga., where big sales of her records also followed.

From Macon Bessie goes to Birmingham and from there to Chattanooga and Knoxville, then to Nashville, Memphis and New Orleans. Her ten-weeks tour will carry her to all of the larger cities in the South. Columbia dealers throughout the entire territory are looking forward to large sales on her records during the next three or four months.

The local branch of the Columbia Graphophone Co. has added to its list of dealers the Williams-Guttenberger Co., of Macon, Ga., an old-established house with one of the most favorable locations in Macon.

Westervelt Terhune, branch sales manager, has just returned from a trip to New Orleans where he spent several days with Columbia salesman, J. E. Bivins and officials of the New Orleans sub-branch. Mr. Terhune reports conditions as being very good, the outlook for a large Fall business as being very bright. He also spent several days with H. H. Irwin, Columbia salesman, covering the northern part of Louisiana.



THERE are a few towns in our Zone covered by the Southeastern States where we have no representation and a few other towns where we need additional representation. Our proposition to those interested is an attractive one, and we are prepared to give the very best of service to Edison Dealers.

PHONOGRAPHS INC.

EDISON DISTRIBUTORS

41 Cone Street

Atlanta, Ga.

Florence Macbeth gives fresh proof this month of her ability to charm the most critical ear. In "Norwegian Echo Song," favorite of Jenny Lind, and in the delightful "Tarantella Napoletana," her clear, brilliant soprano voice leads you among wild, northern fiords and sun-kissed Italian slopes, painting the varied settings of these songs with supreme artistry. Record A-3895.

COLUMBIA GRAPHOPHONE CO.
New York



THE NEW BRUNSWICK RECORD PLANT

Immense Plant at Muskegon Now Nearing Completion Will Afford Much-needed Facilities for the Manufacture of Brunswick Records

MUSKEGON, MICH., July 12.—All is in readiness for the formal opening of the big new addition to the Brunswick plant, which is scheduled to take place late this month.

This new addition covers 100,000 square feet and was erected especially to take care of the



Photograph of Addition to Brunswick Record Plant Taken Some Time Ago

constantly increasing Brunswick record business. The new plant will have an additional capacity, which when developed will enable Brunswick to put out 200,000 records per day from this new unit alone. When this amount of records is added to the present Brunswick capacity, it can be readily seen that the total output will enable Brunswick to take care of the immense amount of business already booked for the Fall season as well as the large volume of new business which is being secured throughout the entire country by the opening of new accounts by the distribution branches.

The construction of this new plant is modern in every respect, and it is equipped with record presses and other machinery necessary for the manufacture of Brunswick records. A number of prominent Brunswick officers will be present for the opening, which will go down in the history of Muskegon as a gala event, since it offers employment to a large number of Muskegon citizens.

FIRST "BRILLIANTONE RECORDGRAM"

Trade Receives First of a Series of Messages From Brilliantone Steel Needle Co. on Miniature Record Attached to Blotter

The Brilliantone Steel Needle Co., New York City, has addressed a novel message to the trade on a 3¼-inch record, attached to a blotter, entitled "Brilliantone Recordgram No. 1," which would infer that other messages are to follow in the not far distant future. The card

bears a line suggesting that the reader "Play this record with a Brilliantone full-tone needle." The card states: "Let us talk things over—here is my story, let your answer be a signed order blank." Order blanks, of course, accompanied these blotters. The recorded message attractively sets forth the many qualities

of the Brilliantone steel needle and the absolutely uniform length. The various tones comprising the Brilliantone line are stated and mention is made of the new combination needle container and record cleaner. It is stated that the factory of the Bagshaw Co., Lowell, Mass., manufacturer of the Brilliantone needle, is very busy and warning is given that Fall orders be placed early.

H. W. Acton, secretary of the company, in speaking of conditions in the field, stated: "We are enjoying prosperity such as we have never enjoyed before. The volume of business transacted during the first six months of 1923 has equaled the entire yearly amount of some years past. Our foreign business is also exceptionally good. This is particularly remarkable when it is considered that we have never gone out after this business, but all we have received has come to us. An analysis that we recently made of market conditions is particularly encouraging. The market has been well cleaned up, which presages the rapid movement of merchandise."

KOERBER-BRENNER CO. EXPANDS

Victor Wholesaler in St. Louis Purchases Business of Putnam-Page Co., Peoria—E. C. Rauth Discusses Company's Sales Plans for Future

The Victor trade learned with interest recently that the Koerber-Brenner Co., of St. Louis, Victor distributor, had purchased the business of the Putnam-Page Co., Peoria, Ill., also a Victor jobber. This important transaction was closed on June 29 and the Koerber-Brenner Co. took over the Putnam-Page Co.'s stock and good-will, moving the entire stock to St. Louis.

With the consummation of this deal the Koerber-Brenner Co. will have an opportunity to extend its service over an important territory, including particularly the cities of Peoria, Bloomington and Champaign. E. C. Rauth, secretary of this company, states that for a number of years it has voluntarily restricted Koerber-Brenner service in order to give dealers whom it serves maximum service. This method of distribution has worked out very satisfactorily and the former Putnam-Page dealers in the territories that will be covered by the Koerber-Brenner Co. will be furnished with every practicable form of co-operation.

Mr. Rauth has for many years been one of the most active Victor wholesalers in the country, numbering among his personal friends the executives of the Victor wholesale organizations from Coast to Coast. His thorough knowledge of the Victor industry has been an important factor in his company's success and he has received letters and telegrams of congratulation from all over the country upon the consummation of the Putnam-Page purchase.

OHIO VICTOR DEALERS TO MEET

ZANESVILLE, O., July 6.—C. A. Williams, of the Williams Music Co. here, recently elected president of the Central Ohio Retail Victor Dealers' Association, announces that he plans a big meeting of Victor dealers in this district soon, when prominent educators and business men will speak on various phases of talking machine merchandising.



THE BANCO

A Bank for Talking Machine Records and Music Savings

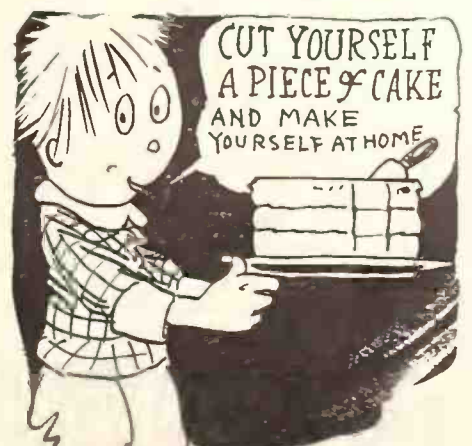
A new way to create cash sales—and carry your message into the home.

Dealers and Jobbers, write at once for full details — Get started for Xmas.

PHILADELPHIA BADGE CO.
MANUFACTURERS

942 Market Street

PHILADELPHIA, PA.



Three Novelty Fox Trots —

APPLE SAUCE
Some advice in Fox-Trot Time

"You can't go wrong with any 'Feist' song"
JENNIE
A Happy Fox-Trot Song

SNAKES. HIPS
A Jungle Jazz Fox-Trot

SUGGEST GROUP SALES OF RECORDS

Lambert Friedl and Other Members of Talking Machine Men, Inc., Give Some Business-building Suggestions at June Meeting

The June meeting of the Talking Machine Men, Inc., at the Café Boulevard, New York City, was featured by discussions of vital problems relating to the retail trade, entertainment and the appointment of the following membership committee: Nathan Goldfinger, chairman; Chester Abelowitz, Brunswick-Balke-Collender Co.; J. C. May, Chas. H. Ditson & Co.; C. A. True, Silas E. Pearsall Co.; C. L. Johnstone, Blackman Talking Machine Co.; Max Berlow; Cass Riddle, Emanuel Blout; James J. Davin, Musical Instrument Sales Co.; E. Fontan, New York Talking Machine Co.; S. B. Schoonmaker, Silas E. Pearsall Co.; David Roach, Collings & Co.; J. O. Miller, G. T. Williams Co.; Chas. Offerman, American Talking Machine Co.; E. G. Evans, C. Bruno & Son, Inc.; Lee Coupe, Long Island Talking Machine Co.; Maurice Landay, Greater City Phono. Co.; Herbert Young, Sonora Sales Co. of New Jersey; O. P. Graffen, Granby Phonograph Co.; Murray Gruehn, Aeolian Co.; E. B. Shiddell, General Phonograph Co. (New York distributing division), and Kenneth Mills, Columbia Graphophone Co.

In line with the new plan of the Association to have members discuss various trade problems at every other meeting several gave brief talks. The first speaker was Lambert Friedl, manager of the talking machine department of the New York John Wanamaker store. Mr. Friedl traced the development of merchandising from a period dating before the war, when, he declared, the talking machine business was conducted in a clean and progressive manner. He pointed to the changes which the war brought, the rapid growth of the stencil instruments and the "gyp" dealers who are undermining the business. He spoke of the swing of the pendulum from the extreme of good business to that of bad business practices and the fact that the industry is now slowly reaching the stage where quality will be the basis of sales.

Mr. Friedl also came out strongly in favor

of group sales of records, i. e., sales of whole operas in groups, special records sold in albums, etc. He compared methods in this country with those of making record sales in England, where the group sales plan is being used with considerable effect by the trade.

In a dissertation on radio and how it will affect the talking machine business he urged the trade not to shun radio, but to handle the problem carefully and not to be afraid to tie up with this new development when the time is right.

The next speaker was Walter S. Gray, who is a member of the trade on the Pacific Coast. He praised the local Association for its progressive spirit and stated that the work of the organization in the recent New York Music Week was worthy of emulation by other trade associations.

A. Bersin advocated the exchange of credit information between various dealers, so that "dead beats" could be kept track of. The Association is planning to gain the co-operation of the Credit Bureau of the Furniture Association of New York in the exchange of such information.

It was announced by President Kurtz that no definite date had as yet been set for the annual outing of the Talking Machine Men, Inc.

A pleasing feature of the meeting was the entertainment furnished by L. Wolf Gilbert, prominent composer, who sang some of his latest numbers, including "Nobody Else," which will soon be put out in record form; "Natchez and the Robert E. Lee," "Our Little Home" and "On a Midnight Night."

DEATH OF MISS NELSON'S MOTHER

Miss Mary Nelson, secretary to Geo. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., is receiving the sympathy of her friends in the Columbia organization upon the death of her mother, who passed away recently at her home in Bayside, L. I. Miss Nelson is now away for a fortnight's vacation and rest and is expected back at her desk next week.

NOW IT IS DR. MIDDLETON

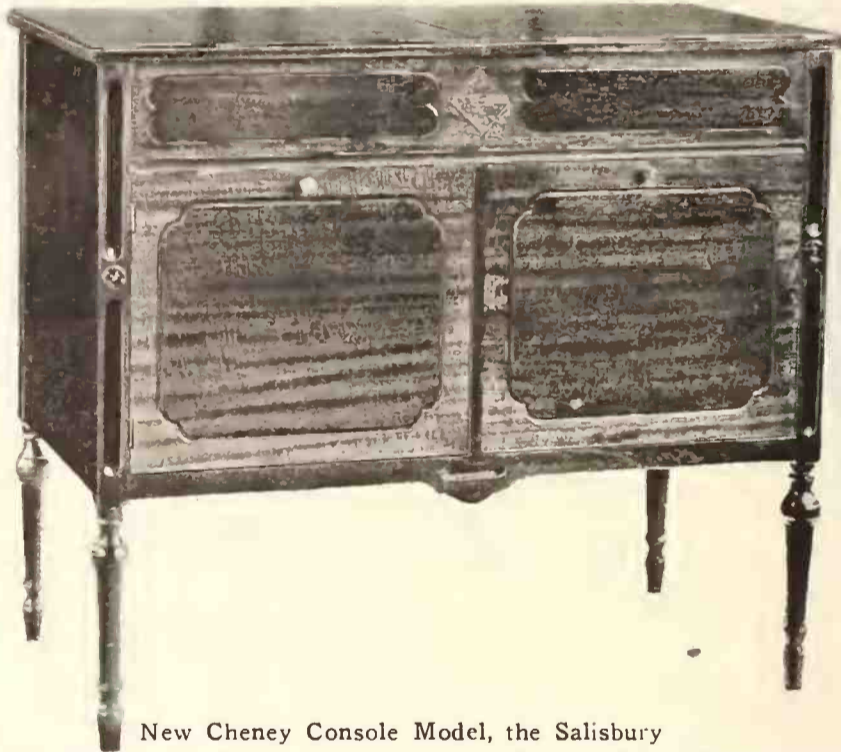
Arthur Middleton, famous Edison artist, is scheduled for a recital at East Stroudsburg, Pa., on October 15 and at New Castle, Pa., on October 17. He recently had conferred on him an honorary degree of Doctor of Music by his Alma Mater, Simpson College.

CHENEY ADDS NEW CONSOLE MODEL

New Instrument, Known as "The Salisbury," Is Destined to Win Much Popularity

As an addition to a line of models already very complete the Cheney Talking Machine Co. has recently announced another old English period console design, named the Salisbury, which is to retail east of the Rockies at \$200.

Although planned to meet the demand for a low-priced console, the Salisbury is every inch a Cheney. It is made of richly figured walnut or mahogany overlaid with sequoia burl, with



New Cheney Console Model, the Salisbury

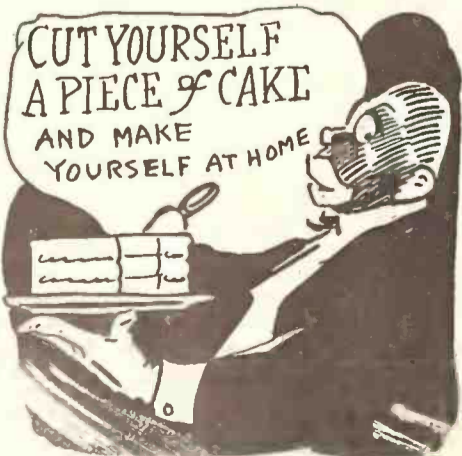
the metal parts heavily plated in a Roman gold finish. The top measures 21 3/16 inches by 38 7/8 inches; it stands 33 3/4 inches high. Like all Cheney phonographs, this new model is equipped with reproducers for playing all records.

The design of the Salisbury is a simplified interpretation of the work of the late eighteenth century, of which some very fine examples are to be found in the ancestral halls of Lord Jersey in England. Study of certain authentic pieces there by Sheraton and Shearer resulted in the development of this latest Cheney console, which is quite outstanding in its dignified simplicity and beauty of line.

Though developed very recently it has already reached quantity production in the Cheney factory and its popularity is attested by the fact that orders are well ahead of production capacity.

NEW EDISON IN MODEL HOME

The Waco (Texas) News-Tribune has erected and furnished a model home which all the residents of that city have been invited to inspect. Included in the furnishings is a William and Mary console model of the New Edison.



FORMAL OPENING OF STAPF STORE

Great Gathering of Philadelphians Give Popular Talking Machine Man a Fine Send-off in Recently Purchased Business

PHILADELPHIA, PA., July 10.—E. Lewis Stapf, who recently purchased a Victrola store from M. M. Johnson, at 2530 W. Lehigh avenue, this city, had his formal opening on Saturday night, July 7. The orchestra, which was furnished by Joseph De Cou from the instrument order department of the Victor factory, was placed in the window of the store and rendered the popular music of the day as well as many selections of the higher order.

Several floral baskets were received from the distributors, also one from the Victor factory. Mr. Delano, of the Red Seal School, and Mr. Thompson, of the advertising department of the Victor factory, assisted in the opening, as well as the distributor's representatives.

Mr. Stapf has made quite a number of changes in the store, having rearranged the entrance and enlarged several of the booths. The woodwork is finished in gray and white.

Mr. Stapf was formerly employed by the Victor Co., and has a large number of friends among his former associates.

COLUMBIA PORTABLE POPULAR

The general sales department of the Columbia Graphophone Co. has received reports from Columbia branches everywhere which emphasize the popularity of the new Columbia portable. This instrument, which lists at \$50, is meeting with the hearty approval of Columbia dealers



New Columbia Portable

and the general public, and sales are increasing steadily. The new Columbia portable, which has a one-spring motor and is equipped with the latest type No. 12 reproducer, is finished in black fabrikoid with nickel trimmings. There is a record drawer with a capacity of eight records, and the famous Columbia tone control gives this portable distinction and tone quality.

OTTO HEINEMAN RETURNS TO DESK

Otto Heineman, president of the General Phonograph Corp., New York, returned to his desk a few days ago from a vacation of several weeks at Asheville, N. C., where he and Mrs. Heineman spent much of their time on the golf course. Mr. Heineman has resumed his many activities with his usual vigor, and the reports that he received from the heads of the company's various departments indicate that without exception every branch of the General Phonograph Corp. is making plans for a banner Fall trade. Sales for the past month were excellent and Okeh distributors throughout the country report an ever-increasing demand for this popular record.

NEW FAIRMONT HOUSE MANAGER

FAIRMONT, W. VA., July 7.—The C. A. House Music Co., of Wheeling, has just announced the resignation of E. S. Curtis, who has managed its Fairmont branch for the past thirteen months. C. H. Donovan, who has been a member of the Wheeling store for many years, succeeds.

This is a Fast Seller!

EVERY AUTOIST WILL BUY ONE

The "CHUM" PORTABLE PHONOGRAPH

RETAILS AT \$25 40 and 10% to the Dealer

WRITE FOR SPECIAL QUANTITY PRICES

Plays any make of record Loud and Clear.
 Holds 12 records inside the lid.
 Light! A child can carry it. Weight 13 pounds.
 Single Columbia Motor plays 2 records one winding.
 Black Dupont covering resembles finest leather.
 Materials guaranteed. 90 day free replacements.



SINGLE SAMPLE BY PREPAID PARCEL-POST on Receipt of \$15 Remittance

COLUMBIA RECORDS—1922 Catalog—(in bulk) 14½c each Yes! We have GRAFONOLAS—Very Cheap Too!

Louis Jay Gerson

Telephone
 WORTH 0146

63 Reade Street
 NEW YORK CITY

LITTLE TALKING MACHINE STORE FAIRY TALES

By Frank H. Williams

Once upon a time there was a talking machine store that always hit it right in stocking up on records.

Once upon a time there was a talking machine store that never had any grief in running the business.

Once upon a time there was a talking machine store customer who came in and bought a record without asking for a demonstration.

Once upon a time there was a talking machine store proprietor who never kicked about the condition of business.

Once upon a time there was a talking machine store salesman who had never once thought that some of his patrons were nuts.

Once upon a time there was a talking machine store that made a big success of selling records which it demonstrated on a bum machine.

Once upon a time there was a talking machine store salesman who didn't drop dead when a customer highly praised the new style needles the salesman had recommended.

Once upon a time there was a talking machine store which made a big success without advertising.

Once upon a time there was a talking machine store which was dingy and dirty, and

which was very poorly lighted and which was a tremendous success.

Once upon a time there was a talking machine store proprietor who never thought he might have made a bigger success in some other line of business.

Once upon a time there was a talking machine store that always gave rough-neck treatment to its customers and which was a big success.

Once upon a time there was a talking machine store that was active and alert and enthusiastic and which failed to make good.

REYNALDS MUSIC HOUSE CHARTERED

MOBILE, ALA., July 9.—The Reynolds Music House Co., of this city, has been chartered in this State, with an authorized capital of \$75,000. The concern will retail talking machines, supplies, etc. Incorporators are: William H. Reynolds; Minnie L. Reynolds and William G. Austin.

Jedlicka Bros., live music dealers of Bay Shore, N. Y., have added the Brunswick agency to their Victor and Sonora lines by the purchase recently of the Song & Story Shop of Frank Coombs, of this city.

Fulton "AUTOMATIC" Portable Model No. 25



Size 13x13x7½"
 Wonderful—Loud—Clear—Tone

Sample to Dealers

\$12.50

Discount in Quantities



Mahogany finish or Leath-eroid covering. Weight 13 lbs.

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play.

We still have a limited quantity of our Model 35 at the same price, \$12.50 Phonograph and Accessories, Repair Parts for All Makes.

Puritone and Truetone Needles at 25c per M in lots of 10 M and up.

FULTON TALKING MACHINE CO.

253 THIRD AVENUE

NEW YORK CITY

CONGRATULATIONS FROM EDISON CO.

Thirty-seventh Business Anniversary of R. T. Dennis & Co., Waco, Tex., Featured in Twenty-page Section in Local Paper—Handles Edison Phonographs and Records

WACO, TEX., July 7.—R. T. Dennis & Co., Inc., were featured in the July 1 Sunday edition of the News-Tribune, of this city, with a special twenty-page Dennis Anniversary Section. The occasion was the advent of the thirty-seventh year in which this prominent concern has been engaged in business. All of the news matter appearing in this large section was devoted to the personnel of the Dennis organization and to the products marketed by it. The advertisements covered practically every product of national standing which is marketed by Dennis & Co. Among these was a full-page advertisement devoted to the Edison phonograph. The copy consisted of a letter from A. H. Curry, vice-president of Thomas A. Edison, Inc., in which he congratulated R. T. Dennis, the president of R. T. Dennis & Co., Inc., on the magnificent success attained by his concern.

BRISK TRADE IN OMAHA TERRITORY

Sales Volume of Dealers Largely Regulated by Their Activities and the Aggressiveness of Their Sales Promotion Plans

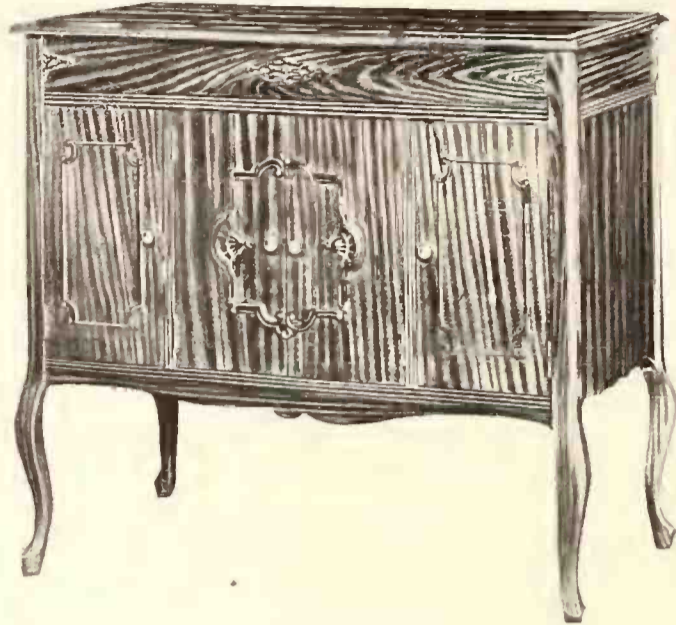
OMAHA, NEB., July 7.—Sales of talking machines and records in this territory have been as good as could be expected at this time, although in many cases dealers who have resorted to aggressive methods of making sales have succeeded in boosting business materially. It is noticeable here, as it no doubt is in other centers, that the sales volume of the dealers is regulated to a large extent by the effectiveness of their sales promotion work. Those merchants who have instituted special Summer drives on the lines they handle have no cause for complaint as regards dull Summer business, but, on the other hand, there is a certain class of dealers who are inclined to slow down during this season and, naturally, they have suffered a loss in business. However, reports of jobbers and retailers in this section of the State indicate that conditions in the trade are quite satisfactory and the late Summer and early Fall should see a brisk business, if the predictions of those who should know come to pass.

One of the leading local distributing houses here is Shultz Bros., Inc., Edison jobber, with headquarters at Sixteenth and Howard streets. The Edison, by the way, is firmly entrenched here in popularity and the good business enjoyed by Edison dealers is reflected in the substantial orders being received by Shultz Bros.

The Brunswick Shop, Inc., San Antonio, Tex., is moving to new quarters at 118 Losoya street.

AN EXCEPTIONAL OFFER

“Specializing on this type of console we can sell it at a very low price. Write for quotations”



Specifications:

39 inches wide
23 inches deep
35½ inches high
Gold plated
Three-spring motor
Plush-velvet turntable
Piano hand-polished finish

LINERPHONE TALKING MACHINE CO.

316 Union Park Court

CHICAGO, ILL.

F. CLIFFORD ESTEY'S NEW POST

Prominent Radio Man Will Be President of New Company Which Will Figure Prominently in Radio Field

F. Clifford Estey, who has been connected in an executive capacity with the Clapp-Eastham Co. for some time past, has announced the severance of his connections with that firm to become president of a new company which will supply the trade with a complete assortment of moulded parts and a full line of licensed regenerative receiving sets.

Mr. Estey, as president of the New England Executive Radio Council, is well known in the field, being one of the first amateurs in the country, having built and operated Station IAFV at Salem, Mass., which was one of the first successful stations in trans-Atlantic work. During the past three years he has traveled practically every State in the Union, and has

been instrumental in organizing a great many radio clubs. His sixteen years' experience as a radio amateur, coupled with his professional experience as sales manager for Amrad and the Clapp-Eastham Co., place him in an enviable position to bring out equipment of a type that will merit national attention. Mr. Estey is a member of the Radio Club of America, the Institute of Radio Engineers and a director of the Radio Trade Association.

H. L. GRIGGS RETURNS TO HIS DESK

H. L. Griggs, sales manager of the Bristol Co., Waterbury, Conn., manufacturer of the Bristol Audiophone loud speaker, returned to his headquarters in New York last week after several weeks' vacation. This vacation was a honeymoon as well, as Mr. Griggs was married just before he left. Mr. and Mrs. Griggs spent their honeymoon in Virginia. Mr. Griggs, by the way, is one of the live wires of the trade.

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

A few dealerships open. Write or wire



Edison Distributors for Nebraska and Western Iowa

BRUNSWICK FACTORY OUTING

Phonograph Executives Attend Outing at Glen Cove—Plenty of Amusement on Day's Program Which Included Athletic Events

The members of the executive and sales staffs of the phonograph division of the Brunswick-Balke-Collender Co., New York, attended the annual outing of the members of the Eastern factory which was held at Glen Cove on July 7. There were also present at the outing the executive heads of the various other divisions of the Brunswick business in New York, including Messrs. Miller, Dwyer and Teel. Harry A. Beach, Eastern sales manager of the Brunswick phonograph division; Percy A. Ware, manager of the sales promotion department, and Edward H. Strauss, participated in all of the day's festivities.

There were a large number of athletic events and a baseball game with a tremendous score added to the general fun. Among the members of the Brunswick phonograph sales staff of the New York branch who attended the outing were Chester I. Abelowitz, Don Leopold, H. L. Overt, E. L. Brown, Frank Elliott, C. R. Salmon and W. C. Zabriskie.

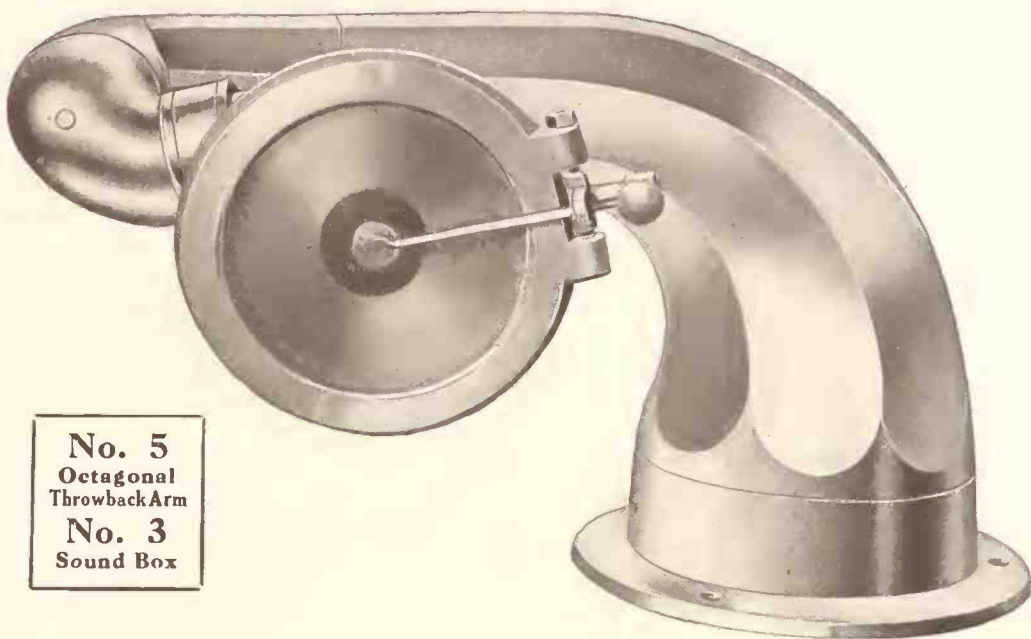
L. J. GERSON ENTERS JOBBING FIELD

Well-known Talking Machine Executive Distributor for Popular Products—Will Give Members of the Trade Practical Service

Louis Jay Gerson, one of the best-known members of the talking machine industry, has opened a jobbing business at 63 Reade street, New York, and has been appointed a distributor for the Chum portable phonograph, manufactured by the Phonograph Jobbers Corp.; the Music Master amplifier, manufactured by the General Radio Corp. at Philadelphia, and other products. Mr. Gerson is one of the veterans of the talking machine trade, having been identified with the industry for twenty-five years. For many years he was buyer for the John Wanamaker talking machine department, and he is recognized throughout the country as possessing an exceptional knowledge of talking machine merchandising. He enters upon his new work with the good wishes of all his many friends in the trade.

The Goldman Band is attracting enormous audiences during its concert season on the Mall in Central Park. A picture of the band at a recent concert, with an audience of 50,000, is now being sent to subscribers.

The **PHONOGRAPH'S "RIGHT ARM"**
is the **PHILLIPS TONE ARM**



No. 5
Octagonal
Throwback Arm
No. 3
Sound Box

No. 5 OCTAGONAL THROWBACK ARM

Length 8½" and 9" Centre to Centre. Full, Deep Tone

Sample to Manufacturers \$5.00 Post Paid

Tone Arms for Portable, Medium and High Grade Machines

Special prices to large users

WM PHILLIPS PHONO PARTS CORP.

145 West 45th Street

CABLE ADDRESS:
PHONOPARTS

New York City

BRUNSWICK SHOP, INC., CHARTERED

Sheboygan, Mich., Firm Planning Considerable Expansion—New Quarters Secured

SHEBOYGAN, MICH., July 11.—Corporation papers for the Brunswick Shop, Inc., have just been filed by Herman G. Bandler, Paul F. Schmidt and G. W. Buchen, and the business, established for some time, will be expanded considerably. The new company will have a capitalization of \$15,000, and is authorized to buy, sell, and manufacture musical instruments and supplies. The store, which is now located

at 807 N. Eighth street, will take over the entire space of the Rummele-Kriel jewelry store building in a short time, and alterations will include six sound-proof record demonstration booths in the rear. In addition to the Brunswick line of records and talking machines, which has been carried in the past, the Edison line will be added.

New York City was decided upon as the 1924 convention headquarters of the Retail Credit Men's National Association at the recent convention of this organization held in Milwaukee, Wis.

**INCREASE YOUR PROFITS BY
SELLING REKORDO REKORDING REKORDS**



*Thousands of Phonograph Dealers,
Department Stores and Music Stores
Are Doing It. So Can You.*

Endorsed by America's Leading Stage Celebrities

Rekordo Rekording Rekords have many imitations but no substitutes—that is why our factories are working to capacity. Convince yourself by a sample order. Genuine Rekordo Rekords have yellow and black labels. The discounts to dealers are very liberal, and sales to the public are being stimulated by us through national advertising and local contests in your local newspapers.

A few territories still open for live distributors.

DANON RECORD CO., Inc. 43 W. 27th Street
NEW YORK CITY

JULIUS H. ROOS, President

Rekordo Rekords are double disc and retail at 35c each or 3 for \$1.00. Liberal Dealer Discounts.

HUDSON MUSIC STORE IN FIELD

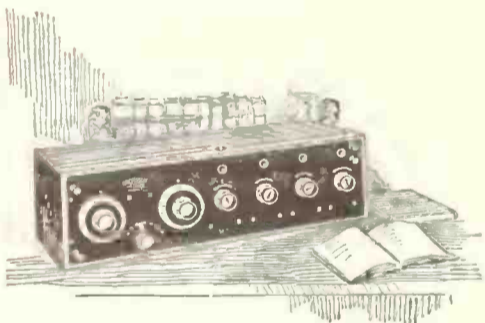
HASTINGS, N. Y., July 11.—Joseph Bareuther, well known to the music trade in the metropolitan district, and formerly in charge of Landay Bros. and the Broadway Music Shoppe, Yonkers, N. Y., has just opened a music store, to be called the Hudson Music Store, at 493 Warburton avenue, this city. Associated with him in the operation of the business is Miss Anna O'Hara. The Victor line, musical instruments, etc., are handled.

MANAGES BRUNSWICK IDEA SHOP

Mrs. F. L. Haenle, formerly a member of the staff of the Talking Machine Shop, Philadelphia, Victor dealer, has been appointed manager of the Brunswick Idea Shop of the New York branch of the Brunswick-Balke-Collender Co. Mrs. Haenle has had considerable experience in the development of sales plans, and is, therefore, in a position to give Brunswick dealers in the Eastern territory practical service and co-operation.

An Added Income—

That's what we are all looking for these days. And that's what Crosley Radio Products offer you. You have your store and your trained sales force. Add the Crosley line and without any greater overhead expenses, you will materially increase your profits.



Crosley Radio Products are favorably known in all parts of the United States. Extensive advertising and good performance over a period of years have brought about this result.

You will find the Crosley line easy to sell. It will bring many new customers to your store who will become satisfied clients.

Let us show you the complete Crosley line of Radio Receivers and Parts.

Write
for
Free
Catalog

CROSLEY
Better-Cost Less
Radio Products

CROSLEY MFG. CO.
726 Alfred Street Cincinnati, O.

J. N. HALLINAN WITH SONORA JOBBER

Former Unico Branch Manager Joins Long Island Phonograph Co.'s Force—Lee J. Coupe Now Assistant Dealer Service Manager

J. Neil Hallinan, well known in the metropolitan trade, has been appointed a member of the sales staff of the Long Island Phonograph Co., Brooklyn, N. Y., Sonora jobber. Mr. Hallinan was formerly identified with the Unit Construction Co. as New York branch manager, and more recently was associated with the Musical Instrument Sales Co., Victor wholesaler. He numbers among his friends dealers throughout the metropolitan district, and is ideally qualified for his new post.

R. H. Keith, president of the Long Island Phonograph Co., also announced recently that Lee J. Coupe, who has been a member of the company's staff for some time past, has been made assistant dealer service manager. Mr. Coupe is brother of Frank J. Coupe, vice-president and director of sales of the Sonora Phonograph Co., and he is one of the most popular members of the Brooklyn Sonora jobber's force.

MOVE AGAINST PULLMAN SURCHARGE

Commercial Travelers and Business Interests Heard by Interstate Commerce Commission

CHICAGO, ILL., July 7.—Railways of the country were on the defensive before the Interstate Commerce Commission in a drive of powerful forces to wipe out the 50 per cent surcharge on Pullman fares, which, according to one witness, yielded nearly \$33,000,000 in 1922. While technically the Pullman Co. is the respondent, the surcharge revenue goes to the railroads and it is therefore their interests that are under fire.

The attack on the extra tariff is being led by the International Council of Commercial Travelers' Associations, with the United Commercial Travelers assuming a position in the front lines. Many business organizations, while not formally intervening, are said to be supporting the move to abolish the surcharge because it so materially adds to expenses of their traveling representatives.

The Pullman surcharge, which was authorized by the Interstate Commerce Commission on August 26, 1920, is, according to counsel for the carriers, merely a perpetuation under another name of the "additional passage charge" instituted June 10, 1918, as a war time measure while the roads were under Federal control. The United Commercial Travelers sought to have it abolished in 1922, but the Commission permitted it to remain in force.

Those who would do away with the surcharge contend that the emergency that brought it into effect has long passed, and, as a petition of the Travelers' National Press Bureau put it, it now stands as "a device to whip the devil around the stump, to enable the railroads to receive additional compensation beyond the rates fixed by the Interstate Commerce Commission as being just for the service rendered the public."

At Last! A Perfect Repeating Device *Cesco Repeater*

Price
\$1.00



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

SEND FOR SAMPLE

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

THE RAPID REPEATER COMPANY

260 Van Alst Ave., Long Island City

PREPARE "LEVIATHAN" WINDOW

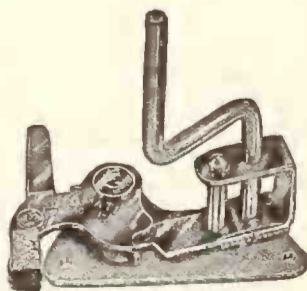
C. Bruno & Son, Inc., Victor wholesalers, New York City, are providing Victor dealers with excellent window material for featuring the "Leviathan" Orchestra, the first Victor recordings of which were released this month. This enterprising Victor wholesaler has secured some twenty-five or thirty imitation oil paintings of the "Leviathan," together with a large number of posters of the ship. Photographs of the "Leviathan" Orchestra have also been obtained, in connection with which C. Bruno & Son, Inc., have prepared special window cards with spaces for these photographs to be set in.

ARTISTS' CONCERT BOOSTS SALES

AKRON, O., July 10.—The George S. Dales Co., live Brunswick dealer of this city, is enjoying a decided stimulation in the demand for Isham Jones' records as a result of the appearance of that Brunswick artist and his orchestra in a concert-dance here recently. Mr. Dales was responsible for bringing these famous artists to this city, and the increased demand for their records made the venture worth while.

W. J. Massey, president of the Massey Piano Co., of Des Moines, Ia., has just announced the purchase of the Haddorff Music House, giving the former concern the stock of Victrolas of the Haddorff firm.

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

NATIONAL MERCHANDISE FAIR SOON

Talking Machine and Musical Instrument Jobbers and Manufacturers Expected to Have Exhibits of Their Lines at This Fair

Preparations are being rushed for the National Merchandise Fair, which will be held under the auspices of the National Retail Dry Goods Association in New York, July 23 to August 3. Manufacturers and wholesalers will display their lines in the three buildings which have been secured to house the exhibits, namely, the Grand Central Palace, the 165th Regiment Armory and the Lexington Theatre. Attendance is limited only to buyers, who will come from all parts of the country to view the exhibits and place their orders. The Fair this year is expected to be much larger than last year and among the exhibitors are expected to be a number of talking machine and musical instrument jobbers and manufacturers.

EDISON RECORD DISPLAY FIXTURES

The advertising department of Thomas A. Edison, Inc., has recently issued what is known as the Edison Streamer Display Fixtures, which are designed to promote the sale of records. One display is for use in the window and the other for the interior of the store of Edison dealers. These displays are in the form of a large book opened wide and the caption across the top reads "Edison Recent Record Releases." Underneath the caption, running down on either page, the dealer pastes on the streamers showing the recent releases of Edison records and Edison Broadway Flashes. The book design carries out the effect on a large scale of a catalog. There is room for eight of the Flash streamers or sixteen of the standard Black and White streamers.

HENRY SAAL PLANS NEW FACTORY

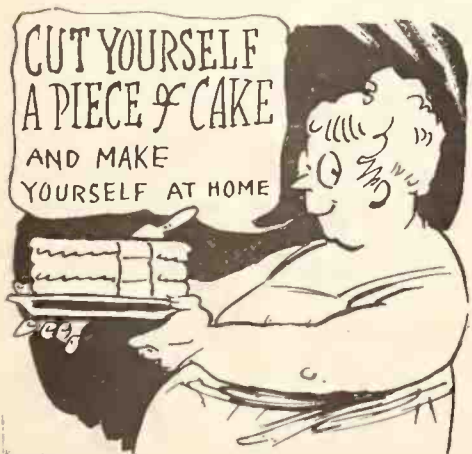
CHICAGO, ILL., July 9.—Henry G. Saal, head of the Saal Mfg. Co., manufacturer of talking machines and other products, with five Chicago factories, has bought 254,000 square feet in Ravenswood for approximately \$200,000 and will erect a \$600,000 three-story plant for his business. He bought the site, which is bounded by Argyle, Ainslie, Lincoln street and the Northwestern railroad.

ELKS OFFICE FOR G. L. HIRTZEL

ELIZABETH, N. J., July 10.—George L. Hirtzel, Victor dealer of this city, has been honored by the New Jersey State Elks' Association by being made president of that organization in this State at the annual convention in Asbury Park. Mr. Hirtzel is one of the most popular members of the talking machine fraternity here.

MEMBERS OF BRUNO STAFF ILL

Miss H. Marjorie Brown, sales promotion manager of C. Bruno & Son, Inc., is in Lexington Hospital convalescing from an operation. Another member of the Bruno organization who is confined to his home by illness is William Wielage, of the Victor record order department, who recently suffered a rupture of one of the arteries of the heart.

**DITSON TO MOVE VICTOR SECTION**

Wholesale Victor Department Will Move to More Advantageous Location in Store

The wholesale Victor department of Chas. H. Ditson & Co., now located on the eighth floor of the Ditson Building, on Thirty-fourth street, just east of Fifth avenue, will shortly be moved to the third floor of the building, according to an announcement from the company's headquarters. The move will make the wholesale branch of the business more easily accessible, and greater service facilities will be provided for the trade. Rearrangement of other departments has made the move possible.

B. E. BENSINGER SAILS

Among the passengers on the U. S. S. "Leviathan," which recently sailed from New York on her initial trip for Europe, were Mr. and Mrs. B. E. Bensinger. Mr. Bensinger, president of the Brunswick-Balke-Collender Co., also was a guest on the trial trip.

MR. & MRS. TROUT'S SILVER WEDDING

Mr. and Mrs. S. Edwin Trout, of Pottstown, Pa., celebrated their silver wedding anniversary on July 2 at their bungalow at Ringing Rock Park. Guests were there from Pottstown, Chicago, Harrisburg, New York, Philadelphia, Reading, Royersford, Spring City and other nearby towns.

Mr. Trout, for the past twenty-two years, has been in the music business in Pottstown, and conducts, in conjunction with his piano department, an up-to-date Victrola department. He is one of the town's leading merchants; is president of the Kiwanis Club, a member of the Brookside Country Club, a trustee of the local Order of Elks and several other prominent organizations of the town.

A splendid entertainment was provided by talent from Philadelphia, and a delightful luncheon was served. Mr. Trout received quite a number of telegrams of congratulation from business houses with which he has had dealings in the course of his business career. Many beautiful presents were received.

A Message to the Industry

AFTER many years of study the originators of Oh! Pep! tone arms were rewarded by being able to offer the trade for the first time a full-drawn seamless solderless one-piece brass tone arm. Heretofore (ask any brass man) a taper and bend in one piece was considered impossible. (The same thickness prevails throughout the entire length of Oh! Pep!) Naturally, many were curious to know how Oh! Pep! accomplished this "Impossible Achievement." This curiosity led to more or less hindrance in our production of Oh! Pep! tone arms and therefore threw us off of our production schedule.

We are now fully organized; our tool and die men are with us 100% and we are now practically in position to guarantee delivery of Oh! Pep! tone arms within 30 days.

The same situation applies to In-Viz hinges, another achievement of our mechanical engineers.

The trade may now rest assured of prices, terms and delivery on Oh! Pep! tone arms and In-Viz hinges.

Oh! Pep! Phono Parts Company

6912 Cottage Grove Avenue

CHICAGO, ILL.

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.

NEW STORE IN SANTA ANA, CAL.

SANTA ANA, CAL., July 3.—The new B. J. Chandler Music Store, one of the most modern establishments in this city devoted to the sale of musical instruments, was formally opened here last week. The warerooms are at 426-428 West Fourth street, a very advantageous location for a store of this character.

R. R. RIDGEWAY OPENS BRANCH

ROBINSON, ILL., July 7.—R. R. Ridgeway, who operates a music and undertaking business in Oblong, Ill., in partnership with Ray E. Winters, has opened a branch store here. Mr. Ridgeway will be personally in charge of the business here, which will be devoted entirely to the sale of musical instruments of all kinds.

DAVISTONE CO. CHARTERED

CHICAGO, ILL., July 10.—The Davistone Co., 848 Noble street, this city, has been granted a charter of incorporation under the laws of this State, with a capital of \$10,000, to manufacture and deal in talking machine appliances, novelties and radio.

Recordion Phonographs
TRADE MARK

Reg. U. S. Pat. Off.

5 Upright
3 Console
1923 Models
of Standard
Value Always
Offering the
greatest opportunity to dealers

Also Radio Cabinets



WANTED—Jobbers and dealers to handle this long-established line. Reputation, quality and service responsible for past success, locally. Sales plans now include entire country. Write to-day for full details and secure exclusive territory rights now being awarded.

COLUMBIA MANTEL CO.
175-177 Powers St. Brooklyn, N. Y.

Real Merit Wins—The "Recordion" has it

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

REGARDING THE SIZE OF HORN

Baltimore, Md., June 11, 1923.

Editor, Talking Machine World:

Dear Sir:—Does the size of horn have anything to do with depth and volume of tone? If so, what size horn would you suggest, as I would like to make a horn that will give a deeper and louder tone than the usual horns give forth.

R. EISENBERG.

Answer:—There is no question, of course, but that the size of the horn affects the depth and the volume of tone.

It would be a difficult matter to tell you just exactly what size or shape to make your horn, inasmuch as this would be a matter of your personal selection to suit your requirements for cabinet space, etc. Taking a Brunswick oval wood horn as an example and making a horn about a foot longer, at the same time making its walls thicker, will give you a deeper tone. Of course the material used will also make a difference, some of the best proved woods are mahogany, oak and spruce.

You will find that if the throat of the horn is made of cast iron, the sound will carry further and the volume will be increased.

If you examine the different horns of the standard makes of talking machines you will find that the Victor Victrola uses a horn of about 2-3 cast iron and 1-3 wood, the Columbia about the same proportion, and in some smaller models all metal; the Brunswick, all wood; the Edison Disc., all metal; the Cheney, all wood. There are also several makes using a composition horn which produces very good tonal qualities, especially on violin and symphonic music. In testing the qualities of a horn or amplifier you must be absolutely sure that the tone arm and sound box are of the same proportionate size and of the same degree of value as to quality, etc.

Adjusting an Edison Motor

Lebanon, Pa., June 17, 1923.

Talking Machine World, New York:—I have an Edison disc machine, and I have trouble with the governor, which will suddenly start to hum and rattle. I have adjusted it time and again, I loosen the set screws and adjust it till it runs smooth and quiet, then I tighten the screws, but it don't last, and I must do this about twice a week to keep it running right. Can you help me out?

EARL G. YORDY.

Answer:—I would look for the trouble you write about in three different places in the motor: first, the little pads, in the ivory settings, which bear against the governor friction disc; second, the teeth of the governor drive gear and the spiral cut on the governor shaft; and third, the main drive gear.

There is a slight possibility that the main spring needs to be graphited, while a dry main spring, jumping, would cause the governor to jerk.

It is my opinion that the trouble might be found in either of the first two causes I have mentioned, it being understood that the governor springs are good and tight and that the governor spindle is allowed a trifle of end play.

McLOUGHLIN BRANCH IN FULTON

FULTON, KY., July 3.—A branch store of the McLoughlin Piano Co., of Paducah, has just been opened in the Meadows block on Church street and will be in charge of R. E. Ham, of St. Louis. The storeroom has been remodeled to meet the needs of the music concern and is attractively equipped throughout with modern fixtures.

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

WANT SPECIAL MUSIC WEEK STAMP

Although the date for the holding of the National Music Week celebration in 1924 is somewhat distant a movement has been started in Dallas, Tex., under the auspices of Mamie Folsom Wynne, music editor of the Dallas Dispatch, to have the postmaster-general sanction the use of a special postage stamp throughout the country in honor of the celebration, as has been the practice in connection with various national and international expositions in years past.

It is suggested that the special stamp bear the portrait of Edward MacDowell, the noted American composer, or perhaps a portrait of Francis Scott Key, composer of "The Star-spangled Banner." Texas music merchants are strongly in favor of the suggestion, among them being Robert N. Watkin, president of the National Association of Music Merchants.

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.

Write for catalog on

**New Portable
AND
New Console**

Cash in on the Regina; now is the time. Also Regina Music Boxes with or without 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

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

POSITION WANTED by phonograph foreman with 20 years' experience and thorough knowledge of finishing and every branch of phonograph manufacturing. Can furnish first-class references. Will go anywhere. Address "Box 1300," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

MANUFACTURERS' AGENT — Salesman wants non-conflicting phonographic lines that can be sold to the music, furniture, drug and jeweler trade for Detroit, Michigan, and vicinity. Address "Box 1303," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED — A number of live-wire, thoroughly experienced talking machine salesmen. Will pay \$60 a week and commission, which will approximate \$100 a week earnings to the right applicant. Call to see Saul Birns, 111 Second Ave., New York, N. Y., any morning between 10 and 12 o'clock.

SALESMAN WANTED—We have certain territories open for live man wishing a good side line. A distinctive article for the dealer in a polish and cleaner for cabinets. Packed in a tube in cream form. A sure winner. The Glo-Rite Co., Inc., Box 237, Camden, N. J.

POSITION WANTED—Manager with thorough knowledge of Edison and Columbia lines, gained through five years' experience, would like position in West or Northwest. Only A-1 proposition acceptable. Address "Box 1305," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Technical talking machine laboratory man, 20 years' experience from recording to finished stamper. Can supervise all branches or any branch that is open. Will interview interested party. Address "Box 1304," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED—Live wire outside salesman. Excellent opportunity to connect with growing concern. Only those with experience and capable of producing results wanted. State age, experience, etc. Address "Box 1307," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED — Saleslady. One to take full charge of record department. Excellent opportunity for right party. State experience, etc. Address "Box 1308," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SALESMEN WANTED—A real opportunity for salesmen who can sell pianos and phonographs from a truck. We will pay either on a commission basis with drawing account, or straight salary, or salary and commission. Ours is a strictly one-priced house. Hustling salesmen who can furnish satisfactory reference as to character and ability and who wishes to locate in a growing, prosperous Western country write Glen Bros.-Roberts Piano Co., Ogden, Utah.

SALESMEN WANTED—Well known wood-working concern has commission proposition for salesmen traveling established territory. Calling on talking machine and piano trade. Kindly state territory, length of time traveled, lines handled and give references. Address "Box 1298," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED by expert phonograph repair mechanic. Long experience and capable of taking charge of repair department. References available from well known concerns. Address "Box 1299," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SPRINGS

VICTOR

1 1/4"x.022x17', bent each end.....	No. 6543	\$.57
1 1/4"x.022x18' 6" marine ends.....	No. 3014	.58
1 1/4"x.022x17' marine ends.....	No. 3014	.55
1 1/4"x.022x17' bent arbor.....	No. 5362	.57
1 1/4"x.022x13' bent arbor.....	No. 5423	.50
1 1/4"x.022x9' bent arbor.....	No. 5427	.42
1 1/4"x.022x9', bent each end.....	No. 6546	.42
1"x.020x13' 6" marine ends.....	No. 2141	.32
1"x.020x13' marine ends.....	No. 3335	.35
1"x.020x15' bent arbor.....	No. 5394	.38
1"x.020x15', bent at each end.....	No. 6546	.43
7/8"x.020x9' marine ends.....	No. 988	.29

COLUMBIA

1"x.025x10' Universal.....	No. 2951	.32
1"x.025x11' Universal.....	No. 2951	.35
1"x.030x11' hook ends.....	No. 1219	.45
1"x11' for motor No. 1.....	No. 1219	.35

HEINEMAN

1"x.025x12' motors, Nos. 33 & 77.....	No. 33	.33
1 3/16"x.026x19', also Pathé.....	No. 75	.75
1 3/16"x.026x17'.....	No. 4	.59

MEISSELBACH

7/8"x10' motors, Nos. 9 & 10.....	No. 29	.29
1"x9' motors, Nos. 11 & 12.....	No. 29	.29
1"x16' motors, Nos. 16, 17 & 19.....	No. 49	.49
2"x.022x16', rectangular hole, 18k10.....	No. 120	1.20

SAAL-SILVERTONE

1"x.027x10', rectangular hole.....	No. 144	.42
1"x.027x13', rectangular hole.....	No. 145	.48
1"x.027x16', rectangular hole.....	No. 146	.58

BRUNSWICK

1"x.025x12', rectangular hole, regular.....	No. 201	.45
1"x.025x18', rectangular hole, regular.....	No. 401	.60

KRASBERG

1"x12' motor 2A, pear-shape and rect. holes.....	No. 45	.45
1"x16' Motor 3 & 4, on outer end.....	No. 55	.55

EDISON DISC

1 1/2"x.028x25' regular size disc motors.....	No. 125	1.25
1"x.032x11', Standard.....	No. 55	.55
1 5/16", Home.....	No. 70	.70
1 5/16"x18' type A 150, old style disc.....	No. 123	1.23
1" Amberola 30-50-75.....	No. 56	.56
1 1/16", B 80.....	No. 115	1.15

SUNDRIES

1"x.025x16' rectangular hole.....	No. 50	.50
1"x.025x16', pear-shaped hole.....	No. 50	.50
7/8"x.023x10', marine ends, Hein. Col., etc.....	No. 29	.29
3/4"x.025x10', marine ends, Hein. Col., etc.....	No. 27	.27
3/4"x.020x9', marine ends.....	No. 21	.21
1/2"x.020x9', marine ends.....	No. 18	.18
Victor Gov. springs, No. 1729.....	per 100	.95
Victor Gov. sprg. screws, No. 3304.....	per 100	.92
Victor Gov. balls, n/style, No. 3302.....	each	.07
Victor Gov. spring screw washer.....	per 100	.72
Columbia Gov. springs, No. 3510.....	per 100	.95
Colum. Gov. sprg. screws, No. 439.....	per 100	.92
Columbia Gov. sprg. screw washers.....	per 100	.72
Columbia Gov. ball, lead, flat and spring.....	per 100	.08
Columbia Gov. ball, new style & spring.....	per 100	.08
Turntable felts, all wool, green, 10", round.....	per 15	.15
Turntable felts, all wool, green, 12", round.....	per 15	.15

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CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

POSITION WANTED—As manager of Victrola store or department. Twelve years experience as salesman, sales manager and manager. Thirty-five and married. Address "Box 1306," care The Talking Machine World, 383 Madison Ave., New York, N. Y.



FOR SALE

Talking machine and piano department in well known furniture store, located in Connecticut. Department is doing splendid business, but is for sale on account of inability to secure competent manager. Excellent opportunity for experienced party. For full particulars address "Box 1301," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

Music shop with Columbia franchise, at Nokomis, Ill. For particulars write F. L. Crumbaugh, Nokomis, Ill.

NEW INVENTION FOR ACQUIRING BREATH CONTROL

Indispensable for vocalists and wind instrumentalists. Endorsed by opera singers and leading teachers. Easy to make. Metal and rubber. Basic patent. No opposition. Sell or royalty. J. B. Rigg, 213 S. Euclid Ave., Oak Park, Ill.

WANTED FOR CASH

Records, phonograph cabinets or complete phonographs in any quantity. Give lowest quotations, descriptions and samples, if possible, etc. Harvey Manufacturing Corp., 145 West 41st St., New York, N. Y.

FOR SALE

75,000 imported German Homokord records. A wonderful selection of standard numbers. 20c each in lots of 1,000 and 15c each if entire lot is taken. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

FOR SALE

500 high grade mahogany talking machine cabinets. Can be had either in the white or finished completely with high grade motors and tone arms. A remarkable bargain if taken at once. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

FACTORY FOR SALE

Modern factory located in Chicago for sale. Completely equipped with best woodworking machinery and 1,200 talking machine cabinets. 700 not complete and 500 complete in every detail. A rare bargain. Address "Box 1302," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED

Any amount of Victor, Columbia, Brunswick or any other well-known make of talking machines or records, motors or tone arms. This is a spot cash proposition and must be acted upon immediately. Address Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

CABINETS FOR SALE

Closing out big lot phonograph cabinets. Prices \$16.50 to \$25.00. Also complete phonographs ready to play. Great bargains. E. H. Stafford Mfg. Co., 367 West Adams St., Chicago, Ill.

FOR SALE

Three Unico demonstrating rooms, size 6 by 9 each, ivory finish, sound proof. Also four Unico record racks, each with capacity of one thousand records. For price and details apply to "Box 477," Charlottesville, Va.



EUROPEAN HEADQUARTERS

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Better Class Products in Greater Demand—Trade in Lethargic Condition—King and Queen's Record a Best Seller—New "Winner" Record Exchange Plan—Question of Record Exchange Discussed by Wholesalers and Retailers—Representatives of All Lines at British Music Industries Convention—R. W. Pentland's Address—Other Important News

LONDON, E. C., July 2.—It is a somewhat curious fact that, while in musical instrument circles of manufacture the piano side is comparatively busy, that of the gramophone section is unusually quiet even for this time of year. Competition in both departments of trade remains as keen as ever, each is active in the development of business, yet gramophone sales lack vigor. Wireless trade is also slow, so we cannot blame that for any decline of talking machine and record turnover. What is the cause? I hear in imagination so many and varied answers as to leave one bereft of a reasonable solution. The fact, unfortunately, remains that the gramophone trade this side needs a big fillip. If one were to classify I should say that the better-class products are proportionately in greater demand than the cheap stuff. It is significant!

The Buxton music convention gave scope for the discussion of many subjects of pertinent interest. The record exchange question, in particular, drew large audiences of dealers and factors. Reports appear elsewhere in this section, from a frank perusal of which it will be appreciated that a great battle has been fought and won on behalf of jobbers and dealers.

The King and Queen's Record

Since my last report the Royal record containing Empire Day messages from their majesties the King and the Queen of England to the boys and girls of the British Empire has been issued for general public sale through the "His Master's Voice" dealers. Doubtless, it is now obtainable in the States through Victor agents. Their majesties have made a splendid record, clear and distinct in every detail, inflexion of voice and delivery breathing the spirit of so great an occasion. This record is now listed in the company's program as No. R. E. 284. As a seller it easily beats any record ever issued and, as may be imagined, will long remain a treasured possession in hundreds of thousands of English homes.

A Novelty in Gramophone Needles

Quite a novel needle has recently been introduced here. Called "Xylopin," it is made of wood, being about the same size and shape of a steel needle. With a fibre needle an adaptor

is required for most sound boxes, so that the Xylopin, which fits any reproducer, is of general utility value to gramophonists. This wooden point is beautifully silent, though, of course, volume is much reduced. Nevertheless, reproduction is pure and loud enough on most records. The tone can be strengthened by shortening the needle.

Sir Landon Ronald Eulogizes the Gramophone

An important recognition of the educational value of the gramophone was made by Sir Landon Ronald, director of the London Guildhall School of Music, in the course of an interesting speech at the British Music Trades Convention. He said, in part:

"The gramophone wonderfully reproduces the performance of an orchestra and gives it out over, and over again in the homes of thousands of listeners. In the case of a great many of those listeners it is the gramophone reproduction to which they owe their knowledge of the orchestra, it is the gramophone reproduction which forms their taste for orchestral music and which inspires in them a love of the masterpieces of orchestral composition they else might never have had, but which, once they have it, is a permanent and an unrivaled possession. And whenever they can, therefore, they hear the orchestra itself and they are able, by reason of what the gramophone has taught them of orchestral tone, of orchestral color, of the music itself and of the conductor's interpretation and the players' performance, to enjoy more fully the actual tone and the actual color of the actual orchestra and the work of its conductor and its players."

The "Winner" Record Exchange Scheme

Apropos the current question of unsalable stock and its return for credit, it is interesting to observe that J. E. Hough, Ltd., carried through an exchange scheme between June 1 and 15 on the basis of 2 to 1, i. e., for every record returned the dealer was called upon to place an order for two others. This scheme applied to new records only, broken or scratched records being treated as old material at 6d. per pound. In the absence of general acceptance of the new record exchange proposals made at the recent music convention, the firm's offer can be regarded as satisfactory. Nevertheless, it is good news for the dealer that manufacturers are coming to regard this question as one justifying a modification of the present general policy.

Tutankhamen's Favorite Song

is not represented on Winner record 3808. Compensation is found in the fact, however, that

the hits which made history in the Victorian days are faithfully revived on this disc. "She Was One of the Early Birds," "My Fiddle Is My Sweetheart," "Hi-tiddle-ty-ti," "Little Dolly Daydreams," "At Trinity Church I Met My Doon" and other typical reminders of past times which we fain would live o'er again. "Veterans of Variety" is the appropriate title of a first-class record.

Alleged Infringement of "Polly"

G. F. Luxmoore, K.C., in the Chancery Division, appearing for plaintiff in the action brought by Frederick Austin, the composer and arranger of the music and the opera "Polly," against the Columbia Graphophone Co., Ltd., asked his Lordship to fix a date for the hearing of the action.

He stated that the action was for alleged infringement of plaintiff's musical copyright in the opera by gramophone records and a number of expert witnesses would be called, including Sir Frederick Cowan and Sir Frederick Bridge. The hearing was fixed for July 3.

Wholesalers Discuss Record Exchange

At the British Music Industries Convention at Buxton the meeting held under the auspices of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers was attended by Louis Sterling (Columbia Graphophone Co., Ltd.), president; M. F. Cooksey (J. Thibouville-Lamy & Co.), H. J. Cullum (Lockwood's & Perophone, Ltd.), A. E. Liedtke (Columbia), A. J. Mason (Aeolian Co., Ltd.), E. C. Paskell (Colmore Depot), A. T. Paskell (London), Wilfred Samuel (Barnett Samuel & Sons), H. Moorby Smith (Johnson Talking Machine Co.), Herbert Smith (Keith, Prowse & Co.), and the secretary, C. E. Timms.

Full consideration was given to the suggested "Exchange Scheme for Obsolete and Unsalable Records," a subject which has engaged the attention of the General Committee of the Association over a period of twelve months.

E. C. Paskell (Colmore Depot, Birmingham), in opening the discussion, urged the necessity for some definite exchange scheme satisfactory to all parties and said he would endeavor to show that in the interests of the trade generally this was a matter which could be and should be dealt with, and a system adopted which would dispose of a good deal of the disadvantages and dissatisfaction which had always existed.

This question of obsolete and unsalable records is, he said, bound up very closely with the question of price maintenance. Price maintenance is an achievement in the record trade

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FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 152)

which has such benefits to the trade generally that anything which tends to upset this valuable advantage is a menace to the well-being of the trade. Were it not for price maintenance, the difficulty of disposal of obsolete and unsalable records is one that could be dealt with by selling the records at the market price, but with price maintenance they had the problem of a trader loaded with goods which he has to sell at a price which no buyer will pay. The position, he said, must be clearly understood, that no matter how careful a trader may be in ordering his stock of records he is bound to be left with a proportion which are unsalable.

In the newspaper trade the publishers took back a certain proportion of papers, and in the past gramophone record manufacturers had endeavored to deal with this matter by means of exchange schemes, generally on a three-to-one basis, but this had often left the dealer and factor in a worse position, and they all knew of factors and dealers who, by various means, which could not be called the highest form of trading, had got rid of some of their surplus stocks.

The scheme as recommended does not interfere with present prices, is entirely optional on the part of the factor and effectually distributes the loss entailed. This scheme is that twice in each year, on February 15 and August 15, the factor should be entitled to return to the manufacturer up to 10 per cent of the preceding six months' purchases, and to procure in exchange for the records he returns two-thirds of the quantity returned, i. e., the factor loses a third of the bad or unsalable records thus returned.

Put in very plain figures, this means that if a factor purchased 300 records he would be entitled to return thirty of those records and to receive for the thirty returned twenty new records. He would, therefore, lose the equivalent of ten records on 300, which is equal to 3 1/3 per cent.

After a full discussion, which was contributed to by Louis Sterling, H. J. Cullum, A. E. Liedtke, A. J. Mason, H. Moorby Smith, the following resolution was unanimously adopted:

"That twice in each year the factor may return to the manufacturer 10 per cent of the preceding six months' purchases and secure in exchange for the records he returns two-thirds of the quantity, i. e., the factor loses a third of the bad or unsalable records he returns. The two dates in each year for these returns to be August 15 for 10 per cent of purchases between January 1 and June 30, February 15 for 10 per cent of purchases between July 1 and December 31."

This scheme secured the unqualified approval of the two manufacturing houses represented at the meeting, viz., the Columbia Graphophone Co., Ltd., and the Aeolian Co., Ltd., and it is confidently anticipated that it will also be adopted by other manufacturers of gramophone records.

The Dealers' Point of View

By the time this appears in print the Gramophone Dealers' Association will have held a committee meeting and doubtless have issued to its members a report of its deliberations. Meanwhile, in discussing the matter with one or two prominent dealers the following points of view emerge:

That the A. G. M. I. M. proposal has one advantage over the various schemes already in operation, viz., it gives the dealer the opportunity to exchange any records he desires up to 10 per cent. Against this the dealers urge that it is not an adequate proposal, in that it merely offers an exchange. What the dealers are out for is the abolition of any kind of exchange. They have given some years' study and discussion to this very vexing question and they feel that they should be entitled to return records, in new and salable condition, up to 10 per cent of their purchases, and receive in return a clear credit for two-thirds of the trade value. This would enable the dealer who studies

his business to keep his stocks salable and up to date, if he is not compelled to give a covering order. For instance, a dealer purchasing £100 worth of records at exchange would be able to return £10 worth and be credited with £6 13s. 4d., to be worked out in new orders as and when required. He would only lose, therefore, £3 6s. 8d., or 3 1/3 per cent, a merely nominal loss well within the limit customarily written off for depreciation. The credit of 6 2/3 per cent allowed for returns could be counted as additional capital.

Under the existing systems a dealer has had to overload his stock of records merely because of keeping a full selection, of which at least 10 per cent has speedily lost value. We will estimate that there are from 6,000 to 8,000 record dealers in the country and the average of unsalable stock at about £30 each. Figures are ever fallacious, we know, but this means something like a quarter of a million pounds of capital is tied up and useless. The dealers contend that under their proposal, in a year or so, the accumulated unsalable stocks would decrease to well below the 10 per cent allowed for return, and a large amount of, at present, dead capital, would be available to the benefit of both the manufacturer and dealer.

British Music Industries Convention

The convention, held this year at the famous Spa-Buxton, was attended by about 200 representatives of retail and jobbing trade and manufacturers in all lines of the music business. Restrictions of space preclude more than a condensed report of the proceedings.

President R. W. Pentland, who welcomed the guests, delivered a very interesting address and pointed out that last year he spoke of the immediate future of the piano industry in very optimistic terms. It is satisfactory to know that his anticipations have been more than fulfilled. Estimates regarding the output of pianos last season vary to some extent, but we know that the

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figure was not less than 82,000 and not more than 90,000. This was a very substantial increase on the previous season's trade.

In speaking of the development in the Gramophone industry during the last year, he said: "The output of gramophones and records was most satisfactory. It is estimated that the number of gramophones amounted to between 100,000 and 200,000, while the number of records totaled between 15,000,000 and 20,000,000. Mr. Pentland also pointed to the growth in exports and the increased competition by foreign manufacturers which must be met.

CHANGE OF NAME IN NEW BEDFORD

Geary, Simms & Geary Organize to Succeed Former Firm of Geary & Smith

NEW BEDFORD, MASS., July 3.—The firm of Geary, Simms & Geary was recently organized in this city to succeed the firm of Geary & Smith, on Kempton street, this city, following the retirement of Mr. Smith from the business. The new company, which has been incorporated, will handle the Krakauer, Madison, Pease and Wilbur pianos and players, together with the Sonora phonograph and Vocalion records.

The Messrs. Geary were formerly connected with the M. Steinert & Sons Co., this city, and prior to that time were with the piano department of Lord & Taylor, New York.

IF YOU handle or are thinking of handling other products, in addition to talking machines and records—you need **THE MUSIC TRADE REVIEW**, which is the most authoritative and informative business paper at your command, covering every branch of the music industry—pianos, players, reproducers, organs, automatics, band instruments, musical merchandise, small goods, sheet music, talking machines, etc., etc.

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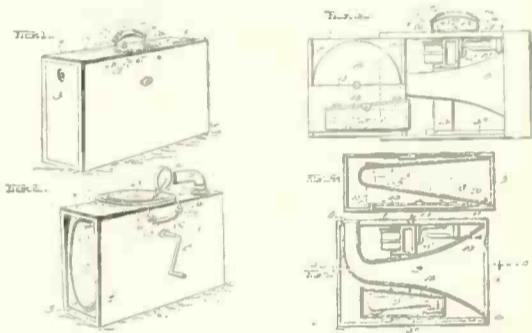
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., July 8.—Portable Phonograph. John L. Lind, Siren, Wis. Patent No. 1,454,389.

This invention relates to improvements in sound reproducing machines and more particularly to those of the portable type, in which the sound arm, reproducer, and record table are removed and stored within the main cabinet or box of the machine to be readily carried from place to place. The present application forms a continuation in part of pending United States application, Serial No. 397,185, filed July 19, 1920.

Figure 1 is a perspective view of a portable phonograph constructed in accordance with the present invention, showing the manner in which the device resembles an ordinary suit case when in condition for carrying from one place to another; Fig. 2 is a view similar to Fig. 1 but illustrating the instrument in condition for

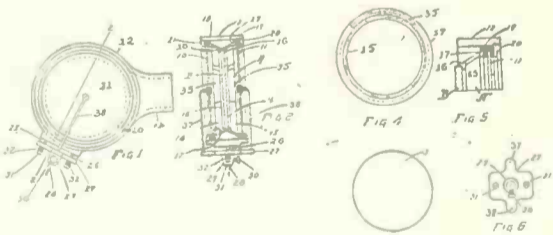


use; Fig. 3 is a side elevation with the door swung open to expose the record table and other parts normally carried in the box or cabinet; Fig. 4 is a horizontal section as indicated by the line 4-4 of Fig. 5; Fig. 5 is a longitudinal sectional view.

Sound Box for Sound Reproducing Machines. Walter Spofforth, St. Paul, Minn. Patent No. 1,454,297.

This invention relates to improvements in sound boxes, the primary object being to amplify sound and to produce clearer reproduction thereof than heretofore.

In the accompanying drawing forming part of this specification, Fig. 1 is a side elevation of the improved sound box; Fig. 2 is a section taken on the line 2-2 of Fig. 1; Fig. 3 is a side elevation of the sound board when removed from the sound box; Fig. 4 is a side elevation of one of the spider elements for supporting the sound board in the sound box; Fig. 5 is a section of a detail showing the construction by



which the sound board is removably secured in the sound box, and Fig. 6 is a plan of the needle or stylus support which assists in transmitting the vibrations of the needle or stylus to the sound diaphragms.

Sound-Reproducing Machine. Albert G. Nyquist, deceased, Minneapolis, Minn., by Hilda L. Nyquist, administrator. Patent No. 1,454,134.

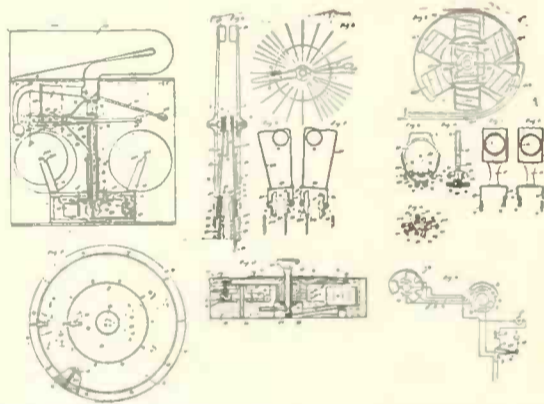
This invention relates to sound reproducing machines, and particularly, to such a machine in which are supported a plurality of records which are adapted to be individually selected and played. It is an object of this invention to construct such a machine in which a plurality of disc records are grouped and supported about a central point, the machine being controlled by the manual operation of a controller which may be located at some distance from the machine proper.

It is a further object of the invention to have the machine electrically driven and electrically controlled in the selection of records, and the controller can therefore be connected to the machine by a suitable flexible cable of any desired length.

Another object is to control the machine by a motor of special design which co-operates in a novel way with the selecting mechanism.

Still another object is to mount the sound box so that the same is disposed in a plane parallel to the records, the latter being preferably mounted in radial vertical planes, and the sound box being further equipped with means so that it can co-operate with the record on either side thereof.

Figure 1 is a central vertical section of the reproducing machine; Fig. 2 is a sectional plan view on the line 2-2 of Fig. 1, the machine carrying less than its capacity of records; Fig. 3 is a sectional plan view of a part of the device taken on the line 3-3 of Fig. 1; Figs. 4 and 5 are sectional elevations taken on the line 4-4 of Fig. 1 looking in the direction of the arrows showing the parts in different positions; Fig. 6 is a diagrammatic view of the motor windings used with the machine; Figs. 7 and 8 are sectional elevations taken on the line 7-7 of Fig. 1, said views showing the parts in

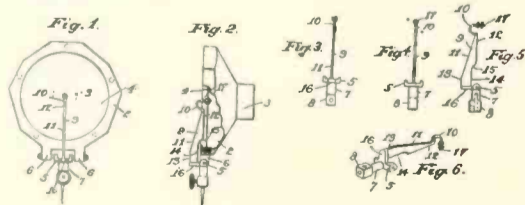


different positions; Fig. 9 is a front elevation of the reproducer; Fig. 10 is a side elevation of the same; Fig. 11 is a sectional plan view of the same taken substantially on the line 11-11 of Fig. 9; Fig. 12 is a plan view of the controller; and Fig. 13 is a central longitudinal section of the controller; Fig. 14 is a wiring diagram of the controller and sound reproducing machine.

Stylus for Phonograph Reproducers. Julius A. Brown, Peekskill, N. Y. Patent No. 1,454,951.

The object of this invention is to provide an improved form of stylus or vibrating arm, that is connected between the diaphragm and the needle, that will have the effect to balance the vibration and thereby greatly improved results are obtained.

Figure 1 is a plan view of a sound box carrying the stylus. Fig. 2 is a side elevation partly in section. Fig. 3 is a front elevation. Fig. 4



is a rear elevation, and Fig. 5 is a side elevation of the stylus detached. Fig. 6 is a perspective view of the stylus. In Figs. 1 and 2 is shown a conventional form of sound box or reproducer, having a casing 2 of conical form, with a rear outlet, 3, and a diaphragm 4 at the larger open end.

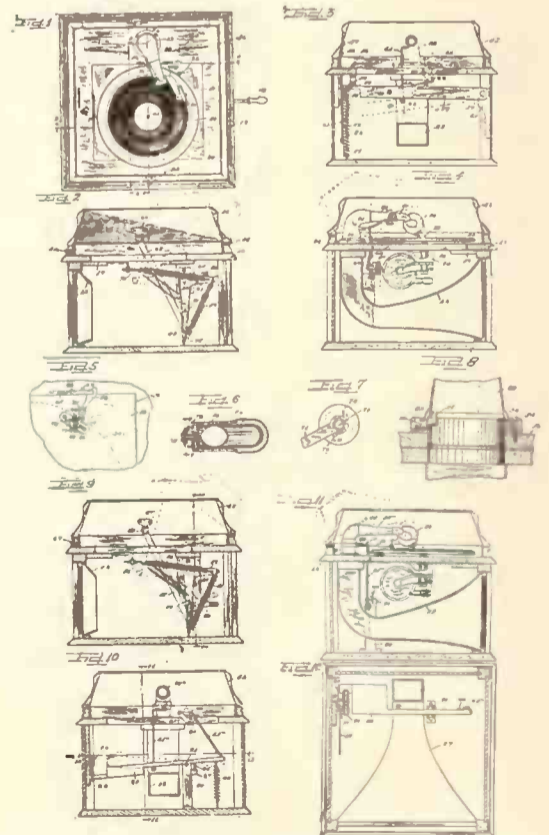
Phonograph. Isaak Karish and James Kernes, Chicago, Ill. Patent No. 1,455,209.

This invention has for its object the con-

struction of a phonograph cabinet which has a spring operated top upon which a latch is provided which, after the playing of a record is finished, can be released, allowing the top to spring up into open position, which thereupon automatically stops the rotation of the record-holding table and raises the tone arm together with the attached reproducer from the record, thereby putting the machine in a position to be reset for another record or for the replaying of the same record.

A further object is the provision of a phonograph cabinet which acts in the manner described above without the introduction of unnecessary or cumbersome apparatus and with the use of a simple construction which cannot ordinarily be distinguished from the construction now commonly in use in the ordinary phonograph cabinet, and which, moreover, can be readily installed in any make of instrument now in use.

Figure 1 is a top plan view of a phonograph cabinet showing the cover removed and with this invention applied thereto. Fig. 2 is a sectional view taken on the line 2-2 of Fig. 1, some parts being removed and showing the cover in place and looking in the direction indicated by the arrows. Fig. 3 is a section taken on the broken line 3-3 of Fig. 1 looking in the direction indicated. Fig. 4 is a section taken on the line 4-4 of Fig. 1 showing the cover in position and looking in the direction indicated by the arrows. Fig. 5 is a detail view showing the construction and operation of the braking mechanism. Fig. 6 is a section taken on the line 6-6 of Fig. 4. Fig. 7 is a section taken on the line 7-7 of Fig. 6 showing the operating arm in place. Fig. 8 is an enlarged section taken on the line 8-8 of Fig. 1. Fig. 9 is a sectional view similar to Fig. 2, showing a modified form of construction of the invention. Fig. 10 is a section taken on the line 10-10 of Fig. 9, parts being omitted. Fig. 11 is a section



taken on the line 11-11 of Fig. 10 showing the motor in position. Fig. 12 is a section taken on the line 12-12 of Fig. 10 looking in the direction indicated by the arrows.

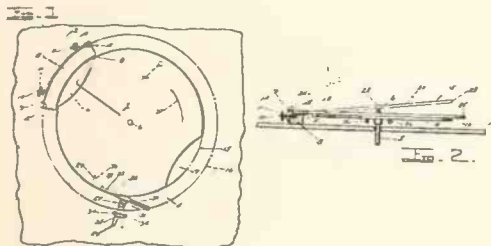
Phonograph Turntable. John J. Reinhold, Marietta, Pa. Patent No. 1,455,355.

This invention relates to phonograph turntables and has for its object to provide a simple, cheap and durable device for guiding or centering phonograph records while they are

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 154)

being placed upon the turntable. A further object is to provide a device of this character which is applicable to records of different diameter.

Figure 1 is a plan view of a phonograph turntable showing a practical embodiment of



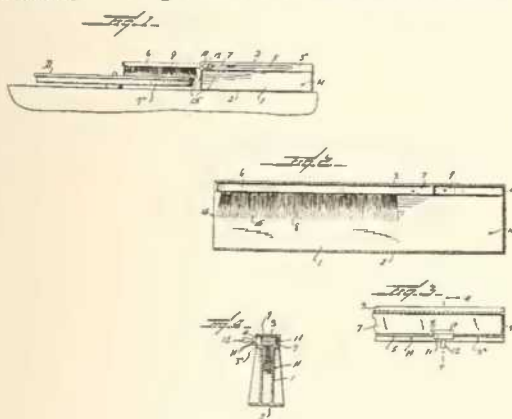
this invention. Fig. 2 is a sectional view of Fig. 1 taken on line 2—2.

Brush. Daniel E. Odom, Bennettsville, S. C. Patent No. 1,455,504.

This invention relates to certain improvements in brushes and it is an object to provide a novel and improved brush particularly designed and adapted for use in the cleaning of phonographic records and more especially of a disc type.

Another object of the invention is to provide a novel and improved device of this general character comprising a brush head supported for sliding movement in opposite directions, the movement of the brush head in one direction positioning the same above and in contact with a record, the movement of the brush head in the opposite direction positioning the same to one side of the record, together with means of operating upon movement of the brush head in one direction to cleanse the same.

Figure 1 is a view in elevation of a brush constructed in accordance with an embodiment of the invention, with the head extended into position to engage a phonographic record. Fig. 2 is an enlarged sectional view taken longitudinally through the device as herein disclosed



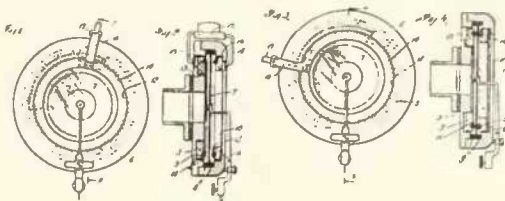
with the brush head in retracted position. Fig. 3 is a fragmentary longitudinal sectional view taken through the device as illustrated in Fig. 2. Fig. 4 is a sectional view taken substantially on the line 4—4 of Fig. 3.

Sound Box. Daniel F. Snyder, Garwood, N. J., assignor to the Aeolian Co., New York. Patent No. 1,454,909.

This invention relates to mechanism for modifying the effect of the diaphragm and, in particular, to controlling the effective area of the diaphragm.

In the drawing referred to, Figure 1 is a front or face view of the improved sound box. Fig. 2 is a sectional view of the same on substantially the plane of line 2—2 of Fig. 1. In

both the views referred to the parts are adjusted to utilize the full expanse of the diaphragm. Figs. 3 and 4 are views similar to

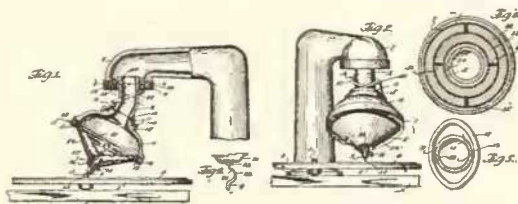


Figs. 1 and 2, showing the parts adjusted to reduce the effective area of the diaphragm.

Sound Box Structure. Carl Scrabic, Urbana, O. Patent No. 1,455,972.

This invention relates broadly to talking machines, and has particular reference to the sound reproducing mechanism thereof, the object of the invention being fundamentally to provide a sound box of such construction that the same will automatically act to position itself in such manner that its needle or stylus will be properly centered in the groove of a record with which the sound box is employed, the construction being such that the stylus will be located in the center of gravity of the sound box and will be maintained in proper relationship with the record irrespective of position variations which the latter may assume during its rotation.

Figure 1 is a vertical sectional view taken through the improved sound box construction and its co-operative mounting. Fig. 2 is a front elevation thereof. Fig. 3 is a horizontal sectional view taken through the mounting on the

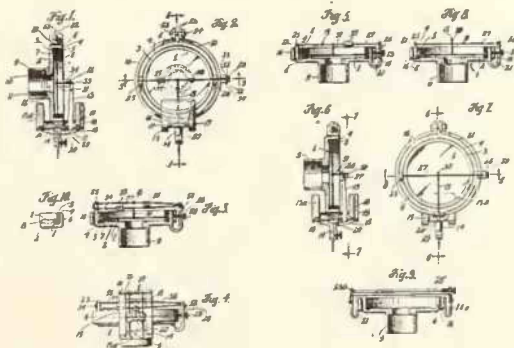


line 3—3 of Fig. 1. Fig. 4 is a detailed view disclosing more particularly the construction of the upper part of the sound box stylus. Fig. 5 is a horizontal sectional view disclosing the weight adjusting mechanism.

Phonograph Sound Box. William M. Venable, Pittsburgh, Pa. Patent No. 1,455,942.

The principal object of this invention is to improve the quality of the reproduced sounds. This is accomplished by a structure by means of which it is possible to regulate the tone and the volume of the reproduced sound and to eliminate objectionable qualities commonly introduced by present methods of reproduction, although not existent at the time of recording. The foregoing is accomplished by means of a novel construction which employs some improved parts corresponding to old parts now in common use as well as certain new parts designed to perform new functions not hitherto recognized in this art.

Figure 1 is a section through the improved sound box taken on the line 1—1 of Fig. 2. Fig. 2 is a front elevation or face view of the sound box. Fig. 3 is a section on the line 3—3 of Fig. 2, except for the omission of certain cushioning parts between the sound box and the



tone arm. Fig. 4 is a plan view of the underside of the sound box. Fig. 5 is a sectional view corresponding to that of Fig. 3, illustrating a somewhat modified arrangement. Fig. 6 is a sectional view similar to that of Fig. 1, but

illustrating a modified form taken on the line 6—6 of Fig. 7. Fig. 7 is a face view partially in section taken as indicated by the line 7—7 in Fig. 6. Fig. 8 is a section on the line 8—8 of Fig. 7. Fig. 9 is a section similar to those of Figs. 3, 5 and 8, but with certain parts omitted, such, for instance, as the diaphragm and the vibration lever, illustrating a further modification. Fig. 10 is a partial sectional view illustrating a detail of the assembly.

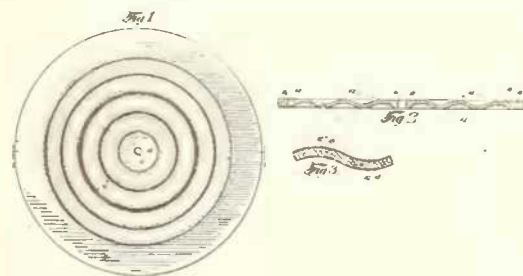
Phonograph Record. Wm. H. Rose, Jersey City, N. J., assignor of one-half to Howard S. Neiman, New York. Patent No. 1,455,886.

This invention relates particularly to records known commercially as disc records.

There are certain physical reasons necessitating a blank, or unrecording surface, upon portions of the record, thus causing a further limitation to the record area capable of sound reproduction.

The standard phonographs are so constructed that imperfect, or no, sound reproductions can be obtained from a record having a diameter of greater than twelve inches.

This invention allows a very considerably longer sound reproduction with regard to a time period than can be obtained from a flat disc record of the same diameter and this increase is obtained without a diminution of sound perfection. It further allows the standard phono-



graphs to reproduce a longer sound record than they can reproduce from any other known record.

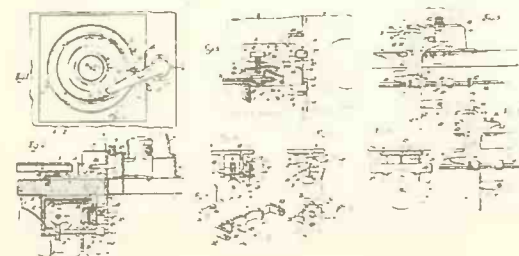
The invention is, therefore, a new, novel and useful phonograph record, producing results unobtainable from a flat disc record.

Figure 1 represents a top plan view of one form of a device of the invention. Fig. 2 represents a section through the line 2—2 of Fig. 1. Fig. 3 is an enlarged fragmentary detail section of the record showing the sound wave impressions.

Repeating Device for Phonographs. John A. Eitutis, Chicago, Ill. Patent No. 1,457,428.

This invention relates to a repeating device for phonographs, whereby the playing of a record on the turntable may be repeated automatically as many times as desired.

Figure 1 is a view looking down on the top wall of a phonograph of the flat disc record type and equipped with a repeating device constructed and mounted in accordance with the invention. Fig. 2 is an enlarged vertical sectional view taken on line 2—2 of Fig. 1. Fig. 3 is a bottom plan view of the device of the invention and shown geared to the motor of the phonograph. Fig. 4 is a vertical sectional view taken on line 4—4 of Fig. 2. Fig. 5 is a front view of the parts shown in Fig. 4. Fig. 6 is a fragmentary vertical sectional view taken on line 6—6 of Fig. 4. Fig. 7 is a perspective view of the rockably mounted key. Fig. 8 is a perspective view of a detail of construction. Figs.



9 and 10 are vertical sectional views taken on lines 9—9 and 10—10, respectively, of Fig. 2. Fig. 11 is a view of the parts of Fig. 9 shown adjusted to what is called "throw off" position.

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 August, 1923

VICTOR TALKING MACHINE CO.

- POPULAR SONGS**
- 19079 Oh Sole, Oh Me!.....Lou Holtz 10
That's My Baby.....Lou Holtz 10
19089 Just an Old Love Song.....John Steel 10
When the Gold Turns to Gray.....John Steel 10
- DANCE RECORDS**
- 19044 Trot Along—Fox-trot,
The Benson Orchestra of Chicago 10
Wet Yo' Thumb—Fox-trot,
Zez Confrey and His Orchestra 10
19082 Medley of Old-time Songs—Waltz,
The Troubadours 10
19087 Victor Herbert Medley Waltz..The Troubadours 10
Stella—Fox-trot,
The Great White Way Orchestra 10
19090 Rosetime and You—Fox-trot,
The Great White Way Orchestra 10
Oh! Harold!—Collegiate Walk or Fox-trot,
Zez Confrey and His Orchestra 10
19091 When June Comes Along With a Song—Fox-trot,
The Great White Way Orchestra 10
Born and Bred in Brooklyn—Waltz,
The Troubadours 10
19092 When You Walked Out Someone Else Walked
Right in—Fox-trot,
Brooke Johns and His Orchestra 10
Bebe—Fox-trot. Brooke Johns and His Orchestra 10
19093 Barney Google—Fox-trot,
The Great White Way Orchestra 10
- VOCAL AND INSTRUMENTAL RECORDS**
(A Record by the King and Queen of Great Britain)
- 19072 Empire Day Message to the Boys and Girls of
the British Empire,
King George V and Queen Mary 10
God Save the King and Home, Sweet Home,
Band of Coldstream Guards 10
45352 Because I Love You, Dear.....Lambert Murphy 10
It Was Not So to Be.....Lambert Murphy 10
19060 Mother Goose Songs.....Alice Green 10
The Death and Burial of Cock Robin,
Alice Green 10
19028 Valse Hilda—Saxophone Solo.....Clyde Doerr 10
Saxanola.....Clyde Doerr 10
- RED SEAL RECORDS**
FRANCES ALDA, *Soprano*
- 66152 DaddyLemon-Behrend 10
- FEODOR CHALIAPIN, *Bass*
- 87361 Prince Igor—Recitative and Air of Prince Ga-
litskyBorodinn 10
- MISCHA ELMAN, *Violinist*
(Piano accompaniment Josef Bonime)
- 66151 LandlerMozart 10
AMELITA GALLI-CURCI, *Soprano—In Italian*
- 74812 Linda di Chamounix—Cavatina, O luce di quest'
anima (Guiding Star of Love) (Preceded by
the Recitative "Ah! tardai troppo")..Donizetti 12
- ORVILLE HARROLD, *Tenor—In German*
- 74813 Lohengrin—Mein lieber Schwain! ("Beloved
Swan"—Lohengrin's Farewell).....Wagner 12
- ERIKA MORINI, *Violinist*
(Piano accompaniment Sándor Vas)
- 66153 SerenadeToselli 10
- IGNACE PADEREWSKI, *Pianist*
- 66150 Spinning Song.....Mendelssohn 10
STOKOWSKI AND PHILADELPHIA ORCHESTRA
- 74814 Viennese Dances.....Schubert 12
- REINALD WERRENRATH, *Baritone*
- 74815 Goin' Home.....Fisher-Dvorak 12
- (The following records which were announced in a letter to the trade dated June 6, and will also appear in the August Supplement)
- 19081 How High Is Up?—Part I—Comic Dialogue,
Arthur Moss-Ed. Frye 10
How High Is Up?—Part II—Comic Dialogue,
Arthur Moss-Ed. Frye 10
19086 Down-hearted Blues...Noble Sissle-Eubie Blake 10
Waitin' for the Evenin' Mail,
Noble Sissle-Eubie Blake 10

COLUMBIA GRAPHOPHONE CO.

- SYMPHONY RECORDS**
- 80802 Adagio (From "Moonlight Sonata") (Bee-
thoven)—Violin SoloDuci de Kerekjarto 10
A3914 Heart to Heart (I Hold You, Dear) (Van-
derpool)—Mezzo-soprano Solo.Barbara Maurel 10
Just That One Hour (Eville)—Mezzo-soprano
SoloBarbara Maurel 10
A3895 Norwegian Echo Songs (Kom Kjyra) (Bjerre-
gaard-Thrane)—Soprano Solo,
Florence Macbeth 10
Tarantella Napoletana (G.Rossini)—Soprano
SoloFlorence Macbeth 10
A3891 My Treasure (Joan Trevalsa)—Baritone Solo,
Louis Graveure 10
Boat Song (Harriet Ware)—Baritone Solo,
Louis Graveure 10
A3910 Morning Will Come (Jolson-De Sylva-Conrad)
—Fox-trotPaul Specht and His Orch. 10

- Don't Cry, Swanee (Jolson-De Sylva-Conrad)
—Fox-trotPaul Specht and His Orch. 10
A3911 When You Walked Out Someone Else Walked
Right In (Berlin)—Fox-trot,
Ray Miller and His Orch. 10
Wolverine Blues (Spikes and Morton)—Fox-
trotFrank Westphal and His Orch. 10
A3903 When Will the Sun Shine for Me (Abner
Silver)—Fox-trot..Paul Specht and His Orch. 10
Night After Night (Geo. W. Meyer)—Fox-trot,
Paul Specht and His Orch. 10
A3907 Long Lost Mama (Woods)—Fox-trot,
The Georgians 10
Henpecked Blues (Buffano)—Fox-trot,
The Georgians 10
A3908 Other Lips (Wallace)—Fox-trot.The Columbians 10
Indiana Moon (Isham Jones)—Waltz,
The Columbians 10
A3909 The First Waltz (Robinson)—Waltz,
Columbia Dance Orch. 10
Dreamy Melody (Koehler-Magine-Naset) —
WaltzColumbia Dance Orch. 10
A3893 Vamping Sal (Lew Pollack)—Fox-trot,
Johnny Dun's Original Jazz Band 10
Sweet Lovin' Mama (Wagner-Lockard)—Fox-
trotJohnny Dun's Original Jazz Band 10
A3913 Stella (Jolson-Davis-Akst)..Al Jolson, Comedian
Bebe (Abner Silver)—Tenor Solo..Billy Jones 10
A3912 Little Pal of Long Ago (Harold Dixon)—
Tenor SoloLewis James 10
When All the World Forgets You (Harold
Dixon)—Tenor SoloLewis James 10
A3900 Mama's Got the Blues (Martin-Williams),
Bessie Smith, Comedienne
Fletcher Henderson at Piano 10
Outside of That (Williams-Trent),
Bessie Smith, Comedienne
Fletcher Henderson at Piano 10
A3904 Cohen on Telephone Etiquette (Joe Hayman),
Joe Hayman, Comedy Monologue
Cohen 'Phones the Plumber (Joe Hayman),
Joe Hayman, Comedy Monologue 10
A3896 Get Behin' Me, Satan! (I. S. Browne)—Bar-
itone SoloHarry C. Browne 10
It's Hard to Be a Nigger! (Harry Earle)—
Baritone SoloHarry C. Browne 10
A3894 The Longford Jig—Accordion and Piano,
Francis Quinn and John Muller 10
The Virginia Reel—Accordion and Piano,
Francis Quinn and John Muller 10
A3899 I Come to Thee (Cara Koma)—Baritone Solo,
John Ross Reed 10
The Lost Sheep (C. W. Waggoner)—Baritone
SoloJohn Ross Reed 10
- MID-MONTH LIST**
DANCE MUSIC
- A3892 Louisville Lou (The Vampin' Lady) (Milton
Ager)—Fox-trotTed Lewis and His Band 10
Beale Street Mamma (Turk and Robinson)—
Fox-trotTed Lewis and His Band 10
A3902 Barney Google (Rose-Conrad)—Fox-trot or
Shimmie One-stepThe Georgians 10
Old King Tut (Harry Von Tilzer)—Fox-trot,
The Georgians 10
A3889 Ala Moana (Noble-Lukeus)—Fox-trot,
Hawaiian Guitars by Ferera and Franchini
The Columbians 10
Marcheta (Schertzingler)—Fox-trot,
The Columbians 10
- POPULAR SONGS**
- A3905 That Red-Head Gal (Van-Schenck-Henry
Lodge)Van and Schenck, Comedians 10
Trot Along (Clarence M. Jones),
Van and Schenck, Comedians 10
A3906 I Love Me (Will Mahoney),
Eddie Cantor, Comedian 10
Ritzi Mitzi (Conrad and Bibb),
Eddie Cantor, Comedian 10

BRUNSWICK RECORDS

- 15051 Your Voice (Williams-Quirke)—Tenor With
Orch.Mario Chamlee 10
Call Me No More (Eberhart-Cadman)—Tenor
With Orch.Mario Chamlee 10
50034 Core'ngrato (Neapolitan Song) (Cordiferro-
Cardillo)—Baritone With Orch.—In Italian,
Giuseppe Danise
Canta Pe' Me (Neapolitan Song) (Bovio-De
Curtis)—Baritone With Orch.—In Italian,
Giuseppe Danise 10
15053 Prelude in C Sharp Minor (Opus 3, No. 2)
(Rachmaninoff)—Piano.orte Solo..Josef Holmann
Nocturne (Complaint) (from "Mignonettes")—
Pianoforte SoloJosef Hofmann 10
2452 Nobles of the Mystic Shrine (Sousa)—March—
Concert BandWalter B. Rogers and His Band
Saracen Guard (White) March—Concert Band,
Walter B. Rogers and His Band 10
2450 On the Beach at Waikiki—Hawaiian Players,
Frank Ferera and Anthony Franchini
One—Two—Three—Four—Hawaiian Players,
Frank Ferera and Anthony Franchini 10
2443 Who's Sorry Now? (Kalmar-Ruby-Snyder)—
Comedienne with Orch.Marion Harris
Waitin' for the Evenin' Mail (Basketette)—Come-
dienne With Orch.Marion Harris 10
2442 You Said Something When You Said Dixie
(Claire-Landres-Friend) — Comedienne With
Orch.Margaret Young
Louisville Lou (Ager-Yellen)—Comedienne With
Orch.Margaret Young 10
2439 Other Lips (Harris-Wallace) — Fox-trot—For
DancingIsham Jones' Orch. 10
Marcheta (Schertzingler) — Fox-trot—For Danc-
ingIsham Jones' Orch. 10
2437 Magic Eyes (Brown-Fiorito) — Fox-trot—For
DancingOriole Orch. 10
Beside a Babbling Brook (Kahn-Donaldson)—
Fox-trot—For DancingOriole Orch. 10
2438 Swingin' Down the Lane (Kahn-Isham Jones)—
Fox-trot—For DancingIsham Jones' Orch. 10
Who's Sorry Now? (Kalmar-Ruby-Snyder)—
Fox-trot—For DancingIsham Jones' Orch. 10
2444 Down Among the Sleepy Hills of Tennessee
(Young-Lewis-Meyer) — Fox-trot—For Danc-
ingIsham Jones' Orch. 10
Don't Cry, Swanee (Jolson-De Sylva-Conrad)—
Fox-trot—For DancingIsham Jones' Orch. 10
2440 Marianna (From "The Lady in Ermine") (Gra-
ham-Gilbert)—Waltz—For Dancing,
Joseph C. Smith and His Orch.
Sweetheart of Sigma Chi (Stokes-Vernor)—
Waltz—For Dancing,
Joseph C. Smith and His Orch. 10
2445 Yes! We Have No Bananas (Silver-Cohn) (Vocal

- Chorus, Billy Jones)—Fox-trot—For Dancing,
Bennie Krueger's Orch. 10
Long Lost Mama (Woods)—Fox-trot—For Danc-
ingBennie Krueger's Orch. 10
2446 March of the Mannikins (Onivas)—Fox-trot—
For DancingCarl Fenton's Orch. 10
In a Tent (Koehler-Magini-Lyons)—Fox-trot—
For DancingOriole Orch. 10
2447 Stella (Jolson-Akst-Davis)—Fox-trot—For Danc-
ingJoseph C. Smith and His Orch. 10
Now That I Need You, You're Gone (Clarke-
Leslie-Meyer)—Fox-trot,
Joseph C. Smith and His Orch. 10
2451 Morning Will Come (Conrad-De Sylva-Jolson)—
Fox-trot—For Dancing,
Bennie Krueger's Orch. 10
First, Last and Always (Davis-Akst)—Fox-trot—
For DancingBennie Krueger's Orch. 10
50025 Ave Maria (Bach-Gounod)—Soprano and Violin
With Harp and Organ—In Latin,
Florence Easton and Frederic Fradkin
O Divine Redeemer (Gounod)—Soprano With
Orch.Florence Easton 10
13091 Carry Me Back to Old Virginny (Bland)—
Soprano and Male Trio With Orch.,
Marie Tiffany and Male Trio 10
My Old Kentucky Home (Foster)—Soprano
and Male Trio With Orch.,
Marie Tiffany and Male Trio 10

EDISON DISC RE-CREATIONS

ALREADY RELEASED SPECIALS

- 51159 My Old GirlRachael Grant and Eugene Harold
Come BackLewis James 10
51160 Lagoon LullabyWalter Scanlan 10
Why Don't My Dreams Come True?
Esther Nelson and Charles Hart 10
51174 Down Among the Sleepy Hills of Tennessee,
Robert Denning and Jack Holt 10
Beside a Babbling Brook.....Criterion Quartet 10
51170 Regimental Pride March.....U. S. Marine Band 10
March LithgowUnited States Marine Band 10
80745 After Toiling Cometh Rest,
Betsy Lane Shepherd and Chorus 10
Still, Still With TheeCriterion Quartet 10
82292 Home, Sweet HomeFrieda Hempel
Vesper Hymn,
Frieda Hempel and the Lyric Male Quartet 10
51183 Yes! We Have No BananasBilly Jones
Waitin' for the Evenin' Mail (Sittin' on the
Inside, Lookin' at the Outside)Ernest Hare 10

FLASHES

- 51165 Blue Hoosier Blues—Fox-trot. Broadway Dance Orch.
Long Lost Mamma (Daddy Misses You)—Drag
Fox-trot BluesThe Jazz-O-Harmonists 10
51166 Beside a Babbling Brook—Fox-trot,
Broadway Dance Orch.
Why! (From "The Dancing Girl")—Fox-trot,
Stevens' Trio 10
51167 A Song of India—Fox-trot..Joe Thomas' Sax-o-tette
Mad ("Cause You Treat Me This Way)—Fox-trot,
Charlie Kerr's Orch. 10
51168 Oh! Harold—Fox-trotAtlantic Dance Orch. 10
The Cat's Whiskers—Drag Fox-trot Blues,
The Jazz-O-Harmonists 10
51177 Yes! We Have No Bananas—Fox-trot,
Green Bros. Novelty Band 10
Ritzi-Mitzi (A Snappy, Peppy Ditty)—Fox-trot,
Kaplan's Melodists 10
51178 Benny! Be Yourself!—Fox-trot,
Green Bros.' Novelty Band 10
Now That I Need You, You're Gone—Fox-trot,
Kaplan's Melodists 10

GENERAL LIST

- 80745 DinaLewis James 10
When the Great Red Dawn Is Shining..Helen Clark 10
51171 Stella—Fox-trotAtlantic Dance Orch. 10
I Ain't Never Had Nobody Crazy Over Me—
Lazy Blues Fox-trotThe Jazz-O-Harmonists 10
51172 Henpecked Blues—Fox-trot..The Jazz-O-Harmonists 10
Papa Better Watch Your Step—Drag Fox-trot,
Kaplan's Melodists 10
51173 Tell Me, Gypsy (Where My Lovin' Daddy's
Gone)—Blues Fox-trotBroadway Dance Orch. 10
Who's Sorry Now?—Fox-trot..Broadway Dance Orch. 10
51175 Novelty Imitation Medley (Intro.: "Kiss Me
Again" and "Last Rose of Summer"),
Edith Helena
Dreamy Hawaiian Shore (Vocal Steel Guitar
Imitation, Edith Helena).Virginia Burt and Chorus 10
80749 Frisson (Thrill)—Valse..American Symphony Orch. 10
Listen to MeAmerican Symphony Orch. 10
82293 Andante—Symphonie Espagnole—Violin Solo,
Vasa Pritchoda 10
(a) Air; (b) Turkish March—Ruins of Athens
—Violin SoloVasa Pritchoda 10
80750 Mireille-AriettaAlice Verlet 10
La Vierge a la CrecheAlice Verlet 10
51176 Carolina in the Morning—Fox-trot,
Broadway Dance Orch. 10
Aggravatin' Papa (Don't You Try to Two-Time
Me)—Fox-trotBroadway Dance Orch. 10



Good - night - dear - good - night; - There's a light in your eyes shin-ing bright,

GOOD NIGHT

The New Novelty Waltz
With the Bugle Call Effect

"You can't go wrong — with any FEIST' songs"

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ADVANCE RECORD BULLETINS FOR AUGUST—(Continued from page 156)

EDISON BLUE AMBEROL RECORDS

- AUGUST BLUE AMBEROL SUPPLEMENT**
- 4749 Lucia Sextette—Transcription—Piano Solo, Ferdinand Himmelreich
- 4750 Will There Be Any Stars?...Metropolitan Quartet
- 4751 Little Rover (Don't Forget to Come Back Home).....Billy Jones
- 4752 March of the Mannikins—Fox-trot, Broadway Dance Orch.
- 4753 You Know You Belong to Somebody Else (So Why Don't You Leave Me Alone?)—Fox-trot, Broadway Dance Orch.
- 4754 Keep It Under Your Hat, Robert Denning and Chorus
- 4755 Tell Me With Smiles—Fox-trot, Atlantic Dance Orch.
- 4756 Sun-Kist Rose—Fox-trotKaplan's Melodists

OKEH RECORDS

- ODEON RECORDS**
- 3052 Pas du Cygne (Paseo del Cisne) (V. A. Margaglia)—Orch.Dajos Bela and His Orch. Dreams of the Flowers (Suenos de las Flores) (Translateur)—Orch. Dajos Bela and His Orch.
- 3053 Concert Waltz in E Major (Vals Concerts en E Mayor) (M. Moszkowski)—Orch.Marek Weber and His Orch.
- To Spring (Dedicada al Verano) (Edw. Grieg)—Orch.Marek Weber and His Orch.
- 3054 Largo (G. F. Handel)—Violin, Piano and Organ, Stahernack Trio
- Evening Song (Cancion de Vesperas)—Violin, Piano and OrganStahernack Trio
- 5017 Magic Flute—Overture, Part I (Die Zauberflote) (W. A. Mozart)—Symphony Orch., Eduard Moerike and the Orch. of the German Opera House, Berlin
- Magic Flute—Overture, Part II (Die Zauberflote) (W. A. Mozart)—Symphony Orch., Eduard Moerike and the Orch. of the German Opera House, Berlin

FONOTIPIA RECORDS

- (RECORDED IN EUROPE)
- 53303 Mattinata (Morning Serenade) (Leoncavallo)—Tenor With Orch.—Sung in Italian, Giacomo Lauri-Volpi
- 53304 Favorita (Spirito gentil) (Spirito So Fair) (Donizetti)—Tenor With Orch.—Sung in Italian, Giacomo Lauri-Volpi

OKEH VOCAL RECORDS

- 4852 The Great Physician—Soprano Solo—Piano Accomp. by Justin Ring, Avilda Moore Wilson
- Jesus, Saviour, Pilot Me (Gould)—Soprano Solo—Piano Accomp. by Justin Ring, Avilda Moore Wilson
- 4854 Dublin Bay (George Barker)—Tenor With Orch.Gerald Griffin
- The Pretty Girl Milking Her Cow—Tenor With Orch.Gerald Griffin

INSTRUMENTAL RECORDS

- 4853 Over the Waves (Rosas)—Saxophone-Accordion DuetGaylord and Gaylord
- Happy Days (Strelzki)—Saxophone-Accordion DuetGaylord and Gaylord
- ODEON RECORD**
- 3051 Anuschka (O. Steiner-O. Virog)—Orch., Dajos Bela and His Orch.
- Parade of the Gnomes (K. Noack)—Orch., Dajos Bela and His Orch.
- OKEH VOCAL RECORDS**
- 4839 Old King Tut (In Old King Tutankhamen's Day) (William Jerome-Harry Von Tilzer)—Contralto—Accomp. by Rega Orch., Sophie Tucker
- Papa Better Watch Your Step (Gilbert Wells-Bud J. Cooper)—Contralto—Accomp. by Rega Orch.Sophie Tucker
- 4845 Crying for You (Ned Miller-Chester Cohn)—Tenor With Orch.Lewis James
- Sunset Valley (Ray Sherwood-John Meyer)—Tenor With Orch.Lewis James
- 4856 Frankie Blues (Marion Dickerson)—Contralto With Orch. Mamie Smith and Her Jazz Hounds
- Mean Man (Millard H. Thomas)—Contralto With Orch. Mamie Smith and Her Jazz Hounds

INSTRUMENTAL RECORDS

- 4840 Plain Quadrille (Intro.: "McAllister's Fling," "The Girl I Left Behind")—Violin Solo—Piano Accomp.Patrick J. Gaffney
- The Blackbird—Violin Solo—Piano Accomp., Bert Flynn
- 4846 Dearest (You're the Nearest to My Heart) (Harry Akst)—Piano Accomp. by Justin Ring, Sam Cook (The Whistling Minstrel)
- Crying for You (Ned Miller-Chester Cohn)—Piano Accomp. by Justin Ring, Sam Cook (The Whistling Minstrel)
- 4850 Whippin' the Keys (Sam Gould)—Piano Solo, Sam Gould
- The Cat's Pajamas (Harry Jentes)—Piano Solo, Harry Jentes

SPECIAL "BLUES" RECORD

- 3055 Farewell Blues (E. Schoebel-S. Ehrlich-L. Roh-

- bolo)—Contralto With Orch., Eva Taylor With Clarence Williams' Blue Five
- Gulf Coast Blues (Clarence Williams)—Contralto With Orch., Eva Taylor With Clarence Williams' Blue Five
- RECORDS BY RACE ARTISTS**
- 8067 Monkey Man Blues (Lukie Johnson)—Contralto-Baritone Duet—Piano Accomp., Sara Martin-Clarence Williams
- Yodeling Blues (Clarence Williams)—Contralto Duet—Piano Accomp. by Clarence Williams—Yodel Cornet Obligato by Thomas Morris, Sara Martin-Eva Taylor
- 8068 I'm Gonna See You When Your Troubles Are Just Like Mine (Benjamin F. Spikes-J. C. Spikes)—Contralto Solo—Piano Accomp. by Clarence WilliamsEva Taylor
- You'll Never Have No Luck by Quittin' Me (B. F. Spikes-H. Porter-J. C. Spikes)—Contralto Solo—Piano Accomp. by Clarence WilliamsEva Taylor
- 8069 Church Street Soh'nin' Blues (Anton Lada-James Cawley-Al. Nunez)—Contralto Solo Piano Accomp. by Clarence Williams, Eva Taylor
- From Now On Blues (J. C. Johnson-Roland C. Irving)—Contralto Solo—Piano Accomp. by Clarence WilliamsEva Taylor
- 8070 If You Want to Keep Your Daddy Home (P. Grainger - B. Ricketts - E. Paisley)—Contralto Solo—Piano Accomp.Alice Carter
- Midnight Blues (B. Thompson-S. Williams)—Contralto Solo—Piano Accomp.Alice Carter

DANCE RECORDS

- 4837 Down by the River (Creamer-Layton)—Fox-trotSophie Tucker and Rega Dance Orch.
- Vamping Sal (The Sheha of Georgia) (Henry Creamer-Lew Pollack)—Fox-trot, Sophie Tucker and Rega Dance Orch.
- 4838 Snake's Hips (Spencer Williams)—Fox-trot, The Red Caps
- Apple Sauce (A. Lyman-G. Arnheim-A. Freed)—Fox-trotThe Red Caps
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- Tiger Rag (D. J. La Rocca)—Fox-trot, Original Dixieland Jazz Band
- 4842 Come On Home (Young-Lewis-Meyer-Akst)—Fox-trotBlue Diamond Dance Orch.
- That Red-Head Gal (Henry Lodge)—Fox-trot, George Kelly and His Original Six
- 4843 I Love Me (I'm Wild About Myself) (Will Mahoney)—Fox-trot—Incidental Chorus by Billy JonesRega Dance Orch.
- Don't We Carry On! (Cliff Friend-Sidney Clare)—Fox-trot—Incidental Chorus by Billy Jones, Rega Dance Orch.
- 4844 Stories (Powers-Marple-Partington)—Fox-trot, Blue Diamond Dance Orch.
- Martha (Just a Plain Old-Fashioned Name) (Joe L. Sanders)—Fox-trot, George Kelly and His Original Six
- 4847 Farewell Blues (L. Rappolo-P. Mares-E. Schroe-bel)—Fox-trot, Finzel's Arcadia Orch. of Detroit
- Mad ('Cause You Treat Me This Way) (Bobby Heath-Jimmy McHugh), George Kelly and His Original Six
- 4848 Dreamy Lotus Land (Sam A. Perry)—Waltz—Hawaiian Steel Guitar. Effect by Virginia BurtRega Dance Orch.
- Honeymoon Chimes (Mary Earl)—Waltz—Incidental Chimes and Bell Effect, Rega Dance Orch.
- 4849 Argentine (From the Musical Play, "Caroline") (Eduard Kunneke-Alfred Goodman)—Fox-trot, Markels' Orch.
- The Clinging Vine (Intro. Chorus of "Once Upon a Time") (From the Musical Comedy, "The Clinging Vine") (Harold Levey)—Fox-trotMarkels' Orch.
- 4851 A Fire Laddie (Just Like My Daddy) (Bartley Costello-Johnnie Tucker)—Fox-trot, Rega Dance Orch. and the New York City Fire Department Quartet
- A Fire Laddie (Just Like My Daddy) (Bartley Costello-Johnnie Tucker)—Boy Soprano With Orch.Master John J. Stewart
- 4855 Electric Girls (Helmburgh-Holmes)—Fox-trot, Rega Dance Orch.
- Seduction—TangoMarkels' Orch.

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- (Conducted by Gennaro Papi, Metropolitan Opera House Conductor)
- INSTRUMENTAL**
- 70003 Spanish Dance (Romanza Andaluza) (Sarasate)—Violin Solo, Piano Accomp. by Helen Hamilton
- Romance (From D Minor, Concerto No. 2)

- (Wieniawski)—Violin Solo, Piano Accomp. by Helen HamiltonSascha Culbertson
- 35022 Zampa Overture—Part 1 (Herold)—Conducted by Gennaro Papi, Metropolitan Opera House Orchestra
- Zampa Overture—Part 2 (Herold)—Conducted by Gennaro Papi, Metropolitan Opera House Orchestra
- 14587 The Parade of the Wooden Soldiers (Leon Jessel)—Characteristic, Lieut. Francis W. Sutherland and His 7th Regiment Band
- American Patrol (Meacham)—Patriotic Medley, Lieut. Francis W. Sutherland and His 7th Regiment Band
- 14573 Valse Bluette (Drigo)—Accordion Solo...Pietro
- 14588 Kiss of Spring (Rolf)—Accordion Solo...Pietro
- Lime Stone Rock (Medley of Irish Reels)—Irish Pipes, Violin, Piano, Tom Ennis-Jas. Morrison-John Muller
- Kid on the Mountain (Hop Jig)—Irish Pipes, Violin, Piano, Tom Ennis-Jas. Morrison-John Muller
- STANDARD (Vocal)**
- 24044 Fallen Leaf (Virginia K. and Frederic Knight Logan)—Tenor, Orch. Accomp.Colin O'More
- Out Where the Blue Begins (Graff-McHugh-Grant)—Tenor, Orch. Accomp.Colin O'More
- SACRED (Vocal)**
- 14589 Mountain of Blessing (Mrs. C. H. Morris)—Baritone, Orch. Accomp.Homer Rodeheaver
- Bridge the Road to Heaven With a Smile (E. M. Parker)—Baritone, Orch. Accomp., Homer Rodeheaver
- VOCAL**
- 24043 A Kiss in the Dark (De Sylva-Herbert)—Tenor, Orch. Accomp.Colin O'More
- Wonderful One (Terriss-Whiteman-Grofe)—Tenor, Orch. Accomp.Colin O'More
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- 14590 Yes! We Have No Bananas (Silver-Cohn)—Fox-trotSelvin's Orchestra
- Ritzi Mitzi (Conrad-Biho-Johnson)—Fox-trot, Selvin's Orchestra
- Vocal Chorus by Irving Kaufman
- 14591 Barney Google (Conrad-Rose)—Fox-trot, Selvin's Orchestra
- Stella (Akst-Davis)—Fox-trot, Emil Coleman and His Montmartre Orchestra
- 14599 Wonder (If She's Lonely Too) Grossman-White)—Fox-trotBen Bernie and His Orchestra
- Mad (Cause You Treat Me This Way) (Heath-McHugh)Ben Bernie and His Orchestra
- 14598 I Ain't Never Had Nobody Crazy Over Me (Durante-Stein-Roth)—Blues Fox-trot, The Broadway Syncopators
- Two-Time Dan (Turk-Robinson)—Blues Fox-trot, The Broadway Syncopators
- 14568 Will You Always Love Me? (Traveller-Halstead)—Fox-trotThe Boardwalk Orchestra
- I Cried for You (Greed-Arnheim-Lyman)—Fox-trotThe Boardwalk Orchestra
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- Sobbing Blues (Kassell-Berton)—Blues Fox-trot, Albert E. Short and His Tivoli Syncopators
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- 14601 When You Walked Out Someone Else Walked Right In (Irving Berlin)—Tenor—Orchestra Accomp.Irving Kaufman
- Waitin' for the Evenin' Mail (From "Dew Drop Inn") (Billy Baskette)—Baritone—Orchestra Accomp.Ernest Hare
- 14'02 Some Day You'll Cry Over Some One (As I Have Cried Over You) (Charles-Osterman-Crilly)—TenorIrving Kaufman
- Accomp. by Selvin's Orchestra
- Dirty Hands! Dirty Face! (Jolson-Claree-Leslie-Monaco)—Ballad—TenorIrving Kaufman
- Accomp. by Selvin's Orchestra
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- Guappo cu Guappo (Between Two Rough Necks) (Vento-Albano)—Character Song...Ria Rosa
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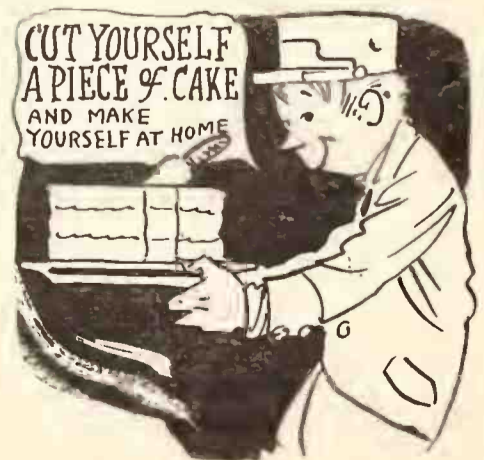
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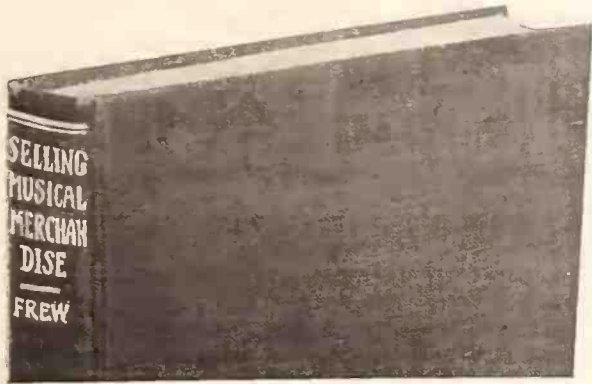
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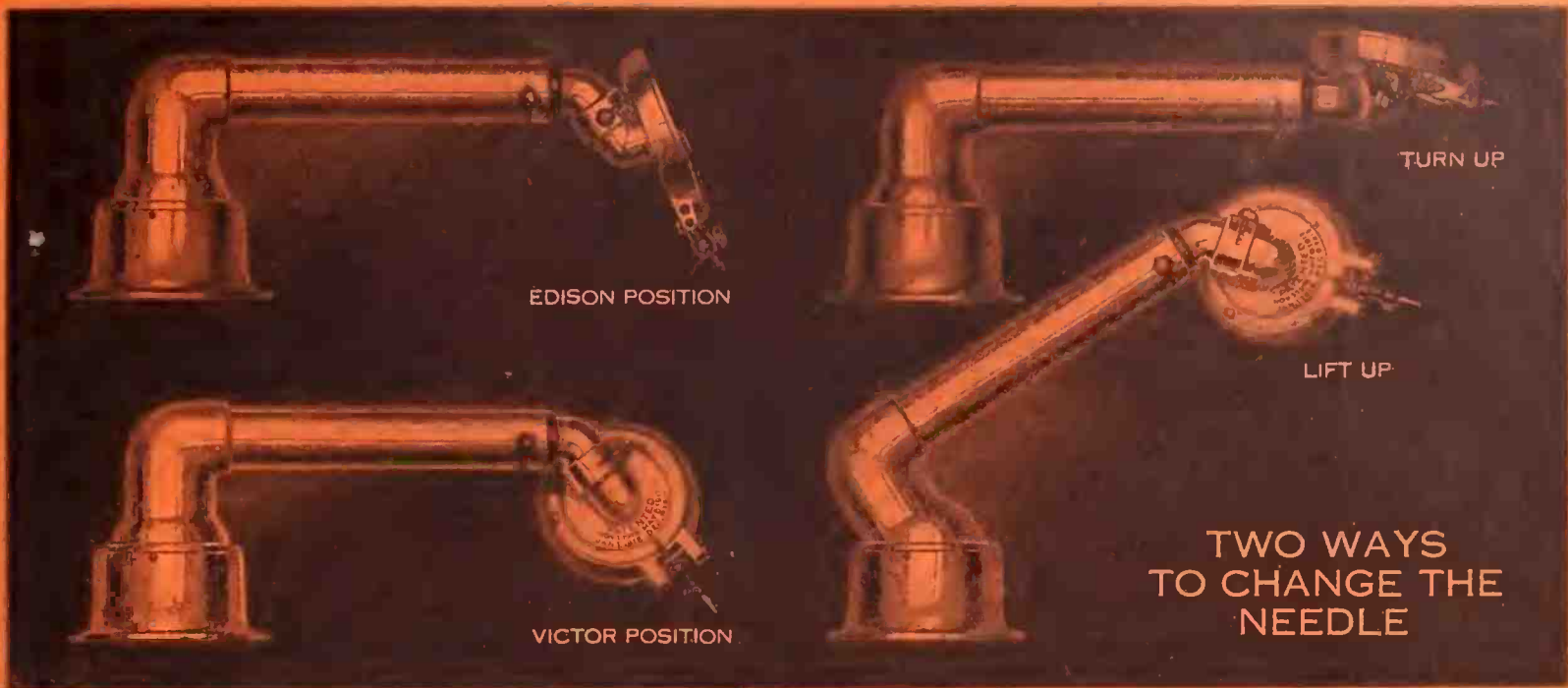
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The SCOTFORD TONEARM & SUPERIOR REPRODUCER

HOW TO SELL A PHONOGRAPH

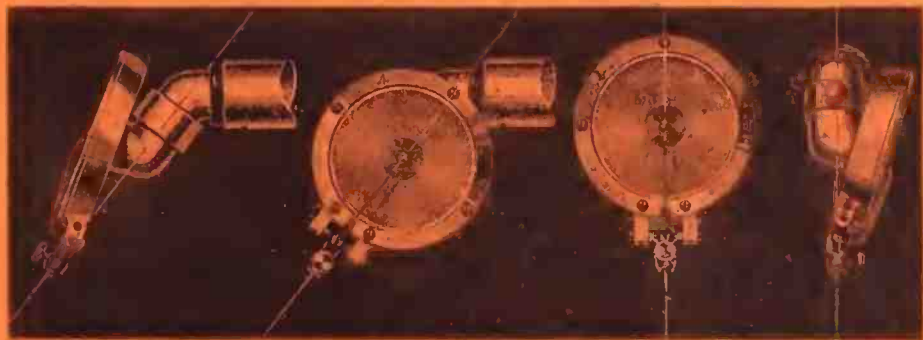
To the Dealer or Salesman:

The Scottford 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 Scottford 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 Scottford's genuine musical reproduction, without the metallic sharpness, and without the scratch. Then prove yourself not an ordertaker but a salesman by continuing with a detailed explanation of why the Scottford is better as analyzed in the "Twelve Points."

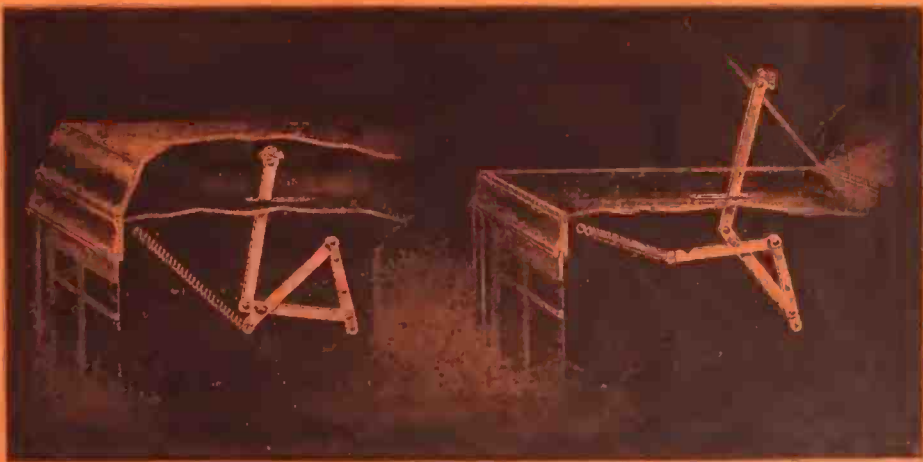
Keep the tonearm unscrewed at the base, so you may lift it off in your hand for thorough examination inside and out—not necessary to screw it down until sold and ready to deliver

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 sensitivity 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 sound boxes.
- 12—Perfect insulation—a rubber basket 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

Do you know how many homes there are in *your* territory in which music *re-created* by the New Edison has supplanted music that is merely reproduced?



See Pages 26, 27
and 62, 63

JOBBERS OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co. 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—Buehn Phonograph Co.
Williamsport—W. A. Myera.

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.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).