

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, April 15, 1921



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

Sonora—The Stabilized Line

Sonora, besides having many important patents of its own, is licensed and operates under basic patents of the phonograph industry. The foundation and future of Sonora and Sonora's dealers' businesses are secure. There is a Sonora to suit every taste and every purse.

Sonora plays ALL MAKES of disc records perfectly without extra attachments.



The Minuet

Sonora, because of its supreme quality, has always been oversold and there is no accumulation of Sonoras which has to be disposed of at a sacrifice.

Sonora's manufacturing conditions and sales are stable and the Sonora is not subject to quality depreciation nor violent fluctuations in either list prices or terms.

PRIDE OF POSSESSION MAKES SALES

YOUR selling is easiest and your sales total the largest amounts when you offer for sale something the public knows to be satisfactory.

Sonora, winner of highest score for tone at the Panama Pacific Exposition, stands highest in the estimation of the public.

Sonora has a wonderful quality reputation. Buyers take genuine pride in owning this superb instrument.

32 models are available at prices from \$50 to \$1800.

Praises by Sonora owners and Sonora's extensive advertising have convinced phonograph purchasers that Sonora is supreme in merit and value.

Dealers know that no substitutes are accepted for the Sonora, that this instrument sells with the least resistance, and is a wonderful money maker.

We are adding new dealers. You may be able to secure a valuable Sonora Agency. Write for information to

SONORA PHONOGRAPH COMPANY, INC.

George E. Brightson, President

NEW YORK : 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 17. No. 4

New York, April 15, 1921

Price Twenty-five Cents

HARRY A. BEACH JOINS THE UNIT CONSTRUCTION CO.

Manager of Traveling Department of the Victor Co. Resigns to Become Vice-President of Unit Construction Co.—This Appointment Makes No Change in the Existing "Unico" Organization

PHILADELPHIA, PA., April 6.—Harry A. Beach, for many years manager of the traveling department of the Victor Talking Machine Co., resigned that position on March 31 to become vice-president of the Unit Construction Co. of this city, producers of the nationally known Unico system of musical merchandising. Mr. Beach carries into his new field of endeavor an intimate knowledge and keen appreciation of the merchandising requirements of Victor dealers whose interests he will continue to serve. More than seventeen years have elapsed since he first became identified with the Victor industry and for the past ten years he has been a member of



Harry A. Beach

the Victor executive staff at Camden. As manager of the Victor traveling department since 1918 he has been most successful in putting into effect the constructive trade-building policies for which the Victor Co. is noted. During his connection with the Victor industry he has witnessed its growth from its inception to its present magnitude.

The appointment of Mr. Beach as vice-president is in keeping with the policy of the Unit Construction Co. in the advancement of Unico service and his influence and able advice will in no sense be lost to the members of the Victor trade. His personal contact with the trade

throughout the United States gives him an insight into retail conditions which will be invaluable in connection with the program of the Unit Construction Co. to place Unico service on a plane of constructive efficiency heretofore unequaled.

The appointment of Mr. Beach makes no change in the existing organization of the Unit Construction Co., which remains under the able guidance of Rayburn Clark Smith as president, the personnel of the executive staff being as follows: Rayburn Clark Smith, president; Harry A. Beach, vice-president; Elton E. Sullivan, treasurer; Alfred Sperring, assistant treasurer; Frank L. Rice, secretary and purchasing agent; A. L. Caterson, traffic manager; August O. Mayer, general sales manager; George A. Lyons, assistant sales manager; Arthur W. Deas, Chicago office manager; J. N. Hallinan, New York office manager; H. C. Baish, Atlantic district manager; Charles Clement, sales service manager; Clarence W. Reid, production engineer; Clyde L. Musselman, factory superintendent.

The co-ordination of Mr. Beach with this staff means that the high standard already established for Unico products as a result of eight years' development will not only be maintained but even still greater accomplishment in the field of musical merchandising may be looked for from the Unit Co.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Seven Months Ending January, 1921, Total \$4,289,255

WASHINGTON, D. C., April 5.—In the summary of exports and imports of the United States for the month of January, 1921 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented.

The dutiable imports of talking machines and parts during January, 1921, amounted in value to \$50,655, as compared with \$102,657 worth which were imported during the same month of 1920. The seven months' total ending January, 1921, showed importations valued at \$474,920,

as compared with \$459,684 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 6,194, valued at \$281,925, were exported in January, 1921, as compared with 5,980 talking machines, valued at \$371,202, sent abroad in the same period of 1920. The seven months' total showed that we exported 53,467 talking machines, valued at \$2,369,766, as against 44,907 talking machines, valued at \$1,982,326, in 1920, and 26,391 talking machines, valued at \$779,606, in 1919.

The total exports of records and supplies for January, 1921, were valued at \$222,498, as compared with \$364,181 in January, 1920. For the seven months ending January, 1921, records and accessories were exported valued at \$1,919,489; in 1920, \$2,278,345, and in 1919, \$1,540,787.

VOCALION CANADIAN DISTRIBUTORS

Scythes Vocalion Co. Appointed Exclusive Distributors in Canada for the Vocalion Products —E. C. Scythes Heads the Organization

Announcement has been made by the Aeolian Co. that in future the Vocalion and Vocalion Red records will be distributed in Canada by the Scythes Vocalion Co., Toronto, recently organized with E. C. Scythes as president. Mr.



E. C. Scythes

Scythes is well known in the Canadian trade, having been for many years vice-president and general manager of the Nordheimer Piano & Music Co., Ltd. He also spent several years in Winnipeg. At the present time he is president of the Canadian Piano Manufacturers' Association, and has taken a prominent part in other trade organizations.

For some time Mr. Scythes has been negotiating with the Aeolian Co. and the contract has now been concluded whereby the Scythes Vocalion Co. has the exclusive right to import and manufacture Vocalion products in Canada. As a result a Vocalion phonograph and records of Canadian production will be a reality, with deliveries being made from headquarters in Toronto. The temporary location of the Scythes Vocalion Co. is in the Nordheimer Building, at the corner of Yonge and Albert streets, Toronto, where the Vocalion headquarters in Canada have been located for the past three or four years. In a short time Mr. Scythes expects to announce a permanent address with warehouse accommodations sufficient to carry stock that will provide for immediate deliveries of all orders. Having been for four years intimately associated with the Aeolian Co. in marketing the Vocalion lines in Canada, Mr. Scythes is very enthusiastic over his proposition. Not the least important announcement made by Mr. Scythes is the appearance of the dollar Vocalion record in the Dominion of Canada.

RETAIL DEALERS MAY FORM A NATIONAL ORGANIZATION

Many Important Subjects of Interest to Be Taken Up for Consideration at the Annual Convention of the National Association of Music Merchants to Be Held in Chicago During Week of May 9

A special effort will be made during the annual convention of the National Association of Music Merchants in Chicago during the week of May 9 to organize the retail talking machine and phonograph dealers of the country into a national association in line with the proposals made by the Music Trades Association of Southern California and sent to the various local associations of talking machine men by the secretary, A. G. Farquharson, of Los Angeles. It has been urged that delegates from the various local associations attend the Chicago convention to consider the formation of a national body.

The National Association of Music Merchants, whose membership scarcely contains a single merchant who does not sell phonographs, has decided to give its fullest co-operation to the movement to organize all the retail talking machine dealers nationally.

A special session of the national convention in Chicago will be devoted to phonograph and talking machine interests and a program for special discussion is being prepared.

The general plan of a program of selling

helps, which has been announced for the Music Merchants' Convention, will be followed during this session. Competent speakers on selling helps in the phonograph field will be on the program of this special session, which will be the closing feature of the merchants' program.

Immediately following these speakers the meeting will be given to the organization of the retail talking machine interests.

The idea in many minds that the present National Association is for piano merchants alone is one that its officers are anxious to correct.

"Our name was changed two years ago to the National Association of Music Merchants," said Secretary Dennis, in announcing the proposed feature of the convention program. "Our constitution was revised and our membership may include dealers in phonographs and all forms of musical merchandise. We realize that there are many exclusive phonograph dealers who have not yet a full understanding of our work and we hope they will join our association. If not, we would like to see them organize separately."

Why Not Make the Display Window a Real Force for Developing Business :: :: By J. E. Parsons

Despite the great aid given talking machine dealers in the way of suggestions for window displays the fact remains that a great many dealers do not utilize these ideas to good purpose, nor do the majority of dealers give as serious attention to the value of their windows as sales promoters as they should. The ordinary layman who may not be interested in this subject and who probably passes on his way to and from his home every-day some ten or twelve talking machine stores will find that eight out of the twelve rarely change their window displays and if they do change them the displays made are of the most unoriginal and mediocre character. Consequently the windows do not attract the attention of passers-by, but they do convey the idea that the owners of the stores are lacking in progressiveness and possess a very poor idea of the value of the window as a sales developer. Instead of conveying, psychologically, this harmful viewpoint to the average buyer, how much better it would be for a dealer to consider how many persons pass his window every day and what means may be adopted to arrange a display therein that may best attract the attention of hundreds or thousands of people, a great percentage of whom might be forced to stop to look and to profit—with the result that the dealer makes his window one of the most profitable advertisements for his business.

The subject, of course, is a hackneyed one, but, as was remarked before, it is only necessary to observe the window displays of the majority of dealers and to note what little advantage is taken of this most vital and important means of advertising one's business in a most impres-

sive and effective way. A great many dealers have not "sized up" the value of the window. A great many more are too lazy to think how they may make the window attractive and yet aid has been offered them on all sides—by the manufacturers and by innumerable suggestions in the trade papers.

This is the time when every effort should be made to produce business, to arouse interest

*Now Is the Time When
Business Should Be
Boomed, and Window
Displays are Mighty
Big Helps to This End*

in talking machines and records, and no man who desires to stay and succeed in business can afford to overlook the store window. It is, when properly used, more potent in value and results than the daily paper, but the two together make a combination that must make people interested in the store.

Display windows poorly trimmed or "put in" go-as-you-please manner without the proper "punch" to them are like checks without signatures—worthless.

If you trim your windows "any old way" simply because you want something in the space or fail to change your display of talking machines and records is penny wise and pound foolish.

You would not do this in your newspaper advertising—no, indeed; you watch that very closely because it is costing you money.

It is a proven fact that you will lose more business by unattractive windows, both present and future, than in any other way.

The prudent merchant knows what his windows are worth to him, he trims them to the best of his ability and in exchange for these attractive window displays his business shows added energy.

Don't let your competitor grow fat in purse while your cash register is idle. Get your share of the business in your town—have the edge on all rival merchants by having window displays that are bound to appeal.

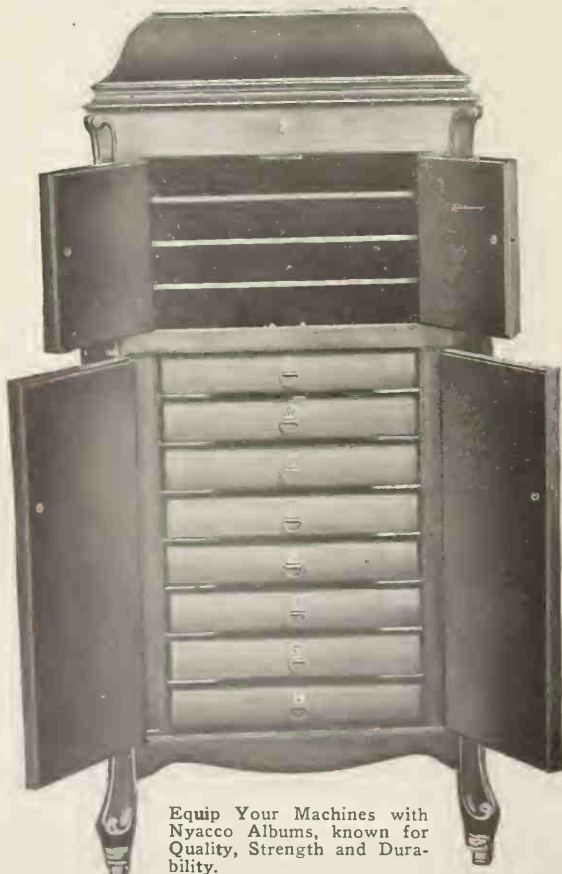
The wide-awake merchant whose display window fairly reaches out and stops pedestrians is the merchant who gets the orders for talking machines and records.

The trade of your town doesn't complain about the unattractive appearance of a window—it quietly passes on to a place where an attractive display stops them.

A customer is not always made by an attractive display—but if he is induced to enter your store and your merchandise is good, your service satisfactory and prices fair, this window display has performed its duty true to form at a minimum of expense.

This is the experience of successful merchants who know.

The Talking Machine's Helpmate



Equip Your Machines with Nyacco Albums, known for Quality, Strength and Durability.

The Beauty of a Nyacco Set in a Machine

When equipped with 12 in. albums to hold 10 in. and 12 in. records, they give the cabinet a uniform and attractive appearance.

They also help to sell *more* records.

Our sets are made up in our latest improved NYACCO album No. 600, which is a loose-leaf, patented, solid wood and metal back album as well as in our old style album with a one-piece cover, No. 4.

We make our NYACCO album sets for every style machine to hold five, six, seven and eight to a set.

When purchasing albums be sure they are NYACCO albums.

Look for the Trade-Mark.



Accept No Substitute.

Jobbers and Distributors Throughout
the United States and Canada

Write for quotations. Samples submitted upon request.

New York Album & Card Co., Inc.

Executive Office
23-25 Lispenard St.
New York, N. Y.

Chicago Factory
415-17 S. Jefferson St.
Chicago, Ill.

Victor Supremacy

The supremacy of the Victrola commercially is coincident with its supremacy as a musical instrument.

The success of Victor retailers goes "hand in hand" with Victor Supremacy.

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

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

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

Victor Wholesalers

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

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



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola 80, \$100
Mahogany, oak or walnut



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

Victor Talking Machine Co.

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



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

IMPORTANT TO THE TALKING MACHINE TRADE



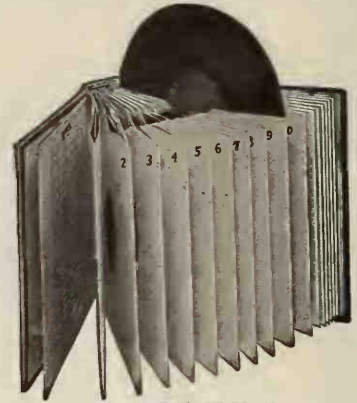
SELECTING THEIR FAVORITES

Lower Prices for Record Albums

Yes, due to lower costs, we are making substantial reductions in prices.

We solicit your orders and correspondence.

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



THE PERFECT PLAN

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

GANNON WITH TOLEDO T. M. CO.

Important Addition to Wholesale Sales Force of This Company—Business Shows Improvement—Cable Co. Remodeling—New Home of Toledo Talking Machine Co. Nearly Ready

TOLEDO, O., April 6.—W. B. Gannon, who has been the Michigan representative of the Victor Talking Machine Co. for the past year or more, has recently resigned his position and has associated himself with the Toledo Talking Machine Co., this city. He will represent the Toledo concern in the State of Michigan.

Business conditions in Toledo show some signs of improvement. Some of the most prominent dealers are reporting a very fine business. A number of the various dealers throughout this territory are planning on some extensive improvements during the coming year, and Victor dealers, without exception, look forward to an exceedingly prosperous period.

The new home of the Toledo Talking Machine Co. is rapidly nearing completion, and the building will be occupied on or about May 1.

Robert Elwell, manager of the Victor department of Grinnell Bros., has just returned from Camden, where he has been for the past two weeks attending the Victor school. Mr. Elwell is enthusiastic over the immense benefit to be derived by anyone attending this educational course.

Arthur Pete, manager of the Victrola department at the Lion Store, visited Chicago the latter part of last month to attend the Victor Educational Convention, which was held the 28th, 29th and 30th.

The Cable Piano Co. is permanently settled in its present location, 209 Superior street, which it is now proceeding to remodel into a first-class talking machine and piano store.

Rail not at vanity. Ambition would die without it. But charge to it exactly what it costs.

OPENS ATTRACTIVE ESTABLISHMENT

NIAGARA FALLS, N. Y., April 4.—The New Victrola department of Edward J. Cannon's store now located at 304 Niagara street recently held an informal opening which was largely attended. The entire decorative scheme is in old blue and ivory, with reed furniture fashioned in the same color to harmonize with the general effect. Five sound-proof booths have been built along the right wall of the store, while at the rear there is a large room in which talking machines are displayed to splendid effect, for the benefit of prospective purchasers. Mr. Cannon's new store is very attractive and cozy, and undoubtedly will be quite a center for those musically inclined.

Richard Lamont plans to establish himself as a representative of a talking machine line in Bellingham, Wash., at an early date. He will have space in Thiel & Welters' store.

NEW PEERLESS EQUIPMENT FOR VICTROLA No. 80



Showing shelves before setting into machine



Machine with shelves



As machine looks with complete equipment

This desirable equipment will add to your sales of records for—
PEERLESS ALBUMS DO SELL RECORDS

Write at once for special proposition regarding this new Peerless Product

PHIL RAVIS, Pres.

PEERLESS ALBUM CO.

636-638 Broadway, New York City



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



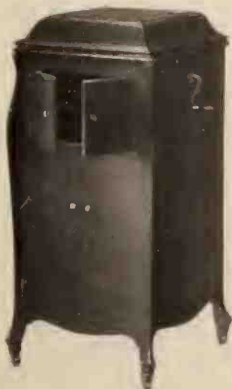
Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



Victrola 80, \$100
Mahogany, oak or walnut



Victrola XI, \$150
Mahogany, oak or walnut



Victrola XIV, \$225
Mahogany, oak or walnut



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



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

Victor Supremacy is lasting

It is built on the solid foundation of great things actually accomplished.

And the success of every Victor retailer increases with every new development of this wonderful instrument.

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

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

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

Victor Talking Machine Co.

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

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President and Treasurer, C. L. Bill, 373 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Second Vice-President, Raymond Bill, 373 Fourth Ave., New York; Secretary, E. L. Bill; Assistant Treasurer, Wm. A. Low.

J. B. SPILLANE, Editor

RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors

L. M. ROBINSON, Advertising Manager

L. E. BOWERS, Circulation Manager

Trade Representatives: A. F. CARTER, WILSON D. BUSH, C. CHACE, EDWARD LYMAN BILL, V. D. WALSH, E. B. MUNCE, CHAS. A. LEONARD, SCOTT KINGWILL, A. J. NICKLIN

Western Division: Republic Building, 209 So. State Street, Chicago, Ill. Telephone, Wabash 5774.

Boston: JOHN H. WILSON, 324 Washington Street

London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Mgr.

The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 373 Fourth Ave., New York.

SUBSCRIPTION (including postage): United States, Mexico, \$2.00 per year; Canada, \$3.00; all other countries, \$4.00. Single copies, 25 cents.

ADVERTISEMENTS: \$5.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$150.00.

REMITTANCES should be made payable to Edward Lyman Bill, Inc., by check or Post Office Money Order.

NOTICE TO ADVERTISERS—Advertising copy should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.

Cable Address: "Elbill," New York.

NEW YORK, APRIL 15, 1921

TO DISCUSS NATIONAL ASSOCIATION IDEA

THE invitation issued by the National Association of Music Merchants to the talking machine dealers throughout the country to meet with that body in Chicago during the week of May 9 in an effort to organize a National Association of Talking Machine Dealers is worthy of the consideration of talking machine interests, for it is in line with the suggestions made by the Music Trades Association of southern California not so long ago.

The present members of the National Association of Music Merchants should be in hearty accord with the efforts of the talking machine men to develop their business and improve conditions, for by far the great majority of piano and music dealers sell talking machines. In fact, talking machines are accepted nowadays as part and parcel of the piano store stock. It would not be hard, therefore, for exclusive talking machine dealers to find in the Music Merchants' Association a sympathetic understanding of their problems.

As a matter of fact, the program of the music merchants' convention as at present outlined includes some live talks and discussions on problems connected with the profitable retailing of talking machines, and there should be some profit to the straight talking machine dealer in listening to these discussions, even though he may not be in the mood to help in the organization of a National Association of his own people.

Two or three of the established local talking machine associations, including The Talking Machine Men, Inc., of New York, have already arranged to send official delegates to the Chicago convention in order to have first-hand information regarding what goes on.

A National Association of Talking Machine Dealers has been advocated on various occasions and by various interests, and there should be found in the invitation of the National Association of Music Merchants a genuine opportunity of bringing the retailers of the country together for the purpose of discussing this National Association idea in an effort to get somewhere. The opportunity is twofold. First, that of organizing a separate National Association, and, secondly, that of becoming affiliated with the present Music Merchants' Association, perhaps as a distinct division of that body.

To organize a really successful National Association, however, partisanship will have to be forgotten. Representatives of all lines of goods must join in the work of bettering conditions, or that work will be ineffective.

KNOWLEDGE OF CORRECT SELLING METHODS

THE talking machine store that will win out in a business way from now on will be the establishment that possesses a sales force that is fully and competently educated to the requirements of the talking machine business in its varied phases. The evolution of the talking machine in the matter of design compels the salesman who desires to handle the best class of customers to be acquainted with the history of the various periods which are represented in the art models now being manufactured—he should be able to suggest to purchasers the use of certain designs to match the furnishings of their music rooms or parlors.

It is quite an acquisition for a salesman to be able to talk intelligently on this subject. It is to be assumed, of course, that he is also fully equipped to discuss the subject of music and the leading composers in the operatic, symphonic and vocal and instrumental fields, for the talking machine is essentially a musical instrument and should be sold strictly on these lines. While the various period styles are of importance and value as home furnishings, yet it is as a musical instrument that the talking machine must command its place. This must be ever kept in mind.

The various salesmanship schools now being conducted throughout the country are a wonderful aid in inculcating a proper knowledge of correct selling methods. In this connection it is a rather peculiar fact that there has been a greater desire on the part of dealers in small towns and cities to have their sales force properly instructed in a knowledge of how best to sell talking machines and records than is evidenced by the smaller dealers in the big cities who seem less interested in this matter. Yet a great many of the people who buy, we will say, on the East Side of New York, or the South Side of Chicago, though people of humble station, frequently possess a very keen knowledge of musical values and are not inclined to favor the store where the salesman is lacking even in elementary knowledge of the singers or musical organizations who are represented in the records which he sells.

CO-OPERATIVE WORK THAT HELPS THE DEALER

THE talking machine dealer who is really sincere in his effort to build up his business and to take advantage of all up-to-date plans and facilities for improving his publicity and selling methods will find that he will receive strong support from most of the manufacturers and also from wholesale distributors. The support of the manufacturers has been so steady and persistent in the past that it has become practically axiomatic, and for that reason its effective possibilities are not fully realized by the dealer.

There has been developed among the wholesalers, however, a new spirit of dealer's service, not confined to casual advice and printed suggestions, but carried on on a basis that brings the promotion work of the distributor right into the dealer's store, where he can see the results and participate in the benefits thereof.

No matter how earnest or well informed the individual dealer may be, he cannot expect to corral all the bright business ideas that have been tried out and proven successful. The distributor, however, with his wider field and greater range of vision, is in a position to study these exploitation sales plans in his own and other fields and, selecting the best, supply his dealers with promotion plans that are beyond the experimental stage and calculated to produce results.

The day of narrow-gauge business is past. The public does not walk up to the captain's desk any more and demand goods. Neither does it respond with alacrity to selling tactics that outgrew their usefulness a decade ago. New ideas are needed to put the selling message across, and by co-operating with the efforts of the distributors and manufacturers the local retailer has absolutely no excuse for sticking in the rut. The familiar things, whether they be sales plans or anything else, cease to attract attention. Right now attention is needed by the talking machine dealer who is seeking to keep his business growing and growing, and honest-to-goodness promotion work that smacks of originality is calculated to win the attention of the public.

POPULARITY OF TALKING MACHINE ARTISTS

IN developing and maintaining the high musical standing of the talking machine, the bulk of the artist publicity has been directed toward featuring the famous lights of the operatic or concert stage.

those whose names stand out boldly in the highest musical circles. And there is no doubt that this method of procedure has served to make the names and voices of these stars familiar in thousands of homes where otherwise they would have remained unknown. So much for the stars.

The interesting fact is that in thousands of smaller communities where grand opera and the symphony concert are practically unknown the opera and concert star, through the medium of the talking machine record, has to fight hard with singers of less fame in the musical world for a popular place in the home. Henry Burr, Collins and Harlan, Billy Murray, and a half-score of others, whose voices for many years have been carried into the homes of the land through the medium of talking machine records, hold a place in the heart of the ordinary talking machine-owning citizen that even Caruso himself cannot attain.

There are hundreds of thousands of talking machine owners who, although they have in their libraries the records of the great artists, still incline strongly to the popular songs of this and other days. They have heard the same voices in new songs year after year, and have learned to recognize those voices just as though they belonged to members of the family. There is a homely affection for these purveyors of mirth and melody of the popular order that is strongly in evidence on all occasions when they appear in public.

The concentrating of publicity upon noted artists by the various talking machine companies has followed the logical course, for it was realized that once the standing of the talking machine as a musical instrument of high quality was firmly established the support of those who sought merely entertainment for the moment would come as a natural course. The theory has worked out most successfully in fact, but if any member of the trade believes that the recorders of the popular songs have no popularity let him make that declaration to the average small-town talking machine owner and discover his error. Small-town understanding is that Caruso is a great man and a great singer, but he stands upon a pedestal, while the singer of the popular song is "home folks," so to speak. He is understood and loved, even though at a distance.

KEEPING ALERT TO VALUE OF NEW IDEAS

THE man who doesn't want to be told is a bad piece of the business world. The fellow who has pulled the doing of things down to the perfection notch and is unable to see where somebody on the outside can give him a suggestion worth trying on is in a very bad way. When we occasionally run across him we experience a cross between indignation and amusement. The upishness of the mental workings of a man who feels himself so secure in the regulation of affairs under his control that he is incapable of taking kindly or in the spirit of a willingness to learn any suggestions that may be offered to him simply needs the application of a slipper of commensurate size with his anatomy to bring him to a proper realization

of the fact that nobody knows so blamed much that he can't learn something else with profit.

We run across men who have managed business in certain lines for years and who have so conformed themselves to their own cut-and-dried ways of doing that they simply won't listen to anything that is proffered to them by other people. The result is that these men are sooner or later worsted and beaten in their lines by those others who have realized that a reasonable suggestion from anyone is worth trying, or at least worth carefully calculating before it is rejected entirely. The exasperating attitude of a man who intimates that he is so completely perfect and satisfied with his ways that he doesn't care to listen to anything different is no less great than that of the man who listens and deliberately ignores as though he had never heard.

None of us has succeeded in getting so complete a hold on what we are doing that we can't make use of something the brain of someone else may evolve, and the sooner we realize that it is worth while to pick up new ideas and use them wherever possible the surer will be the business results of the satisfactory kind. It isn't often one can afford to be cocksure.

TALKING MACHINE MUSIC BY WIRELESS ROUTE

THE many interesting experiments that have been conducted recently in connection with the development of the wireless telephone have brought into considerable prominence the talking machine as a means of demonstrating the success of the various trials. Many dealers have been able to link up their names with this publicity by supplying a weekly program of music to those of their customers whose homes are equipped with a wireless apparatus. The cumulative value of this publicity is tremendous.

The perfection of the wireless telephone may not influence one way or another the actual sale of machines or records, but the amount of space given in the newspapers to stories of talking machine music carried by wireless over almost unbelievable distances, to be heard clearly at the receiving end, represents publicity that presents the talking machine in a dignified way, quite in contrast to the sort of publicity offered in the early days of the industry.

INDICATIONS OF BUSINESS BETTERMENT

THERE is a distinct tendency toward improvement in general business conditions, although it cannot be said that there is any indication of an overrapid return to normal. The recovery in business is gradual, and the majority of business men accept that fact in the spirit that it makes for the ultimate soundness of the industrial fabric. The talking machine industry is participating to a certain extent in this betterment and it is distinctly noticeable that those members of the trade who are making unusual efforts to develop business are winning out and are getting the results that justify their efforts.

Ormes
Really
Means
Exceptional
Service



Commercial Independence

It is said that the highest state of business success is Commercial Independence.

Commercial Independence is gained through the supremacy of the goods sold and the efficiency of the effort expended in the selling of the merchandise.

Therefore, the exclusive Victor retailer, through his concentration on merchandise of supreme quality, quickly realizes Commercial Independence.

ORMES, Inc.

103 E. 125th St. Wholesale Exclusively NEW YORK

Magnavox

Increase Your Sales of Records 40%

You know that demonstration is the best way to sell records. Don't limit your audience to one or two. Use a Magnavox and reach the crowd. Use a Magnavox and get a crowd in front of your store.

The Magnavox will increase the sound of a phonograph record so it can be heard a block or two from your store—or you can reduce it to a mere whisper.

There's good profit in renting a Magnavox and phonograph for concerts, dances, etc., for halls or outdoors. The Magnavox with speaking attachment alone is great for lecturers. Everyone at the inauguration heard President Harding's speech. He used a Magnavox.

*Send for Bulletin
and full details.*

J. O. MORRIS CO., Inc.

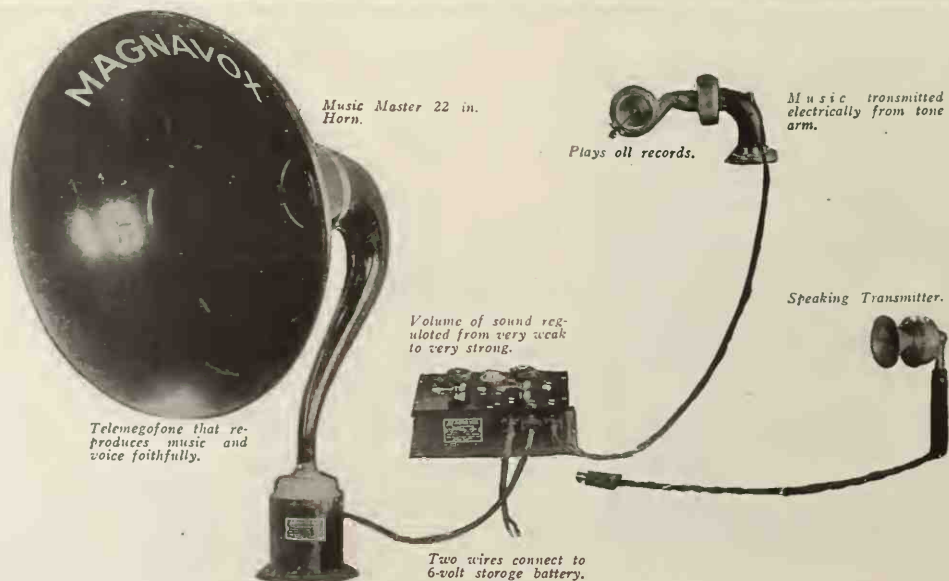
Eastern Distributors

1270 Broadway

New York

*Some uses for
the Magnavox*

For concerts and entertainments
For lectures and public speakers
For playgrounds
On shipboard
On recreation piers
To take place of hand or orchestra
For dances
For church entertainments
For social gatherings
Calling between departments
For shop keepers to attract attention to their stores
To demonstrate records
For heaches
For skating rinks
For fairs and exhibitions
For train and open air announcements
Y. M. C. A.'s and Y. W. C. A.'s
For schools
As a megaphone
For contractors directing work on buildings



Stage a Home-town Booster Week and Add to Your Fame and Popularity :: By Frank H. Williams

Folks who boost are always liked a lot better than folks who knock. And particularly is this the case in one's home town. The people who are continually knocking their home town are never very popular, while those folks who are continually boosting it by telling what a great place it is and by doing their bit toward making it an even more progressive and prosperous community are always among the best-liked folks in the town.

And just as this is true of the individual it is also true of the talking machine or music store. The establishment that goes out of its way to boost the home town is sure to secure considerably more commendation and more popularity than the store which does nothing of the sort. And because of this increased commendation and popularity the booster store is pretty sure to get a major share of the town's business.

Therefore it would certainly be a mighty good stroke of business for any talking machine establishment to stage an especial home-town booster event such, for instance, as a Home-town Booster Week.

Let's consider some of the ways in which the store could go about doing a thing of this sort and let's vision some of the things that would probably result from the staging of such an affair.

A store need have little excuse for promoting a Home-town Booster Week. The advent of early Summer with the possibilities of the city attracting a number of people to the city for the Summer would be plenty sufficient excuse. With such an excuse for the affair the store might publish an advertisement reading like this:

BOOST THIS CITY AS A SUMMER RESORT!

This city offers one of the best locations in the entire country for spending the Summer, or a good part of the Summer. Look at some of the splendid Summer resort attractions we have in this city:

Beautiful parks. Splendid golf course. Baseball, tennis and other outdoor sports.

Band concerts twice a week in the local parks by the best hands in the city, these concerts being free of charge and the entire expense being borne by the city park board.

Beautiful verandas on which wise home owners render phonograph concerts on warm evenings.

Rivers and lakes for boating, swimming and fishing within a short distance of the city.

Splendid auto roads with plenty of week-end trips to take.

Suitable locations for tent colonies near the city and plenty of rooms available for the Summer in the homes of private families at reasonable rates. Summer dance halls. Summer theatres and entertainments.

Let's all get together and boost this city as a Summer resort. We are going to do our bit in this boosting stunt and so we are going to have a Home-town Booster week in our store all next week.

During this week we will have special window displays, showing things of interest to all local folks—things of which we, as residents of this city, can feel immensely proud. Also the store will be specially decorated for the event and there will be special talking machine concerts daily.

AND, ALSO, there will be special price inducements for the purpose of attracting all the folks in the city to our store and for the additional purpose of bringing outsiders into our city to see our town and to patronize our store. There will be no earthly reason, next week, for going outside of this city to purchase talking machines, records or other musical instruments, and once you have patronized this store you will realize that there is never any real reason for patronizing mail-order institutions or stores outside this city.

Let's all get together and boost this city. Boost our city all next week in letters to friends, relatives and business folks and boost it in all your talks next week.

Such an announcement as the foregoing would be sure to arouse a great amount of interest in the city and the store could very readily add to this interest by means of unique

window displays in which it would give statistics regarding the number of miles of paved streets in the city, the number of arc lights at the street corners, the present population and so on.

This data would be interesting to all the residents of the city and the store could augment this interest by staging a special offer in connection with the event. It might offer prizes of talking machines or records to those persons sending in the best answers to some such questions as these:

"Length of the city from east to west?"

"Length of the city from north to south?"

"Total foreign population?" "Total number of children attending local public and private schools?" "Number of city street cars operated?"

"What one thing would, in your opinion, go farthest toward making this a better city in which to live?"

All the answers to these questions with, of course, the exception of the last one, could be obtained from the city engineer, the board of public works, the general manager of the local traction company and the city school superintendent. The answers to the last question would, undoubtedly, result in some very interesting suggestions being received which could be played up by the store in its advertisements and in its window displays.

Of course, such an affair would be sure to attract a lot of attention from all the folks in the city and it should take but little urging on the part of the store to induce the local newspapers to co-operate in putting the event over in good shape. In fact, the newspapers might be

willing to co-operate in announcing the prizes for the event and in printing a lot of free publicity regarding the affair. All of which would be of considerable value to the store.

Now, as to the sort of window displays that the store might stage for the event. These displays, as suggested above, might include a lot of data regarding local affairs, such as pictures of interesting parts of the city, photos of the city officials, bank presidents, heads of the local fraternal organizations, pictures of the city churches and so forth. Also it would be appropriate for the store to include some data regarding the things it had done for the benefit of the city, such as selling talking machines to the schools, getting new records to the city as quickly as possible, installing demonstration rooms, increasing floor space, etc.

Then, too, the store might secure short interviews with the leading men of the city as to the way in which the city could make the greatest progress in the years to come, and so forth. All of this would be appropriate to a Home-town Booster Week.

Finally, the store might emphasize the goods it is featuring for the week and might tell how the purchase of talking machines and records at home would benefit the city in getting goods as cheap as elsewhere—how the home town would benefit by keeping money at home instead of sending it to a mail-order house or spending it in some larger city.

Stage a Home-town Booster Week in YOUR store!

You'll find that it will get a great amount of publicity for the store and boost business very appreciably.



U-SAV-YOUR MFG. COMPANY

(Reg. U. S. Pat. Off.)

DISAPPOINTMENT

Some dealers say, "There are hundreds of polishes—no good—no good."

There are failures in all lines of business, aren't there? Now U-Sav-Your comes along after years of testing, and it is called a cleanser and dressing because it feeds the wood. It will not and does not put on a false finish. U-Sav-Your cleans, it feeds, it brightens, it beautifies, and it lasts. Do not blame hard times if your sales do not increase. The cause is with the goods and yourself. You need real quality—that's U-Sav-Your.

U-Sav-Your has tripled its business in three months. It's the goods—we know—you should know.

Messrs. C. Bruno & Son, New York Victor Distributors, carry a large stock. So do Collings & Company, Newark, N. J. Also seventeen other big Victor Distributors. Order direct from them.

Large sample, 50c postage paid.

U-SAV-YOUR MFG. COMPANY

33 PERKINS AVENUE

WARREN, MASS.

"A new Gennett!"



ANTICIPATION

is justified by realization when the record is a Gennett.

If you have never heard a Gennett treat yourself to No. 9112. When you hear "Pirates of Penzance Part I" and "Pirates of Penzance Part II" played by His Majesty's Scots Guards Band, you will have the Gennett habit.

They do better all phonographs—Hearing is Believing. Any STARR dealer will gladly play for you.

Write for Gennett Catalog

Gennett Records

Manufactured by

THE STARR PIANO COMPANY

RICHMOND, INDIANA

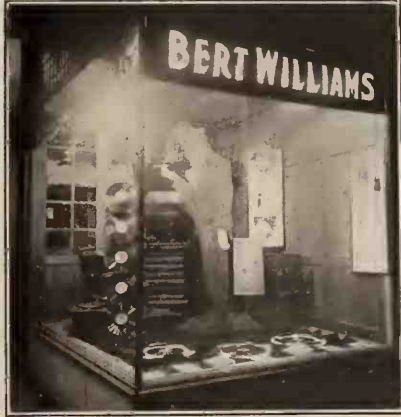
New York—Chicago—Los Angeles—Birmingham
Detroit—Cincinnati—Cleveland—Indianapolis
Boston—Jacksonville—London, Canada

TIE UP WITH ARTIST'S APPEARANCE

Prominent New Haven Dealer Prepares Special Window During Appearance of Bert Williams

Our old friend Bert Williams was again featured in the special window trim displayed by a Columbia dealer, Wittstein's Music Shop, 110 Church street, New Haven Conn., during the week when this exclusive Columbia artist appeared at the Shubert Theatre, in that city.

A man-size poster features this inimitable comedian in one of his favorite poses. His ap-



Wittstein's Tribute to Bert Williams
 pearance in the Broadway Brevities made a decided hit with New Haven folks. This window was especially appropriate, for every Columbia dealer boosted Bert Williams Week—March 19 to 26.

The F. H. Drew Co., of Cedar Rapids, Ia., is remodeling its exclusive Victor department. Five booths are arranged on one side of the store, and the records on the opposite side. The entire decorative scheme is in gray. With attractive carpets and other equipment, the store will rank as one of the up-to-date establishments in that section.

INCREASE INTEREST IN MUSIC

How the T. E. Clark Music Co. Planned to Make the Community in Which It Operates More Musical—"Live" Dealers Take Note

CAPE GIRARDEAU, MO., April 5.—The T. E. Clark Music Co., which holds forth here, decided that the cause of the absence of interest shown in a music memory contest recently attempted in its territory was due to the lack of means of hearing music. So Mr. Clark joined hands with a local newspaper and started a campaign to put Victrolas in the schools of the vicinity. In this connection a man who knows school work is sent to the schools known to be in need of music. After the educational director has shown the teachers and the pupils how to use the Victrola and has aroused enthusiasm the newspaper man accompanying him explains how the pupils themselves may earn the machine and records by securing subscriptions to his paper.

Thus does Mr. Clark do the community a lasting good, for he not only supplies the school with good music, but puts a good newspaper in the homes. Full and half-page newspaper advertisements, as well as frequent letters and personal calls, are showing results and much enthusiasm has been aroused. This plan of building is worthy of consideration and simulation.

WIRELESS CONCERT AT RADIO SHOW

Music From Talking Machine on Long Island Carried Through Air to Hotel Pennsylvania

One of the features of the First Annual Radio Show and Convention held at the Hotel Pennsylvania, New York, last month was a wireless concert given each evening. A talking machine was installed at a wireless station on Long Island and musical waves were transmitted by wireless to the hotel, where they were magnified for the benefit of those attending the show. The effect was excellent, the music coming through very clearly.

PRINTERS' INK STATUTE FOR N. Y.

Effective Measure Against Fraudulent Advertising Introduced in New York State Legislature—Music Merchants of the State Urged to Give Their Earnest Support to Bill

Members of the National Association of Music Merchants throughout New York State have been urged by Secretary C. L. Dennis, of the Association, to give their active support to the Printers' Ink Model Statute, designed to put a stop to fraudulent advertising, which has been introduced into the New York Legislature by Assemblyman Charles H. Betts, of Lyons.

New York State already has an advertising law, but it is ineffective because of the inclusion of the word "knowingly," a joker that prevents the proper application of the prescribed penalties for misleading advertising. The Printers' Ink Model Statute is regarded as the strongest law yet devised to stop fraudulent advertising and has been passed by twenty-one States. The measure has been endorsed at several conventions by the National Association of Music Merchants.

Members of the music industry in New York State can help the passage of the bill by writing to their Assemblymen and State Senators, by taking up the matter with their local newspapers and business organizations and by securing support of the measure from other interests.

CAPITALIZED AT \$100,000

Barney's Music Store, Inc., to be located in Newport, R. I., for the purpose of dealing in all kinds of music and musical instruments, has obtained a charter from Secretary of State Parker. The incorporators are James H. Barney, Jr., Frank S. Hale and James W. Brown, of Newport. The capital stock is \$100,000.

One single idea may have greater weight than the labor of all the men, animals and engines for a century.—Ralph Waldo Emerson.

AN OPLEX SIGN BRINGS BUSINESS

MUSICAL instrument dealers find the raised snow-white glass letters of an Oplex Electric Sign exactly suited to the needs of the business.

Oplex Signs are day signs as well as night signs; they have greatest reading distance, lowest upkeep cost, most artistic designs. Practically all the well-known trade-marks in the musical instrument field have been reproduced in raised Oplex characters.

Let us send you a sketch showing an Oplex Sign for YOUR store

FLEXLUME SIGN COMPANY
 36 KAIL STREET BUFFALO, N. Y.



One of the hand carvers modeling the legs of a Cheney cabinet in the Georgian Period style

*Made by Cabinetmakers
Who Deserve to Be
Called Craftsmen*

Fine men, these cabinetmakers and hand carvers who make The Cheney—skilled in their craft through a lifetime of work. Some even bring their art from the old world.

The
CHENEY

is a product of pride. It is such spirit, reflected in the beauty of Cheney cabinets and in the rich tonal quality of the instrument, which inspires us with supreme confidence in the future. With workmanship of the highest calibre and principles of construction which are basic and exclusive to Cheney, our dealers are assured the finest in phonograph cabinets and tone quality.

CHENEY TALKING MACHINE COMPANY
CHICAGO and NEW YORK



CHENEY
Georgian Period
Model

Yet, Cheney regular models sell for ordinary prices, \$125 to \$385

Five Outstanding Rules for the Successful Handling of Instalment Accounts :: By Marion Dorian

We have had a number of inquiries from dealers regarding problems which they find difficult of elucidation in connection with the instalment business. Some dealers claim that they are losing in their plan of operation, largely because they have not gone about this phase of retailing talking machines in the right way. Some time ago this subject of instalments was brought to the attention of Marion Dorian, who at that time was chief auditor of the Columbia Graphophone Co., and is now practicing law in Washington, and he prepared the following paper, which is worthy of close attention because it answers many inquiries which have reached The World sanctum within recent months:

There are five cardinal rules for the successful handling of instalment accounts. These have been thoroughly tested, and a fair try-out will prove them powerful aids in making instalment business what it ought to be.

There are exceptions to all rules, and circumstances will arise when it is wise to suspend the rule temporarily. In such cases the sensible dealer will act accordingly. The five rules follow:

1. Investigate the customer in advance of delivery of goods.
2. Sell him no more than he can pay for comfortably.
3. Let terms be simple and clear-cut. Make sure the customer understands and accepts them.
4. Enforce those terms.
5. Do not allow arrears to accumulate.

Three-fourths of the trouble dealers have with instalment accounts is due to anxiety to secure a good sale. Insufficient or no investigation is made as to the responsibility, reputation or

antecedents of the customer. The sale is hurriedly consummated, the goods delivered and shortly thereafter the dealer learns to his sorrow that the customer is not what he represented himself to be. In many instances both customer and goods disappear.

It is easy to ascertain all it is necessary to know about the customer. His resources and income; his reputation for prompt payment and his general standing in the community. This

*Select Wisely—Sell
Judiciously—Start
Correctly—Make It
Possible to Pay With-
out Any Discomfort*


should be done before the goods are delivered, and will insure you against surprises.

Rule 2 is equally important. The advance investigation informs you as to the prospect's income; how permanent it is and what demands are made upon it by his family. With this information in your possession you can determine what it is safe to sell him. Suppose a prospect receives a salary of \$30 a week and has a family of four. If he has been receiving his salary for some time and his reputation is good you are justified in assuming that he can safely

pay \$2 or \$3 per week. More than that is dangerous, because allowance must be made for possible sickness of some of his family, which will make greater than ordinary demands on his income. Eight to twelve months is the period within which an outfit should be entirely paid for. Allowing for a \$2 a week payment spread over eight months, a customer could in that time pay for an outfit costing \$64. That would be the limit which the wise dealer would sell him. Many dealers make the mistake of selling a customer double the amount he can pay for comfortably, with the result that the payments become harder as they multiply and each payment day the customer feels that he is carrying a burden. Consequently his attitude becomes one of antagonism and he pays grudgingly; whereas if sold a bill he can pay for comfortably he does it cheerfully.

Many customers who buy goods on the instalment plan are of limited business experience. A complicated instalment lease is to them an incomprehensible thing. Your lease should be as simple and clear-cut as is consistent with adequate protection. The terms of the contract should be made clear, and the customer should accept them in all particulars. Salesmen should be prohibited from making verbal agreements with customers. If special terms are made these should be written into the contract itself. If this is not done disputes are apt to arise which are destructive of the mutual confidence which must exist to insure a continuance of patronage. The customer should be furnished a copy of the contract, so that he can refer to it at any time. In this way you gain the customer's confidence, and he will not only give you his own future busi-

(Continued on page 16)



Wholesale


Exclusively

A GAIN we say—are you using the Pearsall
Back Order System?

Ask any Pearsall dealer—He will tell you.

“That’s Pearsall Service.”

“Desire to Serve PLUS Ability.”

10 EAST 39th ST.  NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS



When the big bass saxophone "whoops it up" in the medley fox-trot "Pebbles," played by the Paul Biese Trio, everybody's feet keep time. When they play that frantic Spanish "Fandango," the feet keep right on keeping time. A-3368.

Columbia Graphophone Co.
NEW YORK

HANDLING INSTALMENT ACCOUNTS
(Continued from page 15)

ness, but will induce his friends to do likewise.

Terms should be as reasonable as you can afford, but once these have been agreed upon and accepted they should be enforced rigidly. There is no easier way to spoil good customers than by giving the impression that terms are mere formalities. There is no surer way of getting a list of accounts in bad condition than by ignoring the regular date when an instalment is to be paid. If the customer has agreed to pay on Monday, train him to make the payment on that day and not on some other day. If his payment is not made on Monday notify him immediately to bring in the payment or make it to your collector without further delay. The moment the first lapse occurs get right after him and remind him that the goods were sold on definite and accepted terms, and that you expect him to perform his promise. If his payment has not been made by the close of business on Monday have the collector at his place of business, or residence, on Tuesday morning and you will save money. Even the most obdurate customer will respond to this kind of treatment, especially if the call is made promptly.

If you enforce the terms and train the customer to make payments regularly no arrears will accumulate. If you allow two or three payments to lapse it is like drawing eye teeth to get a customer to make up the arrears. You may secure subsequent payment regularly, but lapsed payments hang fire until the end. Instead of getting your account settled within the contract period, it runs over some months, and persistent dunning, which often results in the loss of a good customer, is necessary, to say nothing of the added expense to which the dealer is put.

These rules may not be new nor be presented in a novel way, but if followed they will result in better and more profitable instalment accounts. They may be summarized as selecting a customer wisely; selling him judi-

ciously; starting him correctly; keeping him in the straight and narrow path, and, finally, making him an asset because you have sold him an article which has afforded himself and family unlimited pleasure, and made it possible for him to pay for it without discomfort. You have made him a lasting friend.

A "LIVE" STORE IN BEAUMONT, TEX.

BEAUMONT, TEX., April 7.—One of the new talking machine stores recently opened in this town is that of the Neches Phonograph Co., which is an exclusive Columbia retail agency. It is managed by Joe H. Hassel (center), who for-



Neches Phonograph Co.'s Attractive Store merly was with the Jones Store, Kansas City, Mo. At the right of the picture is Miss Elizabeth Jolly and on the left E. L. Estes, representative of the Columbia branch, who is demonstrating the ease with which a customer may "help himself" at the Columbia self-service record rack.

M. de C. Freeman, who is now covering Iowa for the Victor Talking Machine Co., has been receiving a very hearty welcome from the dealers in that State and reports an increasing interest in the new period Victrolas.

YANKEE ENTERPRISE IN WINNIPEG

Live Repair Man Provides Talking Machine for Dancing While Shoes Are Repaired

A shoe repairing man in Winnipeg, Man., has introduced a talking machine into his store for the benefit of his patrons who indulge in dancing. He calls it the "Jazz Shoe Repairing Shop." For delivery purposes he has a motorcycle, with a box at one side for holding packages. This is painted white and bears the inscription in big black letters, "Meet me at the Jazz Shoe Repairing Shop. Repairs while you wait; dancing while repairs are being made." The shop lives up to its name, for the talking machine plays jazz music from morning until night, even the operators keeping time to the music. "It's good business," laughed the proprietor. "You see, the music is very quick time and the operators have to work fast to keep up with it."

JAZZ APPEALS TO WASHINGTONIANS

Ray Miller and His Melody Boys Create Sensation at Special Concert Given Recently in the Establishment of O. J. DeMoll & Co.

WASHINGTON, D. C., April 1.—That "Jazz Music" is still popular in the South was more than demonstrated at the store of O. J. DeMoll & Co., when Ray Miller and his Black and White Melody Boys recently gave a promenade concert to hundreds of Washingtonians.

The concert hall in the store was artistically decorated and long before the hour set for the promenade many lovers of syncopated tunes were unable to gain admittance. Mr. Miller created a distinct and wonderful impression with many well-selected numbers, including a personal interpretation of his recording for the Vocalion Red record, including "Rose of Spain" and "Can You Tell?"

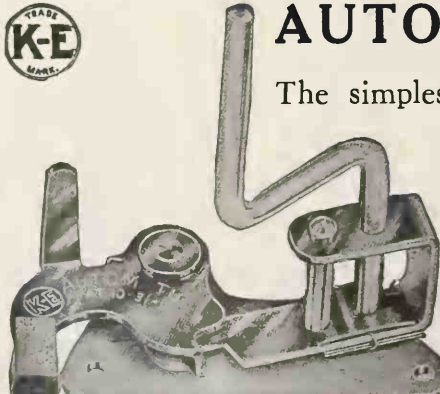
O. J. DeMoll & Co. are the distributors of the Vocalion and Vocalion Red records in the South and are recognized as one of the leading music houses below the Mason-Dixon Line. The popularity of the firm is well known throughout the Southern States.

EVIDENCE OF TRADE BETTERMENT

ANSONIA, CONN., April 4. — The Mellowtone Needle Co., of this city, manufacturer of the Superb semi-permanent needle, reports a betterment of general business conditions and that the demand for this needle is increasing in steady proportions. Several new distributors for this needle have been signed up recently and an energetic sales campaign has been entered into.

SALE OF PHONO MOTOR PROPERTY

On order of the U. S. District Court the lease of the plant and machinery equipment of the Phono Motor Mfg. Co., at 321 Dean street, Brooklyn, N. Y., was recently sold at auction to Charles O'Malley for \$56,300.



AUTOMATIC STOPS

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

Send 50 cents for Sample Stop

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

Economical

Lundstrom

CONVERTO

PATENTED DEC. II. 1917

Talking Machine Cabinets

THE thought of today is economy. Your customers want a cabinet size talking machine, but many cannot pay the high price asked.

By offering a Lundstrom Converto Cabinet with a Genuine Victrola IV or VI, you are suggesting economy without a sacrifice.

All standard models have been greatly improved by the addition of casters and ferrules.

Our reduced prices will enable dealers to meet the competition of low-priced unnamed machines, with a cabinet which has an established reputation.



THE C. J. LUNDSTROM MFG. CO.
LITTLE FALLS, N. Y.

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

CONVERTO WHOLESALE DISTRIBUTORS

- Albany, N. Y. Gately-Haire Co., Inc.
- Atlanta, Ga. Elyea Talking Machine Co.
- Baltimore, Md. Phillips & Crew Piano Co.
- Cohen & Hughes, Inc.
- E. F. Droop & Sons Co.
- Birmingham, Ala. Talking Machine Co.
- Buffalo, N. Y. Curtis N. Andrews
- Burlington, Vt. American Phonograph Co.
- Chicago, Ill. Lyon & Healy
- Cincinnati, Ohio Rudolph Wurlitzer Co.
- Cleveland, Ohio Cleveland Talking Machine Co.
- Columbus, Ohio The Perry B. Whitsett Co.
- Dallas, Texas Sanger Bros.
- Denver, Colo. The Knight-Campbell Music Co.
- Des Moines, Ia. Mickel Bros. Co.
- Elmira, N. Y. Elmira Arms Co.
- El Paso, Tex. W. G. Wain Co.
- Houston, Texas The Talking Mach. Co. of Texas
- Indianapolis, Ind. Stewart Talking Machine Co.
- Jacksonville, Fla. Florida Talking Machine Co.
- Kansas City, Mo. J. W. Jenkins' Sons Music Co.
- Schmeizer Co.
- Memphis, Tenn. G. K. Houck Piano Co.
- Milwaukee, Wis. Badger Talking Machine Co.
- Mobilo, Ala. Wm. H. Reynolds
- Newark, N. J. Collings & Co.
- New Orleans, La. Philip Werlein, Ltd.
- New York City Emanuel Blout
- Cabinet & Accessories Co., Inc.
- Kriegerhocker Talking Machine Co.
- Omaha, Nebr. Ross P. Curtee Co.
- Peoria, Ill. Mickel Bros. Co.
- Philadelphia, Pa. Putnam-Page Co.
- C. J. Heppie & Son
- Penn Phonograph Co.
- H. A. Weymann & Son, Inc.
- Pittsburgh, Pa. Standard Talking Machine Co.
- Portland, Me. Cressey & Allen, Inc.
- Richmond, Va. The Corley Co., Inc.
- St. Paul, Minn. W. J. Dyer & Bro
- San Francisco, Cal. Walter S. Gray Co.
- Syracuse, N. Y. W. D. Andrews Co.
- Toledo, Ohio Toledo Talking Machine Co.
- Washington, D. C. Cohen & Hughes, Inc.
- E. F. Droop & Sons Co.

DE RESZKE ENTERTAINS McCORMACK

Historic Meeting of Famous Tenors in Nice—
Noted Victor Artist Wins Enthusiastic Praise
of Jean De Reszke—Sings for Latter's Pupils

John McCormack, the famous tenor and Victor artist, scored a tremendous success in Monte Carlo, and his recitals, according to reports from that critical center, have been marked by a rapid crescendo of enthusiasm. Discussing McCormack the writer says:

"He always had exquisite purity of tone, but in breadth and fullness, in command of expression, as well as in the extraordinary variety of his repertory, his development places him in line with the greatest vocal artists of the age, according to the opinion of the most competent critics here. The hush with which his audiences sat spellbound showed the mastery with which he thrilled their emotions just as vividly as their tumultuous applause and repeated recalls."

During his trip to southern France nothing has given John McCormack more pleasure than his visit to Jean De Reszke, at his villa in Nice, where he was entertained at luncheon and on invitation sang a number of French, Italian and Irish songs for his host, winning the most graceful compliments from the celebrated grand opera tenor. Later he sang for De Reszke's pupils, some forty in number, and was introduced to them by the great master in these words: "I can teach you how to sing, but better than any lesson it is to hear the art in its perfect expression," a unique compliment for which McCormack expressed his profound acknowledgments.

He then gave in succession eight songs of classic repute, presenting the greatest difficulties of technique and illustrating how to vanquish them. Inspired by the occasion McCormack was at his very best and, led by their teacher, the pupils rapturously applauded and eagerly demanded more.

Later De Reszke asked McCormack to sing "I Hear You Calling Me," and he sang this ballad with all the liquid beauty and pathetic expression which have associated it so closely with his fame in both Europe and America, and the effect crowned this unique occasion. This and "Mother Machree" were the songs specially demanded of the great tenor by Mme. Foch in Paris, to which the Marshal listened with tears glistening in his eyes.

Nothing could exceed the delight with which



John McCormack

McCormack speaks of this historic meeting, or his sense of the high compliments extended to him by the greatest living judge and the greatest living exponent of vocal artistry in all its branches.

Jean de Reszke, whose buoyancy of spirit and personal charm are still those of a man of forty, was the most fascinating of hosts.

DEPARTMENT FULLY COMPLETED

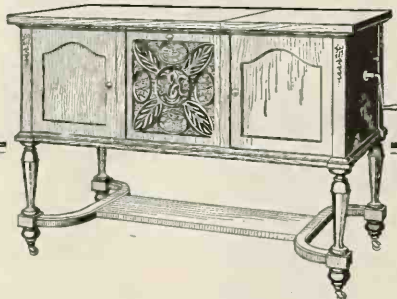
John Shillito Co.'s New Victrola Department
One of the Most Complete in Cincinnati

CINCINNATI, O., April 4.—The John Shillito Co., Seventh avenue and Race street, announces that its new Victrola department, which was opened last October, has finally been completed and is taking its place as one of the important Victor establishments in this section. The department occupies the whole of the second floor annex and has the largest selling space devoted exclusively to talking machines in Cincinnati. It is equipped with a central record rack system with enough room for sixteen thousand records, surrounded by a complete series of counters which allow the salesmen to give very quick service.

The demonstration rooms are arranged along the greater length of the department and are of easy access to the record racks. They are comfortably furnished, with display cases for accessories, needles, etc., and are in the main lobby. A stage has recently been installed for the purpose of giving record recitals. The first one was given a short time ago and was largely attended and resulted in an immediate stimulation of sales. It is the purpose of the company to give frequent concerts, especially devoted to the better class of music.

The Unit Construction Co. of Philadelphia made the complete installation. The color scheme is art cherry with a background of white, while the use of flowers and photographs of Victor artists helps to make a pleasant impression on patrons. On the outside a large Viking electric sign directs customers from the other departments of the store.

The department is under the capable management of F. X. Donovan, who has been in the Victor business for seventeen years and is well known in New York and Philadelphia, where he was connected with the John Wanamaker establishment.



The Manophone

—Unequaled in Beauty
and Tonal Qualities

A TRADE-MARK and What It Means

Below is shown a cross section of the Tone Chamber in the Manophone, which partially explains the wonderful tonal qualities of this beautiful instrument.

Just at the point where the "horn" begins, you will notice the "voice-box" or "throat" of the Manophone, which is carved from solid wood and so fashioned that it gives the fullest tones possible.



The exquisite piano finish that is given the Manophone is merely one indication of the care exercised in the manufacture of this wonderful instrument. The men who fashion and finish the various parts of the Manophone cabinets take personal pride in the production of only worth-while results.

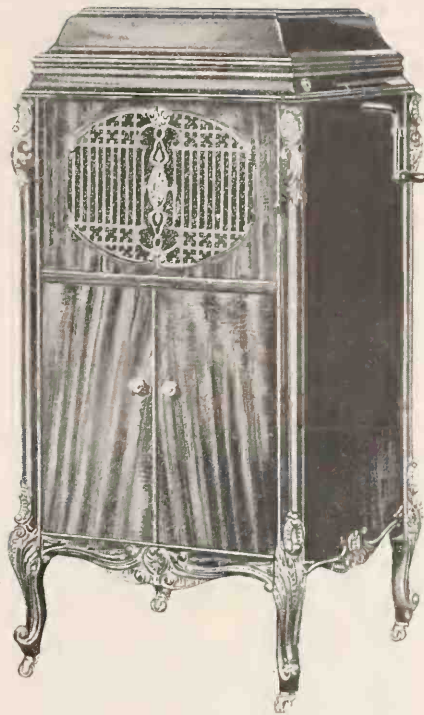
And the wonderful Tonal Qualities of the Manophone are another indication of an intimate knowledge of the principles of acoustics and of their relation to music. Only Nature herself could rival the remarkable resonance and fidelity of tone production which so clearly distinguishes the Manophone.

In every city there is a particularly live Dealer who realizes the advantages of these Qualities in a phonograph. He knows how fundamental they are in the building of a permanent and satisfied trade. And our Business Building Plan is sure to interest him.

If you are that Dealer, write us, TODAY!

The Manophone Corporation

Adrian, Mich.



Why Brunswick dealers are all Brunswick enthusiasts

The Brunswick *itself* best proves its case to the Brunswick buyer.

But it is always a source of profound satisfaction to Brunswick dealers to reflect on the Brunswick policies.

By steadiness during uncertain conditions Brunswick dealers displayed their confidence in Brunswick policies and the conviction that The Brunswick

will always be the phonograph they are most anxious to sell.

The wisdom of the policy of Standardized Values has again been established beyond question of a doubt. Brunswick inventories did not depreciate.

In the light of the foregoing the notable successes of Brunswick dealers in selling the Brunswick Phonograph and Brunswick Records is easily explained.

THE BRUNSWICK-BALKE-COLLENDER CO.

General Offices: 623-633 South Wabash Avenue, Chicago

Branch Houses in the Principal Cities of United States, and in Mexico, Canada, France and South America

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

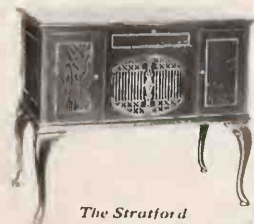
Canadian Distributors: Musical Merchandise Sales Co.,
79 Wellington Street, West, Toronto

The Brunswick-Balke-Collender Co., La La Calle De Capuchinas No. 25,
Mexico City, Mexico



The Oxford

Brunswick
PHONOGRAPHS AND RECORDS



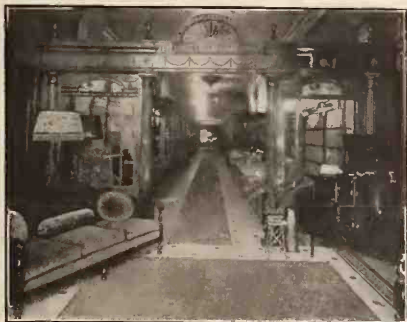
The Stratford

BEAUTIFUL TALKING MACHINE STORE

New Home of Indianapolis Talking Machine Co. Effectively Arranged and Beautifully Furnished—Why Manager Cooke Is Proud

INDIANAPOLIS, IND., April 4.—Notwithstanding the lean days that have come to the music trade in the last few months one of the most interesting developments in the course of the business in this city is the move of the Indianapolis Talking Machine Co. to sumptuous new quarters at 134 North Pennsylvania street. This new store, rich with solid mahogany woodwork, is second to no store in the city in the beauty of its appointments. William S. Cooke, manager, says he has the most beautiful talking machine store in the Middle West and one that is the equal of any in the country in the completeness of its equipment.

The store is 24 x 162 feet in size and gives ample room for the convenient handling of large crowds. A tile floor and the natural finish mahogany wainscoting, which is nine feet high, attract the attention of passers-by who have their



View From Reception Room to Salesrooms first glimpse of the place through the large show window. On entering the store one has an uninterrupted view of the fourteen listening rooms and the thirty-five-foot record counter all done in mahogany after the style of the Louis XVI



William S. Cooke

period. Indirect lighting adds to the effectiveness of the picture.

Rugs, a davenport with upholstery in mul-



A Corner of the Reception Room

berry, a table with lamp and books and a writing desk and chair go to make up an inviting reception room in the front of the store. Going to the listening booths in the rear one passes on the left the record counter behind which are

illuminated record racks with a capacity of 15,000 records. The booths are lighted from frosted globes and each booth contains two talking machines, a table with lamp, two chairs and the picture of a Victor artist. Two large booths are especially equipped in period style for the display of period models.

The manager's office adjoins the record counter at the rear. The office clerical work is done on a mezzanine floor at the extreme rear end of the room. A booth especially decorated by Mr. Cooke is devoted to the educational department. In the basement are the repair department and the stockroom. The store is equipped with a pneumatic cash-carrying system.

The new store represents the development of a business through nine years, in which time the sales force has increased from three to fourteen people. Mr. Cooke became sales manager in July of last year. On September 1 he succeeded Carl Anderson as manager.

RECORD ARTISTS APPEAR IN OHIO

NEW PHILADELPHIA, O., March 24.—A real musical treat was enjoyed by music lovers of this city last Friday evening, when the Toreadors, Spanish entertainers, whose work is well known by their success in Columbia and Victor records, appeared at the Union Opera House. In the company were Marie Arcos, Spanish dancer; Alcides Briceon, late of the National Spanish Opera, whose voice has been recorded by more than fifty Columbia records, and Carl Seville, Hawaiian guitar.

GO-AHEAD CALIFORNIA CONCERN

Ralph C. Dodson, who purchased the stock and agencies of Fred H. Smith, 340 University avenue, Palo Alto, Cal., some six months ago, is building up an excellent business with Victor products exclusively. His success for the past half-year has exceeded his expectations. The stock of Sherman, Clay & Co.'s line of pianos in the store is handled by John M. Camp.

IF YOU WANT THE BEST

Insist on Getting

DE LUXE NEEDLES

The Best Semi-Permanent Needle Made

Let the De Luxe Speak for Itself and Send for Samples, Discounts and Full Particulars

DUO-ONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.



Full Tone

DON'T FORGET THESE FACTS
 Perfect Reproduction of Tone No Scratchy Surface Noise
 PLAYS 100-200 RECORDS



Medium Tone

Three for 30 cents

Edison Message No. 93

It is the record of this company that the prices of Edison Phonographs increased less than 15%, including War Tax, since 1914. We should regret a further advance in Edison Phonograph prices, especially at this late date, but such must be the case, should the Government increase the Excise Tax on phonographs.

THOMAS A. EDISON, Inc.

ORANGE, N. J.

KUHN WITH REMINGTON CORP.

Noted Expert Retained by This Organization and the Olympic Disc Record Corp. in the Post of Advisory Mechanical Engineer

The Remington Phonograph Corp. announces that Edmund Kuhn has been retained by it and the Olympic Disc Record Corp. as advisory



Edmund Kuhn

mechanical engineer. He will assume his duties at once.

This well-known phonograph and record expert was for a number of years general superintendent of the Edison Phonograph Co. and during this connection he perfected the first rapid multiple shutter camera, which invention has made possible the practicability of the moving picture machines of to-day.

Among the other notable achievements of Mr. Kuhn was the designing and building of all of the automatic machinery used in the manufacture of the Manhattan and International dollar watches and speedometers. His technical and mechanical knowledge is proven by hundreds of successful patented inventions which are now in use, covering an extensive field of both science and the arts.

LARGER CABINET TYPES IN FAVOR

Collings & Co. Tell of Increased Trade Activity—New Victrola 80 Very Popular

NEWARK, N. J., April 6.—L. W. Collings, of Collings & Co., the well-known Victor distributors, in speaking of the general trade situation recently, stated to The World that practically all dealers are reporting increased activity and demand.

The present call seems to be for the larger types of cabinet machines and during the last six weeks the demand for such goods has grown stronger and stronger.

The new Victrola 80, which many of the dealers style "the arm-chair model," is proving very popular. The trade and public both have taken kindly to it and many of the dealers are featuring it with success.

Record business continues very active and apparently the demand is on the increase.

RECORD OF BEAUTIFUL OLD HYMN

John Charles Thomas, baritone and light opera star, recently made a Vocalion record of "Abide With Me." His voice is admirably adapted to sacred songs, and his interpretation of this beautiful hymn is impressive in its simplicity—the quartet background adding to the "Cathedral" effect. The Aeolian Co. states that Thomas' records continue to be among the most popular of their selections.

TO COVER EASTERN PART OF STATE

Sonora Distributors Carry Warehouse Stock and Open Office and Display Rooms in St. Louis—J. E. Maunder in Charge

St. Louis, Mo., April 4.—The C. D. Smith Drug Co., Sonora distributor, St. Joseph, Mo., which recently announced that it plans to carry a warehouse stock of Sonoras in this city of both the upright and period models, so as to cover the eastern part of the State of Missouri, informed The World that "these products will be handled for us by the Booth Cold Storage Co. Shipments of Sonoras to dealers in the eastern half of the State will be made from the St. Louis warehouse. It is planned to keep a permanent display of all the various styles manufactured by the Sonora Co. on the first floor of the Arcade Building. The office will be in charge of J. E. Maunder, an experienced man in the talking machine business, who will be glad to welcome visiting dealers, all of whom are invited to make these display rooms their headquarters."

A RECORD CLEANUP IN ZION

Overseer Promises to Smash Slangy, Profane and Cheap Vaudeville Records

ZION, ILL., March 30.—In the general cleanup that is going on in the city of Zion all slangy, profane, cheap vaudeville phonograph records have got to go.

"If any of you have these records in your homes you are sinning against God," said Overseer Voliva, "and if I hear any such records in Zion Home (the big 350-room hotel) I'll smash the records and throw them out of the window. It's disgusting to hear some of these trashy records, such as Old Josh's records where he swears. Come on, Zion! Let's burn up these records! When you buy records, buy records with some sense to them."

SECURES THE VOCALION AGENCY

The Boehm-McAdams Piano Co., of Wilmington, Del., has secured the representation of the Vocalion line, and in its home, known as "Concert Hall," a very handsome display of Vocalions and records is being made. The Vocalion Red record is making a great hit with this company's customers and an increase in sales of fifty per cent during the past month was reported.

INVENTS PICTURE AND TALK REEL

Movie Invention by Dr. Rankine Conceived Along Original Lines—Inventor Originated Means of Telephoning Fluctuating Beams of Light Through Selenium Cells

New talking "movies" have been invented, according to Dr. A. O. Rankine, of the University College of London, who is celebrated as the scientist who perfected the method of telephoning by fluctuating beams of light through selenium cells, a system which was used in the naval service during war time. According to a despatch to the New York Herald his talking film is a combination of his light telephone and the ordinary method of projecting motion pictures.

An actual reproduction of spoken words has been made by Dr. Rankine on a film by the use of a selenium cell camera. This film can be run through an ordinary "movie" projector, the beam of which is trained on Dr. Rankine's light telephone and the spoken words are then repeated simultaneously with the action on the screen, through a telephone trumpet, the sound being sufficient to fill a large hall. Experts believe that when the discovery is developed it may be possible to film pictures and the speeches of the actors at the same time, with the result that there will be real talking films.

Motion picture people, probably jealous of their art, say the chief objection to the general use of such an apparatus is that in speaking, except for casual words, it is not permissible in good acting before a camera for an actor to open his mouth, as it photographs black, while facial distortion caused by talking would spoil a carefully acted film.

Dr. Rankine asserts he has perfected something on which the world's greatest scientists have been working for a long time and he predicts a new era of motion picture film business soon. He says an actor without a good speaking voice will not be able to make good in films any more than he would be able to do on the stage. His success in his war work commands great respect for his new invention among experts who have studied it.

OPENS IN BINGHAMTON

The Venetian Music Co., 122 Chenango street, Binghamton, N. Y., recently held a formal opening of its establishment, which is featuring talking machines and a complete line of musical merchandise. The store is very attractively arranged.

OKeh Record

DISTRIBUTORS

SONORA CO. OF TEXAS

Dallas, Texas



The Best Service Is Sonora Service

The Phonograph That Sells!

Read this letter from a new Sonora dealer:

Sonora Phonograph Co., Inc.,
279 Broadway, N. Y.

Gentlemen:

Enclosed you will find check for first shipment of Sonoras, and please send me at once the following: 2 Baby Grands, 2 Nocturnes, mahogany, 1 Nocturne, golden oak. Kindly rush out as a special order: 2 Trovatores, 1 Etude, 1 Minuet.

My first order consisted of 8 Sonoras and I sold 9 machines in the first week. This is going some. And I hope to do a good deal more when business picks up. You must not forget that this is the slowest time, and I am new in the line, yet I have not sold in six months as many other machines as I sold Sonoras in one week.

I am agreeably surprised with the success I met in selling Sonoras.

Very truly yours,

Jos. Kessler,
Glen Cove, L. I.



The Nocturne

IF you wish to handle the instrument which is internationally famous for its unrivalled tone, for its superb design, for its many important features of construction, for its great popularity, and for its wonderful sales, you'll choose

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



SONORA was the first phonograph to play ALL MAKES of disc records perfectly without extra attachments, and it enables you to hear not only records of American manufacture, but foreign records as well, and these include those of great artists who have never appeared in the United States.

Gibson-Snow Co.,

Syracuse, N. Y.
State of New York with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.

W. B. Glynn Distributing Co.,

Saxtons River, Vt.
States of Maine, New Hampshire, Vermont and part of Massachusetts.

Griffith Piano Co.,

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

Hessig-Ellis Drug Co.,

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

Kiefer-Stewart Co.,

Indianapolis, Ind.
Entire State of Indiana.

Lee-Coit-Andreesen Hdw. Co.,

Omaha, Nebr.
State of Nebraska.

The Magnavox Co.,

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

C. L. Marshall Co., Inc.,

514 Griswold St., Detroit, Mich.
409 Superior St., Cleveland, O.
Michigan and Ohio.

Minneapolis Drug Co.,

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

Moore-Bird & Co.,

1731 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.

M. S. & E.,

221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island and Eastern Massachusetts.

Robinson Pettet Co., Inc.,

522 West Main St., Louisville, Ky.
State of Kentucky.

C. D. Smith Drug Co.,

613 Arcade Bldg., St. Louis, Mo.
St. Joseph, Mo.
Missouri, Northern and Eastern part of Kansas and five counties of N. E. Oklahoma.

Sonora Distributing Co. of Texas,

Dallas, Texas.
Western part of Texas.

Sonora Co. of Philadelphia, Inc.,

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

Sonora Phonograph Co., Inc.,

279 Broadway, New York
Distributors for Greater New York and towns on Hudson River below Poughkeepsie.

Sonora Phono. Co. of Pittsburgh,

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

Southern Drug Co.,

Houston, Texas.
Southeastern part of Texas.

Southern Sonora Co.,

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

Southwestern Drug Co.,

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

Strevell-Paterson Hdw. Co.,

Salt Lake City, Utah.
Utah, Western Wyoming and Southern Idaho.

C. J. Van Houten & Zoon,

Marquette Bldg., Chicago, Ill.
Illinois and Iowa.

Yahr & Lange Drug Co.,

Milwaukee, Wis.
Wisconsin, Upper Michigan.

Sonora, besides possessing many patents of its own, OPERATES AND IS LICENSED UNDER BASIC PATENTS of the phonograph industry. The foundation and future of Sonora and Sonora's dealers' businesses are secure.



Keep a Musi-Call going in your store. Every-one who comes in will know about it. "Plus" sales and "plus" profits for you. Your Dealer Service man knows.

**Columbia Graphophone Co.
NEW YORK**

DENVER IS A BUSY TALKING MACHINE TRADE CENTER

Knight-Campbell Music Co.'s Optimistic Reports—H. W. Norfolk Joins Forces—Some New Victor Dealers—H. D. Leopold a Popular Personality—Denver Victor Dealers Entertained

DENVER, COLO., April 4.—J. A. Frye, sales manager of the Knight-Campbell Music Co., Victor wholesaler, returned recently from a visit to the general offices of the Victor Talking Machine Co. in Camden, N. J. It is the purpose of the Knight-Campbell Music Co. to, at all times, keep in close touch with the Victor Co., with a view of imparting to its dealers the very best merchandising methods and to constantly call to the attention of the Victor Co. the importance of the Colorado territory from the talking machine standpoint.

The reports from the Victor Co. relative to production are very encouraging, according to Mr. Frye and, while Victor dealers are unable to obtain sufficient merchandise to meet the tremendous demand for their products, it is practically sure that 1921 will see Victor dealers throughout this territory given the best support in years.

The Knight-Campbell Co. has recently taken a new member into its wholesale organization in the person of H. W. Norfolk, who is serving this company in the capacity of traveling representative. Mr. Norfolk is a thorough business man and has had an extensive training in merchandising methods. Dealers throughout Colorado, Wyoming, western Kansas and Nebraska have already had the pleasure of meeting Mr. Norfolk and he bids fair to become a factor of great importance among the dealers upon whom he calls.

H. D. Leopold, traveling representative of the Victor Talking Machine Co., was a recent visitor to Denver. Mr. Leopold is brimming over with helpful suggestions and ideas which he freely gives the trade. During the past seven months, which he has spent in the Colorado territory, he has made many friends among Victor dealers, all of whom show great appreciation

for the service the Victor Co. is rendering them through its representative.

One of the most pleasing personalities in the



H. D. Leopold

Denver trade is A. M. Mason, proprietor of the Victrola shop of the Daniels & Fisher Stores Co., which enjoys a very select following and is considered the John Wanamaker of the Rocky Mountain region. Since Mr. Mason began his operations as an exclusive Victor dealer some six months ago, business has increased by leaps and bounds and this accounts for the very optimistic attitude of Mr. Mason, who finds that by aggressive methods business can be increased even under dull conditions. Associated with Mr. Mason is Mr. Weidensaul, who was prominent in hotel circles in this section until he entered the talking machine business.

Hay's Pharmacy, of Otis, Colo., recently took on a complete line of Victrolas and Victor records and reports from this section indicate that this concern has taken a very good hold on business and is not permitting general conditions to affect its sales.

The Englewood Drug Co., of Englewood, Colo., has also taken on a complete line of Victrolas and Victor records. The same is true of Cullen & O'Conner, of Rawlins, Wyo.; also of Charles J. Elzi, of Erie, Colo., who has recently entered the Victor game. The Denver Music Co., through the activities of its manager, W. J. Sanders, reports business as being very good. This hustling music company has recently completed alterations in its talking machine department, giving it one of the finest stores in this section.

Mr. Woodley, manager of the Pattison Music Co., of Denver, has received many hundreds of congratulations from admiring customers over the Victor window featuring "Annabel Lee." This window is descriptive of the sentiment of the song and considered one of the best talking machine windows seen in this city for many months.

The Bates Music Co., of Greeley, Colo., recently lost its entire stock of talking machine merchandise owing to a fire which completely destroyed its place of business. Mr. Bates was again operating within three hours after the fire, showing his aggressiveness and the fact that "you can't keep a good man down."

Mr. Thompson, manager of the Chas. E. Wells talking machine department, is not worrying about slow conditions, but, instead, is applying his ability to insuring larger volume of business. The Wells Music Co. is a very promising musical concern and during its period of operation, which only began two years ago, it has taken its place as one of the leading musical houses in the city.

Mr. Murphy, manager of the talking machine department of the American Furniture Co., finds relaxation these days in skating. We



Okeh Records
(The Record of Quality)



HAVE PERSUASIVE SELLING FEATURES

The classical selections represent the very highest trained internationally famed artists. Records you will be proud to sell—Records that will create admiration among your customers.

To the lover of pure musical beauty these records of superior craftsmanship will appeal. Arias from operas, symphonic poems, ballads, classic instrumentals and orchestrations, all accentuate the superior tone and artistry of Okeh Records.

Learn the details of our proposition and become a dealer.

KOHLER & CHASE

Distributors of Okeh Records

928 South Broadway,
Los Angeles, Cal.

26 O'Farrell St.,
San Francisco, Cal.



IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Okéh Records

recently found Mr. Murphy limbering up on one of the local rinks, and must confess that he can do other things besides sell talking machines.

The Ness Music Co., of South Broadway, this city, is very proud of its newly painted billboards which read "Exclusive Victor." This dealer finds that billboards are a very good means of increasing business.

Mrs. Boot, of the Boot Music Co., Victor dealer, who was recently confined to her home through a brief illness, is again smiling and back on the job as manager of a very profitable and important music store in the city of Denver.

Archie Landay, manager of the retail department of the Knight-Campbell Music Co., is all puffed up these days over a prize won in the form of a new Stetson hat, the result of a substantial increase in business for the opening months of the new year. Mr. Landay hails from New York City, where he was associated with Landay Bros.

The Knight-Campbell Music Co. recently entertained the Denver Victor dealers at a luncheon at the Albany Hotel. This is a monthly feature and upon this occasion the new monthly records were played and discussed by the dif-

ferent dealers. J. A. Frye, sales manager, took occasion to comment on his recent trip to the Victor factory and went into the matter of the Victor product and methods of promoting at some length. Those attending the meeting were: Messrs. Sanders, of the Denver Music Co.; Thompson, of the Wells Music Co.; Weidensaul, of the Daniels & Fisher Co.; Landay, of the Knight-Campbell Music Co., retail; Marsh, of the Sharp Music Co., and Messrs. Bryant, Frye, Beyer, Norfolk and Miss Grace K. Hunter, of the Victor wholesale department.

WINDOW HONORS ST. PATRICK

Special Holiday Window Designed by De Forest Pioneer Music House Admired

WARREN, O., April 3.—An unusually interesting window display was made during the week of March 14 to 19 in honor of St. Patrick's Day, which fell on Thursday, by the De Forest Pioneer Music House of this city. The central figures of this window were John McCormack, the popular Irish tenor, and the Victrola. A large Victor dog decorated with an imposing green bow tied around his neck stood beside a large Victrola, which was artistically decorated in green, backed by a color scheme in green and white, worked out to commemorate St. Patrick's Day, while scores of small Victor dogs wearing green favors were arranged in a strikingly original way. This most novel and attractive display created widespread interest and was greatly admired by passing throngs and was favorably commented on.

GRAY PIANO CO. IN ITS NEW HOME

BELLINGHAM, WASH., April 4.—The Gray Piano Co. is now occupying its new quarters at 1329 Commercial street, which are much more commodious than the old warerooms at Bay and Holly streets. The company's new home has been very admirably laid out with sound-proof booths for talking machines and display rooms for pianos. The ceiling of the room is arranged with an attractive lattice work on which hang shaded mellow lights that lend a pleasant effect to the interior.

CONGRATULATIONS FOR H. C. GROVE

Harry C. Grove, president of the Harry C. Grove Co., Inc., and pioneer Columbia man in Washington, D. C., recently celebrated his fifty-second birthday, and was the recipient of a host of congratulations from his friends. Mr. Grove started as a Columbia dealer twenty years ago, and is now a distributor of the Columbia line in the National capital.

BOLSHEVISTS TALK IN WASHINGTON

Recorded Speeches by Lenine, Trotsky and Other Soviet Officials Reproduced by Talking Machine for Guests of the Polish Legation

WASHINGTON, D. C., April 4.—Bolshevist propaganda was heard amid strange surroundings here recently—on the premises of the Polish Legation. An extraordinary audience listened to it—distinguished officials of the United States Government and members of the diplomatic corps. Lenine, Trotsky and Lunacharsky were the orators of the evening, but they spoke through talking machine records. The Polish minister and Princess Lubomirska were giving a reception in honor of Mr. and Mrs. Paderewski. Mr. Hughes and the ambassadors of Great Britain, France and Japan were among the elite company. Another guest was Sir Paul Dukes, the young Englishman who won a knighthood for his work as a British secret service officer in Red Russia. For use in his forthcoming American lecture tour, Sir Paul brought with him a series of extraordinary interesting Bolshevist records in Russian. He volunteered to entertain the Polish minister's guests by means of an American talking machine.

Lenine's was the first voice heard. It is of high and piping timbre, though not devoid of persuasive touches of "punch." The record was a speech addressed to the peasantry, entitled "What Is Soviet Russia?" The Reds seized raw materials belonging to the English and American talking machine companies in Moscow and Petrograd and from them manufactured records which they distributed for propoganda purposes. Trotsky's belligerent, demagogic voice was reproduced in "a message from the Third International." It is an appeal to the Red army to go on fighting, that all wars may end.

Lunacharsky, soviet commissar for education, declaimed a dirge, half spoken, half sung, to the orchestral accompaniment of Chopin's funeral march. That record was for use at services to commemorate the deaths of "Red Rosa" Luxembourg and Karl Liebknecht in Berlin. Few of Prince Lubomirska's guests understood Russian, so the propoganda fell on deaf ears. One comprehending auditor was M. de Bach, counselor of the Russian embassy in Washington.

TO AUCTION OFF THE ASSETS

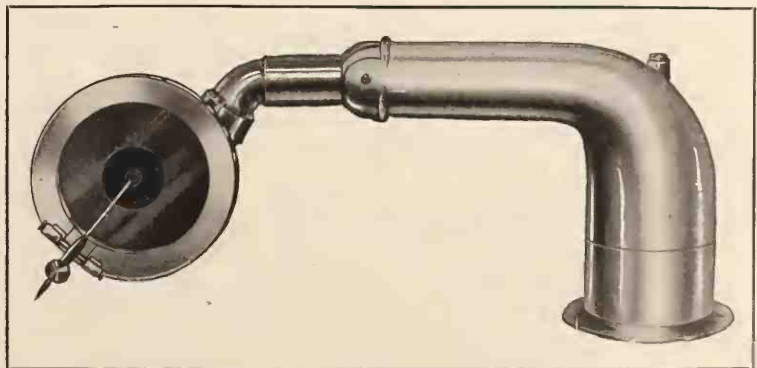
In the matter of the Stratford Phonograph Co., bankrupt, the trustee has filed a petition for authority to sell at public auction the real estate of the bankrupt located at Ashland, O., and a hearing in this connection was held on March 30. If not otherwise ordered, the sale will be held on April 30.

The William Phillips Phono Parts Corp.

Big Value
in
Both Tone and Price

Suitable for Medium Priced Machine
8 1-2 inches, centre to centre
Large size Sound Box

Sample to manufacturers \$3.00
Send for quantity prices



The William Phillips Phono Parts Corp.

145 West Forty-fifth Street

New York City



Because of its unmatched **Beauty**, Rishell furniture is a part of thousands of artistic American interiors assembled without thought of bargaining. This **Beauty** has found its fullest development united to **Beauty** of tone in the Rishell Phonograph. This dual **Beauty** is the greatest builder of permanent phonograph trade, since every Rishell Phonograph sale prepares the way for another Rishell sale, and proportionately enhances the reputation of the dealer for merchandise of the very highest class, at average price.

Write today for particulars of our liberal jobber contract.

RISHELL PHONOGRAPH CO.

WILLIAMSPORT, PA.

New York Distributor: GRAND TALKING MACHINE CO.
268-270 Flatbush Avenue Extension, BROOKLYN, N. Y.

**CRYSTAL EDGE
MICA
DIAPHRAGMS**
The Standard of Quality
PHONOGRAPH APPLIANCE CO.
174 Wooster St., New York

NEW HOME FOR SAMUELS-BITTEL

Close Deal for Two Buildings Which Were Arranged for Proper Display of Talking Machines, Pianos and Players

OWENSBORO, Ky., April 6.—The Samuels-Bittel Music Co., of this city, has closed a deal for two buildings which are to be remodeled so that both structures will be connected, making a first-floor window display that will be quite metropolitan in size and appearance. It is planned to move all talking machine records and small goods to the Allen street building.

A special feature of the company's new home will be an Ampico Studio, which will be separate from the regular piano and player departments. The talking machine and record departments will be given a large space, and there will be plenty of booths for the convenience of customers. A rest room with an orchestra balcony will be a feature of the new building. This will be for the use of the public, permitting them to hear the latest popular as well as classical music played every afternoon and evening.

Erskine R. Smith, Inc., furniture and Vocalion dealer in Charlotte, N. C., has just remodeled its warerooms at 20 East Trade street, that city. More space is devoted to the Vocalion department in the rear of the store.

NEW REMINGTON CATALOG

Handsome New Volume, Admirably Produced, Covering Remington Products and Achievements Now Being Forwarded to the Trade

A new Remington catalog has just been issued from the headquarters of the Remington Phonograph Corp., in New York City, and exceeds, in general attractiveness, all previous literature produced by this company. This volume of sixteen pages, which is contained in an attractive art cover, is handsomely printed on India paper and constitutes an excellent example of the typographer's art.

On the opening page appears the portrait of Philo E. Remington, president of the company, and in a following article captioned "As Good as the Name" a brief outline of the history of the Remington family, up to the production of the Remington phonograph, appears. It is interestingly written.

In addition to a description of the four models of the line, which are reproduced in excellent half-tone engravings, and to each of which a full page is devoted, several pages are given to the ball-bearing reproducer which is one of the distinguishing features of the Remington line. The tone chamber and the motor are also described in detail. An artistic layout of photographs depicts scenes in the Brooklyn plant of the Remington Phonograph Corp. and a reproduction of the Remington guarantee is shown. This interesting volume is concluded with a page devoted to comments on the Remington phonograph entitled "What People Say."

INCORPORATED IN DELAWARE

The E. B. Shiddell Co. was incorporated in Delaware recently for the purpose of conducting a business in talking machines with a capital stock of \$250,000. Those interested are Wm. E. Schiels, Jr., Brooklyn; Robt. A. Van Voorhis, Jersey City, and Arthur R. Oakley, Pearl River, N. Y.

SALESMANSHIP AGAIN IN FASHION

Time to Stop Talking Hard Times and to Hustle for Business—Burn the Crepe

Leading manufacturing institutions are emphasizing the importance of salesmanship in their correspondence to dealers and salesmen these days, and some of these letters are constructed along stimulating "peppy" lines. The other day we came across one of these letters issued by a progressive manufacturer, which was admirably constructed throughout, and the general tenor of which can be estimated from the closing sentences, which we take pleasure in representing below. This "copy" has a real "punch" to it—don't you think so?

Salesmanship

Salesmanship, real salesmanship, has come into fashion again. The day of the "order taker" is over, so get your feet out of the office; stop talking hard times; hot-foot it up the streets and down the alleys and by-ways, hustling for business. Keep your tail off the ground, or it will be stepped on by some hustling salesman on the way to secure an order from one of your own customers.

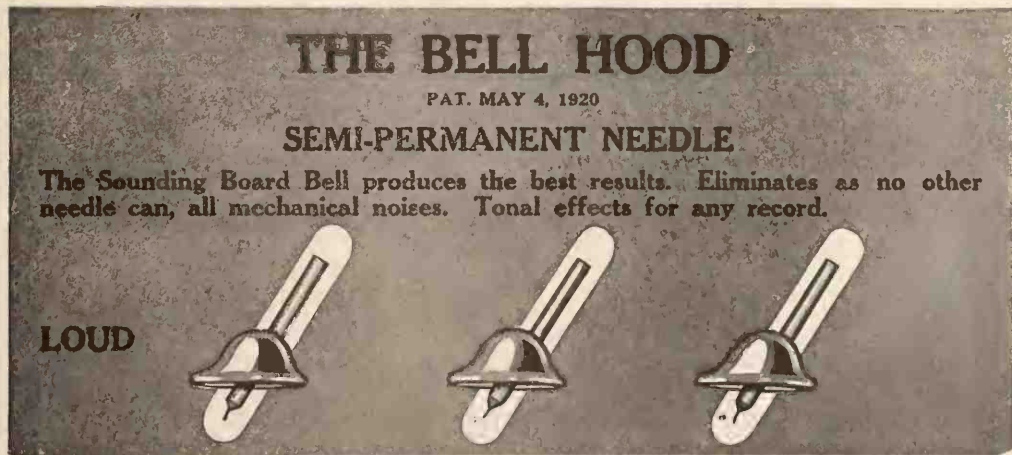
Go To It!

We have the money, the credit, the factories, the labor, the materials, the brains, the initiative, and we are naturally optimistic. Exercise is the best cure for it. Go out after the orders. Put jazz, pep, ginger into your efforts. Burn the crepe and jump on the crepe hangers with both feet. Wear out the shoe leather. You will probably get some business, and anyway it will help the shoe business. Forget the last five years and keep your eye on the next five, and DIG FOR BUSINESS. IF YOU DON'T, SOMEONE ELSE WILL GET IT.

The Victor department of the Baxter Piano Co., of Davenport, Ia., has recently been remodeled. Five more rooms finished in mahogany and white have been added and the sales force increased. This is an exclusive Victrola store.

BELL HOOD *Semi-Permanent Needle*

THE NEEDLE WITH TONE QUALITY



Made by the Bell Hood Needle Co., New Haven, Conn., U. S. A.

IMPROVES YOUR PHONOGRAPH 100 PER CENT

"The Bell Does It"

Is less Rasping, Consequently less Mechanical and Reproduces Purer Tone

SEMI-PERMANENT POINT—Loud—Medium—Soft

A profitable needle for dealers to sell. More than 2000 dealers are now selling them with splendid success.

THE BELL HOOD NEEDLE CO.

183 CHURCH STREET

NEW HAVEN, CONN.

Beating the Tom-Tom—versus the Perfect Orchestral Performance

You remember the wicked old days of marketing phonographs. You have all been through them. Many of you are sadder and wiser.

Much noise and beating of tom-toms—with circus side effects—“what we are going to do for you”—“how we help you put over our proposition”, etc. All sounds very familiar, doesn't it? You will probably say, “Disgustingly so”.

The Granby has gone along on entirely different lines. The Granby Phonograph, in the first place, has a firm financial foundation. A phonograph that is made right, by a carefully selected organization of craftsmen—in an unusually well appointed plant.

The Granby Phonograph Corporation Keeps Every Promise Made

That is *why* we have no warehouses filled to overflowing with unsold instruments. But—instead—are working overtime to fill our orders.

The selling helps for dealers are really there and help close sales. These trade aids are effective and strongly appeal to your prospects. And added to these features is our special Advertising and Selling Plan—the last word in phonograph co-operation.

Write us about it, and make money with the Granby NOW.

GRANBY PHONOGRAPH CORPORATION
N O R F O L K - V I R G I N I A
.. Factory · Newport News. ·

Memorial Day Publicity as a Means of Attracting Attention to the Store :: By W. Bliss Stoddard

With the constantly thinning ranks of the veterans of the Civil War and the sad recollections of the thousands of brave boys who fell in the recent great struggle, Memorial Day takes on a reverent aspect and the dealer must proceed very warily so as not to exceed the bounds of good taste in attempting to make the occasion serve his own ends.

There are a few articles, however, which can be advertised with the greatest propriety and among them are talking machines and records. Music forms a large part of every memorial program and there is no higher tribute we can pay than to sing the old songs—the marches, ballads and camp-fire selections beloved by the boys of '61 and '18. A number of stores handling these records last year announced regular concerts for the afternoon of Memorial Day.

The Wiley B. Allen Co., of San Francisco, sent out cards bordered with red and blue, on which were printed the program and a cordial invitation to all music lovers to attend. The selections ranged from "Yankee Doodle" and "The Girl I Left Behind Me" to "The Battle Hymn of the Republic" and "Rock of Ages." There were included many of the songs of '61, such as "Marching Through Georgia," "Tenting on the Old Camp Ground" and "Rally Round the Flag"; those popular during the Spanish War and, of course, a number of the late popular favorites, "Keep the Home Fires Burning," "The Yanks Are Coming" and the beautiful "Flanders Fields." As each record was placed upon the machine the young woman in charge of the concert gave a short talk on the origin of the song and something of the composer. At the conclusion the entire audience was invited to join in singing "America." To call special attention to its Memorial Day records a beautiful window was arranged. It was backed with a big flag, which occupied the entire rear wall. At either side were placed talking machines and in the center was a pedestal draped with a flag and topped with a gilded eagle. Strewn over the floor were a number of patriotic records—"America," "Star-Spangled Banner," "God Be With Our Boys To-night" and a great many others. Tall cards of green, lettered in gold, leaning against the Victrolas, observed: "Let's keep the old songs alive," "These songs gave the boys their fighting spirit that won the war" and "You should have these records in your collection." A tall card in the center bore a score of martial songs and marches and a vase filled with blue flowers gave the finishing touch to the display.

The Byron-Mauzy Co., San Francisco, is another company that arranged a beautiful memorial window featuring talking machines. On a platform draped with deep blue cloth were placed three talking machines, to the center one being attached a large wreath of glossy leaves and palm branches and from which extended long, broad streamers of red, white and blue ribbon. Against the platform was a gilded card, lettered in black, "War Songs are memorials—they are preserved for all time on the Victor and Columbia records." Behind the card were placed two American flags. At either side were records arranged in a rack in pyramid form, back of the topmost record being placed a vase of white lilies. At one side, on the floor, was a Victrola, with motor attachment, which rendered over and over again one of the patriotic songs—the music being wafted through the open doorway to the passing crowds.

Sherman, Clay & Co., San Francisco, had a large window, the background of which was draped with two large flags. A panel in the center of red and white was topped with an American shield. In the center of the display was a large mound covered with an army

blanket, on which were a bass and a snare drum, bugle and silk flag. At either side were shown Victrolas with flags draped across them. Close to one of them was a large framed picture of John McCormack, beneath which was a card, to which was fastened a record of the "Star-Spangled Banner." The card advised: "When John McCormack received his citizenship papers last year the first song he sang was 'The Star-Spangled Banner.' Hear it on the Victrola to-day."

The Oakland Phonograph Co., Oakland, Cal., showed a wax model of a U. S. marine standing back of a machine gun, in front of which was a large American shield. At either side were guns and sabres, while perched on the gun carriage was one of the Victor dogs. Near it was a Victrola, on the top of which was another dog. The window was backed with a large flag and on the floor close to the glass were strewn a number of patriotic records. A large card on an easel suggested:

YOU HAVE HEARD OF THE GRIM
DOGS OF WAR

But here are the

DOGS OF PEACE

They say that music hath charms to soothe the savage breast. Try the effect of some of these records when weary of the day's strife.

"And the night shall be filled with music,
And the cares that infest the day
Shall fold their tents like Arabs—
And as silently steal away."

The Hauschildt Music Co., Oakland, Cal., had a combined Memorial Day and forest outing

window. The ground was covered with pine needles and cones. Branches of eucalyptus foliage were massed in the background, amid which were clusters of wild flowers. In one corner was a small tent with a blanket inside and a flag flying from the ridge pole. (This flag was kept in motion by an electric fan concealed from view.) On a packing box was a portable phonograph, with records strewn about. The machine was playing the "Star-Spangled Banner" and a little fellow in the uniform of a Boy Scout was standing at attention. A card on the easel at one side suggested:

"TAKE A PHONOGRAPH WITH YOU ON YOUR OUTING—Stock up with a selection of patriotic records and you can celebrate Memorial Day, Flag Day or Fourth of July with as much fervor as though you were in the midst of throngs of people."

SOL LAZARUS BUYS BUILDING

Sol Lazarus, the well-known talking machine dealer of New York, who has for some years been located at 216 East Fifty-ninth street, has purchased from Joseph E. Bloomingdale the three-story building at 221 East Fifty-ninth street, which will house the Lazarus talking machine business at an early date.

The Dubuque Music House, Dubuque, Ia., has arranged for remodeling its store and installing six new booths of modern design. M. S. Germain, the proprietor, is a great admirer of the Victor, which he handles.

This will be a VICTROLA SUMMER!

"Dance Any Time"

YOUR VICTROLA IS ALWAYS READY!

with a

KNICKERBOCKER READY-TO-
PLAY CARRYING CASE

For Victrola IV Case
\$20.00 List

For Victrola VI Case
\$22.00 List



Trade prices upon application to
your nearest Victor wholesaler, or

KNICKERBOCKER TALKING MACHINE CO.

INCORPORATED

METROPOLITAN VICTOR WHOLESALERS

ABRAM DAVEGA, Vice Pres.

138-140 West 124th Street

New York City

TALKING MACHINE MEN, INC., MEET

Irwin Kurtz Heads Local Association—C. M. Tremaine Tells of Music Week Plans—Hope to Form National Association

The Talking Machine Men, Inc., the organization composed of talking machine dealers of New York, New Jersey and Connecticut, held its annual meeting and election on the afternoon of March 23 in the Pennsylvania Hotel, New York City.

The officers selected by the nominating committee were elected unanimously as follows: Irwin Kurtz, president; Ernest Leins, vice-president for New York; Benjamin H. Roth, vice-president for New Jersey, and James Donnelly, vice-president for Connecticut. A. Galuchie was again elected treasurer and Edward G. Brown succeeded himself as secretary.

C. M. Tremaine, director of the National Bureau for the Advancement of Music, addressed the association on the coming celebration of Music Week in New York City, April 17 to 24.

Mr. Tremaine reviewed the activities of his Bureau and called the attention of his hearers to the many channels in which it has been able to carry on propaganda for the general good of music and the music industry, particularly the work in schools and with civic bodies. At the close of his remarks he asked the support of the association in the expenses entailed in carrying out the Music Week program. He showed that practically all other representative organizations of the allied music industries had made contributions. He also requested the dealers to arrange plans to hold individual concerts in their stores throughout the period mentioned.

Following Mr. Tremaine's remarks the president appointed a committee to arrange plans to gather funds for the Bureau's Music Week activities. The committee was composed of M. Max, Chester Abelowitz and M. W. Gibbons.

The association went on record as favoring the proposed law which will make it necessary for those moving the goods of tenants from one house to another to record with some city official the addresses of the place from which the goods were removed and of the place to which they were delivered.

Much discussion developed over the merits of the various plans now before Congress to change the present tax methods. It appears to be the unanimous opinion of those present that the proposed tax on sales was the most feasible and would be the most successful in

creating the funds found necessary by the Government. The dealers were urged to write to their Senators and Congressmen in favor of the sales tax measure.

Upon assuming the chair the new president of the association, Irwin Kurtz, said: "These are critical times and we all want to dig in and do something for the benefit and general good of the trade. In unity there is strength and the time has arrived when each and every member must contribute his time and attention to the problems brought to the attention of the organization."

He reviewed the accomplishments of the association since its organization, which include a uniform standard contract, exchange of information on collections and the elimination of much misleading advertising. He proposed the adoption of the following program as the work for the association during the coming months: Joint advertising, the establishment of a trade-mark which the members of the association can use on their letterheads and in their advertising copy, the charging of interest on instalment contracts, raising the standard of the terms on such contracts, a committee prepared to give counsel and advice, an educational campaign for a better business program and the opportunity for music publishers to place before the association their plans for giving songs publicity prior to their release so that the dealer may have some knowledge of the merits of the song and the scope of the publicity campaign to be associated with the number.

The organization is also taking much interest in the plans for forming a national association of talking machine dealers. E. G. Browne, the secretary of the Talking Machine Men, Inc., will take this matter up at the annual convention of the National Association of Music Merchants, which is to be held in Chicago in May. At that time he is also to meet the secretary of two organizations from the West and Pacific Coast territory who are also interested in a national association of talking machine dealers.

DEALER DEMONSTRATES SONORA

Mrs. Bertha Rosamond, who conducts a very complete talking machine store in Haddam, Kan., recently held a demonstration in the Opera House of that city of the Sonora, together with the Magnavox. This demonstration was well attended and attracted much interest among music lovers and the general public.



Putnam-Page Company
INC
VICTOR DISTRIBUTORS

¶ We are Exclusive Victor Wholesalers extending to Victor dealers in the territory we cover a service that is distinctive and thorough. The most progressive Victor dealers in Central Illinois and its environs have availed themselves of that service to their profit.

¶ Ask any Putnam-Page dealer what he thinks of our service and how he has profited from it in the past.

PUTNAM-PAGE COMPANY

Victor Wholesalers Exclusively
PEORIA, ILLINOIS

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Illey'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

A CLEVER FEATURE WINDOW

Wittstein's Music Shop Arranges a Most Effective Window Around a Special Record

The photograph herewith is a reproduction of the window displayed by a Columbia dealer, Wittstein's Music Shop, 110 Church street, New Haven, Conn., on a special record release "Rosie." Special noteworthy features are the rose hoop, the poster announcing this popular flow-



How "Rosie" Is Displayed

trot and the unique stenciled "Rosie" trim at the top of the window. In the evening the trim glows like a veritable rose. This is only one of the many attractive windows which Mr. Wittstein displays, tying up with special releases and which merits special praise.

FACILITIES GREATLY INCREASED

The New York Recording Laboratories, 1140 Broadway, New York City, recently announced that, despite the increased activity in the record field, the enlarging of their quarters and alterations as well as new equipment make it possible to consider the acceptance of additional laboratory work.

The New York Recording Laboratories, established in 1917, are under the direction of A. J. Faum, who has had long experience in the recording field and is recognized as a technical expert in that line of work. In addition to recording the plating and pressing of accepted work is undertaken.

ENLARGE TALKING MACHINE SECTION

YOUNGSTOWN, O., March 31.—Ress Bros., prominent music dealers, of 408 West Federal street, have arranged to expand their talking machine department materially in order to take care of the growing business. Ten new demonstrating booths will be added and the company's line will be adjusted to carry only Victor and Columbia products. The company maintains a branch at 3414 Wilson avenue.

RECORD MANUFACTURERS

COTTON FLOCKS

OF SUPERIOR QUALITY

Cut to Meet YOUR Requirements

Write for Samples and Prices

CLAREMONT WASTE MFG. CO.

CLAREMONT, N. H.

An Overnight Success!



And here are the reasons:

Secret REFLEXO process adds a chemical layer to the point of a Gilt-Edge Needle. This does not wear off until at least 3000 revolutions of a record have been made. By minimizing the friction and eliminating the scratching, scraping sound, the chemical layer not only produces a more beautiful tone but actually prolongs the life of the record.

This Handsome Counter Display Carton Helps You Sell Gilt-Edge Triple-Plated Phonograph Needles.



Write for Samples and Prices

Territories Open for Live Distributors

REFLEXO PRODUCTS CO., Inc.

347 FIFTH AVENUE

At 34th Street

New York City

Suite 1003

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

NOW AN AMPLIFIER FOR NURSERY

Latest Development Is an Arrangement Whereby Pa and Ma Can Hear Their Hopeful Wail

Unless scientific progress declares a halt soon there will be little respite for parents of the next decade. The day when the proud fathers could hide their heads under the covers those Winter nights and console themselves with the thought that a little squawking would work to the vocal advantage of their young hopefuls is no more. P. A. Curry, of Baker, Ore., has come to the aid of the neglected infants.

Mr. Curry is a father who takes his state with a certain sense of responsibility. Recently he attended an electrical demonstration and obtained from the Western Electric Co. information on the loud speaker, the magnifying apparatus used to carry the voice at the big conventions.

It happens that Curry, the younger, sleeps in the porch nursery. His biggest source of complaint is the fact that on several occasions he has had to do without company in the wee

small hours because his cries were unheard by his sire. Curry, the senior, has made plans to wire the nursery. Three loud speaking transmitters will be installed over the infant's bed connecting with a receiver over that of his father.

In the future, instead of being compelled to sleep with one ear open awaiting a summons from the nursery, pater familias can rest content, assured that he will be awakened by a great shout every time his infant charge sees fit to annoy his awakening.

SECURE THE VICTOR LINE

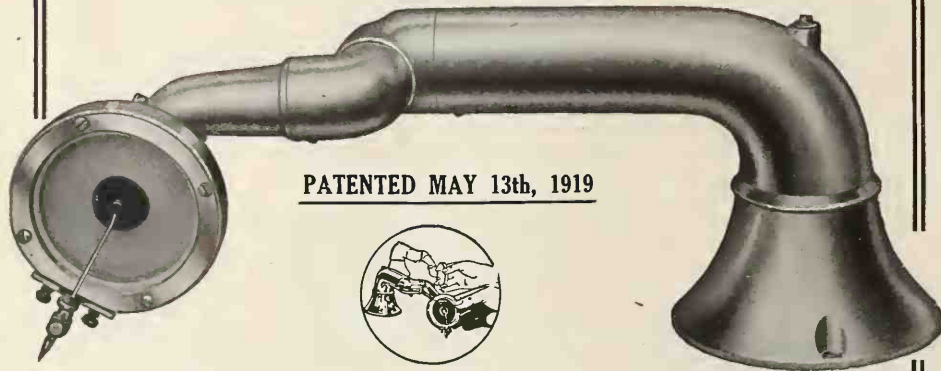
Oscar Haserot, the well-known music dealer of Elyria, O., has secured the agency for the Victor line of talking machines and records, which he intends to push in his territory.

The Colonial Club, of Meriden, Conn., recently enjoyed a very delightful concert through the medium of the Edison phonograph, thanks to the enterprise of A. D. Elster, proprietor of the Edison Shop of that city.

INDIVIDUALITY IN YOUR PRODUCT WILL MEAN MORE SALES FOR YOU!

Competition in talking machines is growing more strenuous each day. It is not a question of price any longer but of quality—higher quality and better tone. Maintain the claims of quality and tone reproduction in your product—make it be individual.

Equip Your Phonographs With EMPIRE UNIVERSAL TONE ARM and REPRODUCER



PATENTED MAY 13th, 1919



We are prepared to submit to reliable manufacturers samples of our tone arms and reproducers in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none. Write or wire us for samples and quotations and give us an outline of your 1921 requirements.

We Also Manufacture Attachments for Edison Phonographs



No. 1
Plays
only lateral
cut records.
Retail
at \$5.00

No. 2
Plays all
records.
Retail
at \$7.50

THE EMPIRE PHONO PARTS CO.

1362 EAST 3rd STREET

CLEVELAND, OHIO

NYOIL
FOR YOUR PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

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

The Best Oil For Any Talking Machine
In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

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

NYOIL is put up in 1-oz., 3/4-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.

SCORE ONE FOR LANDAU

Hazleton Paper Tells How It Pays to Have Won a Reputation for Full Record Stock

Carrying a most complete record stock is a valuable asset to the dealer. This was demonstrated very effectively the other day, as can be seen from the following item in a Hazleton, Pa., paper:

That the Landau music store on North Wyoming street, this city, carries a stock of Victrola records more complete than any establishment in this State, or even New York, was shown today in the receipt of a letter from Arthur Elliott, of 11 Albion street, Paterson, N. J., an actor who appeared during the week in a one-night show at Freeland.

While playing in the North Side town he went into a Victrola store and inquired if they had the duet from Norma sung by Glück and Homer, which he said he had been trying vainly to secure in every city that he has visited so far this season, including New York.

Freeland could not supply the actor, but the lady clerk offered to call up the Landau store because she said it has the biggest stock in Pennsylvania. The Landau firm had the record and to-day received a letter from Mr. Elliott enclosing remittance and thanking the local concern for its prompt reply.

HEAR RECORDS OF THE BIRDS

A rather unusual feature at the annual "conversazione" of the Belfast Naturalists' Field Club, held recently in that noted Irish city, were the records of blackbird, thrush and nightingale songs on a gramophone contributed by T. Eden Osborne, the prominent talking machine merchant of Belfast. The distinguished assemblage displayed the greatest interest in these records and were profuse in their thanks to Mr. Osborne for the opportunity afforded of hearing these versatile and beautiful singers.

ISSUES LISTS OF FOREIGN RECORDS

The Victor Co. in sending out its advance copy of the April supplement also included some very interesting lists of records in Arabian, Bohemian, Finnish, Greek, Hebrew, Italian, Lithuanian, Mexican, Norwegian, Polish and Swedish. To dealers who are reaching a constituency largely made up of people born in foreign countries these lists should make a wide appeal. This is a trade worth cultivating, because so many people retain a love for the music and songs of their fatherland that it will pay them to analyze their territory and cater to its needs.

A wise man doesn't need advice, and a fool won't take it.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

**MOTORS
TONE ARMS
REPRODUCERS**

CASTINGS
Grey Iron
and Brass for

TURNABLES
MOTOR FRAMES
TONE ARMS
HORNS and THROATS

Stylus Bars
Screw Machine Parts
Talking Machine Hardware

Direct Quantity Importations On

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

EASTERN REPRESENTATIVE
CHERRINGTON MFG. CO.
IRONCLAD MOTORS

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd St., New York
Tel. Vanderbilt 5462

REMINGTON CO. DOUBLES STOCK

Important Matters Discussed at First Annual Meeting of Stockholders of Remington Phonograph Corp.—Expansion All Along the Line

Some seventy stockholders of the Remington Phonograph Corp. were in evidence at the first annual meeting of the stockholders held on March 14 at the offices of the corporation, 1664 Broadway, New York. More than 60,000 shares were represented at the meeting, which elected the following Board of Directors: Philo E. Remington, James S. Holmes, Harry F. Sieber, G. Henry Stetson, E. Remington, Everett H. Holmes and John Fletcher. It was voted unanimously to double the capital stock of the corporation by providing 200,000 shares of no par value, instead of 100,000 shares at \$10 par, as at present. J. S. Holmes, the vice-president, stated after the meeting that arrangements had been made with New York banking concerns to underwrite the proposed new issue.

The vice-president's report showed that the corporation has over 500 dealers operating under exclusive territory contracts—that there has been a steady increase in business since last September—that the various plants of the Remington Phonograph Corp. are now producing every part of the instrument under their own

roofs. Details of the acquisition of the Olympic Disc Record Corp. were also announced at this meeting, as well as the signing of a number of exclusive artists to record for the Olympic record. The stockholders also had the pleasure of hearing the first Olympic records produced under the Remington management, and they were enthusiastically applauded.

A motion picture film depicting the history of the Remington family from 1816 to the present date was displayed at the conclusion of the meeting and created much enthusiasm.

WILL BE GUESTS OF HONOR

When the New England Advertising Association holds its second annual meeting at New Haven next October it will have as its guest of honor and chief speaker Vice-President Calvin Coolidge. Richard H. Lee, director-counsel of the vigilance committee of the Associated Clubs; George W. Hopkins, president New York Advertising Club and general sales manager of the Columbia Graphophone Co.; Bruce Barton, lead of Barton, Durstine & Osborn; Dr. Paul H. Nystrom, manager-director of the Retail Research Association; Reuben H. Donnelley, former president of the Associated Clubs and head of the Reuben H. Donnelley Corp., and Irvin S. Cobb will be among the other speakers.

REACHING PROFESSIONAL PEOPLE

Some Pertinent Questions That Dealers Should Carefully Consider and Act Upon

Some very timely questions are set forth in a recent issue of the Dealers' Service bulletin sent out by the Putnam-Page Co., Victor distributor of Peoria, Ill. For instance:

"Are you featuring your shop to give special and intelligent service to professional people—real musicians who are often wonderful customers for Red Seal records?"

"Do you follow the musical clubs with special service—service to people who understand its worth?"

"Do you follow the schools with the special service that the school work demands and educational people appreciate?"

"Are you proving that you are capable of giving the service you feature—or that you should feature?"

The dealers who cannot answer these questions in the affirmative owe it to themselves to get busy and build up their fences so that they may be prepared to reach the class of trade that may be now going past their door.

ADVERTISING AS CREDIT GUIDE

"When we hear of a man cutting down on his advertising," said a wise bank president, "we cut down on his credit." With business in the condition it is at the present time every business man should interest himself in effective advertising campaigns. Good business is coming again and now is the time to make preparations to get your share of it. When one has leisure, one has time to plan carefully and to good purpose.

It requires more than a popular or catchy advertising phrase to establish a product in the world's markets—the article must have merit or it will not be a permanent success.

The Advent of Sales on the Portable Models

The season for the Victrola IV and VI will start much earlier this year. At any rate the time is at hand when your plans for the sale of these appropriate Victor models should be arranged.



VICTROLA VI

The Victrola IV and VI, as do all other Victrolas, create their own sales where the dealer gives them the necessary attention, display, etc. The coming season will show a distinct demand for these instruments.

We will be glad to assist you in arranging plans to care for such business in your territory.

COLLINGS & COMPANY

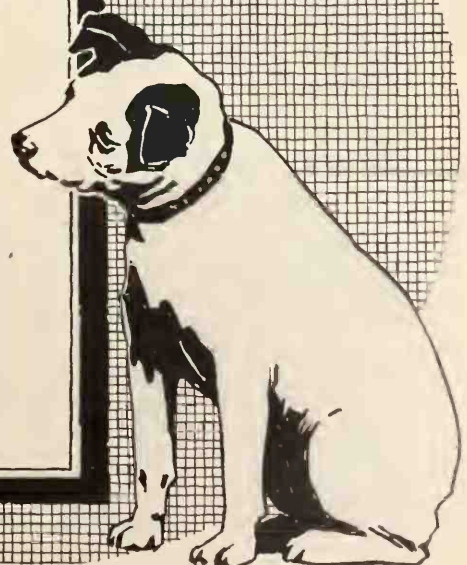
Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

PLUM BUILDING

Clinton and Beaver Streets

Newark, N. J.

Note: Use U-Sav-Your dressing and preserve the beautiful original factory finish on your cabinets.



RECORDING, PLATING and PRESSING

The New York Recording Laboratories offer to the Phonograph Industry thoroughly up-to-date facilities for Recording, Plating and Pressing 10-inch Disc Records.

Laboratories located in the heart of New York's musical life.

Extensive manufacturing facilities at Port Washington, Wis.

Inquiries regarding recording, selection of artists, songs, etc., invited.

The New York Recording Laboratories Est. 1917 1140 Broadway, New York, N. Y.

THE "TALKER" IN THE SCHOOLS

Position of the Talking Machine as an Educational Factor More Widely Recognized

An increased appreciation of the value of the talking machine as an educational factor is apparent from the editorial comments which are appearing these days in the newspapers, particularly in the smaller cities. For instance, the St. Augustine (Fla.) Evening Record of recent date contained the following well-considered editorial under the caption, "Music in the Schools":

"Fortunate indeed is it for school children that people are beginning to realize music can be a part of the school curriculum, even when funds do not permit of the payment of a special teacher of music. A school of the present day which lacks a good talking machine as part of its equipment is as much out of date as a school which has no reference library, and those schools which are better equipped will make forward strides, leaving others far behind. It is now realized that the talking machine is no longer a thing of luxury or indulgence, but a real necessity for every home and school, and for those who do not know exactly what records

should be procured in order to inculcate in children a desire for the best there is an abundance of helpful literature. There could be no finer or more worth-while work than that which is carried on by the education department of one of the largest and most famous talking machine companies in the country, looking toward a development of musical appreciation among our young people and a gradual development of their tastes and inclinations above the deplorable 'jazz level' of the present day."

WHEN GALLI-CURCI SANG TO SEVEN

Hartley Rowe tells the story that when he was an engineer on the Panama Canal he heard Galli-Curci sing at Panama City. There were only seven persons in the hall. "Did the singer slight her work?" he was asked.

"Not a bit of it," answered Hartley. "She gave the seven of us the best she had, and the next night the hall was crowded."

Possibly there is a moral in this for you or somebody else.

The Cummings Pharmacy has opened a talking machine department in Castile, N. Y., handling the Victor line.

SELLING IDEAS EMPHASIZED

In Some Very Attractive Bulletins Sent Out by the National Cash Register Co.

DAYTON, O., March 31.—Reflecting the intensive and highly efficient selling organization of the National Cash Register Co., of this city, are the very attractive bulletins which it has recently sent out to the trade. These are made up in colors and represent advertisements which this company inserted in the leading magazines in the country recently, and contain many good selling ideas which the dealer can utilize in the development of business. Especially attractive is one of the folders appealing to the selling force of not only the National Cash Register Co., but the country at large. It emphasizes the fact that the next four months dealers will show a surplus in sales by applying intensive sales methods in their organizations. Publicity methods of this kind certainly place the National Cash Register Co. among the leaders of the country in efficient sales organizations.

Sleeping on it before deciding is all right, but don't sleep too long—you may have a competitor who does not need so much sleep.

The General
Phonograph Mfg. Co.
Model "E" Table Phonograph
The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY



New Model "E"
Plays All Makes of Records Superior Tone Quality
Write for our Proposition
The General Phonograph Mfg. Co.
ELYRIA, OHIO

MAMIE SMITH

The Records Most in Demand

Mamie Smith, Your Best Seller

The sales value of a MAMIE SMITH record is emphasized daily by the fact that there is a noticeable steady demand, and that this demand grows with each new release of a MAMIE SMITH record.

Because she has developed an individual manner of singing Blues, she stands apart and above other Blues interpreters.

MAMIE SMITH has an artistry for vocal characterizations that has won her the title of "Queen of Syncopated Harmonies."

Are you featuring MAMIE SMITH?

Are you keeping your stock equipped so that you may take care of active requests?

Restock on all MAMIE SMITH records. Then start a MAMIE SMITH campaign.



Mamie Smith Advertises in Person

Under the direction of the Standard Amusement Co., Mamie Smith, assisted by her All Star Revue, a large company of well-trained artists, is giving concerts in all the large cities throughout the country. Due to her popularity, capacity-filled houses are guaranteed. And the enthusiasm created, in turn, has in every instance stimulated the sale of her records.

She has recently filled engagements in Chicago, Indianapolis, Evansville, Lexington, Memphis, Little Rock, Tulsa, Oklahoma City, Dallas, Fort Worth, Houston, Waco, Beaumont, New Orleans, St. Louis, Chattanooga, Atlanta, Savannah, Richmond, Norfolk, Wilmington, Philadelphia and numerous other cities.

A CONCERT TOUR OF THIS CHARACTER IS THE VERY BIGGEST THING IN ADVERTISING.

We have the records and you the demand. Place an order to-day and have both.

Complete List of Mamie Smith Records

POPULAR BLUES—VOCALS

- | | | | |
|--------|---|--------------------------------------|---------------------------------|
| 4113 | } | THAT THING CALLED LOVE..... | Mamie Smith |
| 10 in. | | YOU CAN'T KEEP A GOOD MAN DOWN | Mamie Smith |
| \$1.00 | | | |
| 4169 | } | CRAZY BLUES | Mamie Smith and Her Jazz Hounds |
| 10 in. | | IT'S RIGHT HERE FOR YOU.. | Mamie Smith and Her Jazz Hounds |
| \$1.00 | | | |
| 4194 | } | THE ROAD IS ROCKY..... | Mamie Smith and Her Jazz Hounds |
| 10 in. | | FARE THEE HONEY BLUES.. | Mamie Smith and Her Jazz Hounds |
| \$1.00 | | | |
| 4228 | } | MEM'RIES OF YOU, MAMMY. | Mamie Smith and Her Jazz Hounds |
| 10 in. | | IF YOU DON'T WANT ME BLUES | |
| \$1.00 | | | Mamie Smith and Her Jazz Hounds |
| 4253 | } | LOVIN' SAM FROM ALABAM. | Mamie Smith and Her Jazz Hounds |
| 10 in. | | DON'T CARE BLUES..... | Mamie Smith and Her Jazz Hounds |
| \$1.00 | | | |
| 4295 | } | JAZZBO BALL..... | Mamie Smith and Her Jazz Hounds |
| 10 in. | | "U" NEED SOME LOVING BLUES | |
| \$1.00 | | | Mamie Smith and Her Jazz Hounds |

Okéh Records

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street

New York City, N. Y.



MUSIC AND PSYCHOLOGY

Edison Mood Change Charts Show Reactions of Listeners to Various Kinds of Music—Award Offered for Best Research Work

Just as when Gutenberg devised movable type it meant the beginning of printing and the dissemination of literature among the people in general, so, when Thomas A. Edison invented the phonograph, it meant the universal distribution of music. The effects of literature upon us are familiar enough and the remarkable influence of music has been felt by everybody. But, while the effects of literature are easily traced to definite words and ideas, it is far less easy to say why certain tones, chords and musical progressions affect us as they do.

Mr. Edison is intensely interested in music's pervasive and mysterious influence on the mind and spirit. For more than a year the great inventor has been trying, in various ways, to stimulate general interest in this complex and fascinating problem. Through Professor W. V. Bingham, professor of psychology and director of the division of applied psychology at the Carnegie Institute of Technology, Pittsburgh, Mr. Edison has, among his other activities in this direction, offered a prize of \$500 for the most meritorious research on the effects of music submitted by psychologists before October 1, 1921, to the American Psychological Association. Dr. Bingham and a corps of associates have also been busy conducting innumerable experiments to ascertain causes of the power exerted by various types of music on the human being. Among the most significant experiments in the psychology of music undertaken by the Edison Laboratories is the Mood Change Chart, which is being distributed to the public at large. The charts, properly filled in, annotating the reactions to music, are coming in to the Edison Laboratories from all points of the compass. Mood Change parties are springing up everywhere, and it looks as if they would prove to be one of the most popular forms of "parlor entertainment" suggested in many years.

The Edison Mood Change Chart offers a most fascinating means of studying emotional reaction. It also possesses the virtue of extreme simplicity, as even a child can readily understand its operation. An unusual development of the Mood Change Chart and Party Plan is the attention and curiosity aroused in the minds of newspaper men. They look upon it as possessing news value of high importance.

In a recent interview with Mr. Edison, his interlocutor recalled to him the statement of certain psychologists that colors had so definite a reaction on the nervous system as to afford cures in the case of certain phobias, and the inventor was asked whether, in his belief, music might some day be similarly used, whether its psychological reaction might be as definitely ascertained.

"The reactions of tone should be far more certain than those of color," said Mr. Edison, "because so many people are color-blind, whereas far more persons respond to tone."

Your Opportunity to Buy at the Right Price

We manufacture 3 and 5-ply panel stock in all thicknesses and woods. Also 3-ply shelf stock for Talking Machine Cases.

Ask for quotations on our Talking Machine Crating Boxes. They are built of solid woods.

THE BRANDTS FURN. CO.
CELINA, OHIO

HARPONOLA

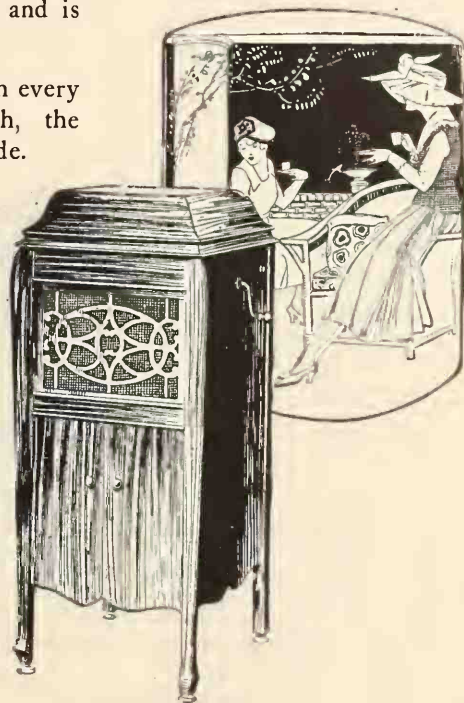
Talking Machines

The Harponola looks fine and is fine.

In every mechanical unit, in every line and detail of finish, the Harponola is highest grade.

On this substantial basis dealers are building a profitable and *distinctive* trade.

The Harponola dealer has a line with talking points and exclusive features,—and since we do not *flood* any section with dealers overlapping each other's territory,—this Harponola dealer can afford to work his own territory. He is building a trade for *himself*,—and not for someone else.—



with the "GOLDEN VOICE"

The Harponola golden spruce horn, or resonant tone chamber, is scientifically correct for true musical reproduction.

The rich golden tint and fine modeling of this horn are so truly beautiful that they *hasten* sales. Of course the Harponola plays all records.

And we co-operate with practical advertising material and dealer helps.

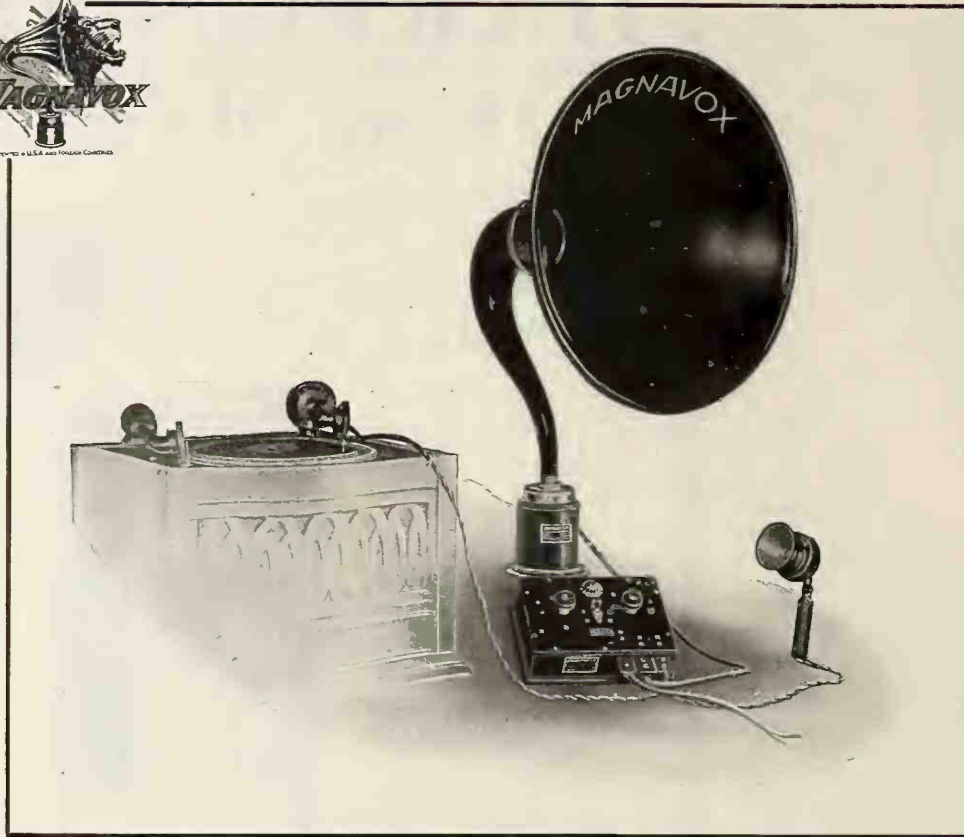
IMPORTANT—The new Harponola cabinets are now ready,—four of the new models being elegant console period designs. Full information on request.

Get our Okeh Record Proposition, also.

THE HARPONOLA COMPANY
101 MERCELINA PARK
CELINA, OHIO

Edmund Brandts, President

Harponola Cabinets are built by the Mersman Brandts Brothers in a separate up-to-date factory



MAGNAVOX

MUSIC and VOICE
TELEMEGAFONES
TYPE MV-1



EX-PRESIDENT TAFT

is only one of the prominent men who have relied upon Magnavox Telemegafones to put their messages across to many thousands of people assembled to hear them.

Magnavox equipment allows you to put either music or voice before the maximum number of people.

Are a wonderful sales help for moving records or phonographs. They sell them to large numbers of people at one time. They increase the volume of the voice or phonograph many times and can be attached to any phonograph to play all records.

Manufactured by

The Magnavox Co., Oakland, Cal.
New York City Office, 1270 Broadway

Distributed By

CHICAGO, ILL., Telephone Maintenance Co.
BOSTON, MASS., Musical Supply and Equipment Co.
DALLAS, TEXAS, Sonora Distributing Co.
DAYTON, OHIO, J. W. Sands Co.
INDIANAPOLIS, IND., Kiefer Stewart Co.
MINNEAPOLIS, MINN., Minneapolis Drug Co.
NEW YORK CITY, J. O. Morris Co., Inc., 1270 Broadway
TORONTO, CANADA, I. Montagnes & Co.
WICHITA, KANSAS, Southwestern Drug Co.

Write for Bulletin MV-14

MUSICAL INSTRUMENTS WELL ADVERTISED IN NEW YORK

Statistics Prepared by the New York Evening Post Show That Over Three Million Lines of Musical Advertising Appeared in Daily New papers in New York During the Past Year

Although manufacturers and retailers of musical instruments are frequently advised to increase their advertising appropriations, facts indicate that the total of such advertising in the course of a year is very heavy.

Musical instrument advertising in the New York newspapers during 1920, for instance, totaled 3,009,064 lines, of which 1,144,702 lines were carried in the morning papers and 1,864,362 were used in the evening papers. These figures were furnished by the statistical department of the New York Evening Post. In compiling these figures for the morning papers the five leading journals were considered: the American, Times, World, Tribune and Herald. The scope of the evening papers embraced the Evening Journal, Evening Post, The Sun, Evening Telegram, Evening World, The Globe, Brooklyn Eagle, Standard Union and the Brooklyn Times.

In computing the musical instrument advertising only strictly musical houses were considered. That is to say, department store advertising of musical instruments was not included in the total, and only advertising of manufacturers, jobbers and dealers who carried musical instruments exclusively was considered. In New York the department stores have devoted large space to the advertising of both pianos and talking machines and if this advertising were added to the above figures the total would be considerably larger.

While at first glance it would seem that more

advertising was done by musical instrument interests in the evening papers it must be remembered that the total of 1,864,362 lines was distributed among ten newspapers, while the morning lineage, 1,144,702, was computed from five newspapers. The amount of musical instrument advertising in the evening papers is not quite twice the amount of that in half the number of morning papers. On the whole, the morning papers seem to carry the greater amount of advertising, especially since they get out Sunday editions in which the advertising runs very high, and in which the musical instrument advertising has always figured largely. The balance, however, seems to be rather close, indicating that the advertising done by dealers and manufacturers and members of the music industry as a whole is fairly consistent.

The total advertising lineage in the evening papers in 1920 was 81,467,688 and the musical instrument advertising was a little more than two per cent, or 1,864,362 as given above.

Were the musical instrument advertising of the several department stores included in the total it would represent a substantial addition, for Wanamaker's, especially, and Gimbel Bros. and Bloomingdale Bros., devote a very substantial portion of their advertising allotment to pianos, talking machines and other musical instruments. Unfortunately, figures regarding department store advertising in musical instruments are not available at the present time.

by the professors covering the language courses. This has been found very effective.

TEACHING FOREIGN LANGUAGES

Talking Machines Being Utilized in Training Schools of U. S. Marine Corps at Quantico, Va.—How the Plan Is Operated

Talking machines are being used in the training school of the U. S. Marine Corps at Quantico, Va., for the purpose of teaching foreign languages. Each student has a table model with ear tubes, and follows the record pronunciation instructions by using a foreign text book. This plan has been found to be better than using a large machine for an entire class of sixty or eighty, as was customary in the past. By providing a small machine for each pupil record instructions can be repeated as often as desired. In this way there is a greater certainty of the knowledge percolating the mentality of the students than by class instructions. In connection with this method of teaching there are lectures

AN UP-TO-DATE VICTOR STORE

Talking machine travelers who have visited Washington, Pa., are very enthusiastic in their praise of the attractive store conducted by the G. W. P. Jones Music Co., Victor dealer in that city. The establishment is quite metropolitan, and has sixteen booths with modern equipment in the way of record racks, etc., while the show windows lend themselves to a very attractive display of instruments.

P. R. Stebbins, who recently purchased the Olympia Music House, Olympia, Wash., from L. R. MacIntosh and J. T. Kanney, has moved the stock of phonographs and records to new and larger quarters on East Fifth street, that city.

RECORDS FOR COMMUNITY "SINGS"

Popular Songs With Band Accompaniments Recorded by the Victor Co. for the Use of Stimulating Community Singing

To meet the increased interest in community singing, which has become so marked in this country during and since the war, the Victor Talking Machine Co. is issuing six records, with band accompaniments, of popular community songs which are very effective aids in stimulating interest in a community work. In this connection there is a preliminary chord to set the pitch, and the melody in unison with the voices is sustained by the cornets, while a full brass band gives a full and vigorous accompaniment that fits them admirably for community purposes. The records referred to are as follows: "America," "Red, White and Blue," "America, the Beautiful," "Stars of the Summer Night," "Speed the Republic," "Onward, Christian Soldiers," "Believe Me If All Those Endearing Young Charms," "Home, Sweet Home," "My Old Kentucky Home," "Battle Hymn of the Republic," "Drink to Me Only With Thine Eyes," "Flow Gently," "Annie Laurie," "Hail, Columbia," and "The Star-Spangled Banner." These records are made by the Victor Military Band. There are also two records specially made by Conway's Band for community singing, which include "Old Black Joe," "Massa's in de Cold, Cold Ground," "Old Folks at Home" and "Juanita."

In small towns where band music is scarce these records enable the community to meet in the town park and have its community "sing" the same as if it was conducted in a big city under the leadership of some famous song leader. This is a step toward making music popular which dealers could utilize to good purpose in their local publicity.

A FRANK PLAGIARIST

A large manufacturing concern sent frequent and urgent demands to a certain delinquent dealer, and, being unable to get so much as a response, sent a representative to visit him.

"Why haven't you paid your account, or at least written us concerning the matter?" the representative asked.

"My dear sir," responded the delinquent, smilingly, "those collection letters from your firm are the best I have ever seen. I have had copies made and am sending them out to the trade, and it's wonderful the number of old accounts I have been able to collect. I haven't paid my bill, as I felt sure there was another letter in the series and I need that last letter."

No Screws

No Adjustments

Therefore Nothing to Get Out of Adjustment

Just think what this new patented device will mean to you! **NO MORE SOUND BOX TROUBLES!** Absolutely guaranteed. A patented device of springs holds the needle arm on a steel-inserted, machine-cut knife edge.

The only way to be convinced of the wonderful tone this sound box produces is to obtain a sample. Remit \$2.20 for Sample. Your money refunded if found unsatisfactory.

Our Tone Arms are of the **Highest Standard.**
No Continuous Taper.

The Mutual
TONE ARMS & SOUND BOXES



MUTUAL PHONO PARTS MFG. CORP., Herman Segal, Pres.
149-151 LAFAYETTE STREET NEW YORK CITY

Write for sample at once—NOW
Don't Delay

OKeh Records



FACTS



The Record of Quality

OKeh Records have achieved a prominent and influential position in the Record Industry.

There is every reason why dealers should be proud to sell OKeh Records

A repertoire, consisting of superior recordings of famous artists and classical compositions, offers an assurance to a prestiged trade.

Our Rapid Service Is Continuous

OKeh Records are an attraction to customers. Large monthly releases of latest hits mean constant trade.

Consolidated Talking Machine Co.

OKeh Records *Distributors*

227 W. Washington St.

Chicago, Ill.

There's no "season" for such records as Stracciari's of the Barcarolle from *La Gioconda*. It will sell any time, and for years to come. A great Italian boat-song by a great Italian baritone. Columbia 79636.

Columbia Graphophone Co.
NEW YORK



ORGANIZE UNITED PHONOGRAPH DEALERS' ASSOCIATION

New Organization Composed of Talking Machine Dealers in the Metropolitan District of New York Meets and Elects Joseph Tylkoff, President—Addresses by Prominent Members of Trade

Over one hundred talking machine dealers of the metropolitan district of New York attended the initial organization meeting of a new association to be known as the United Phonograph Dealers' Association, held at the Hotel Pennsylvania on Friday, March 25, and it was plainly evident that those who attended were keen on ways and means for improving present conditions in the retail division of the industry.

The object of the new association as outlined by the president, Joseph Tylkoff, is primarily to eliminate a number of evils that have crept into the retail trade, chief among them the horde of "gyp" dealers who are operating in New York and causing substantial loss in sales to the legitimate established dealers. This organization will use every effort to eliminate this type of merchant from the field and will seek the co-operation of the manufacturer in withholding goods from such people.

The association will also work to put the retail talking machine business on a higher plane. The question of handling instalment paper has already been taken up with one of the leading banks in New York and it is very probable that in the near future a definite plan will be formulated whereby dealers can discount such paper on a businesslike basis and utilize the cash thus obtained for their business. There has also been discussed the question of establishing a transfer bureau through which retailers may exchange records and machines of which they have a surplus for other goods of which they are in need, thus reducing the chance of becoming overstocked.

At the organization meeting on Friday President Tylkoff outlined the object of the new movement and was followed by Adolph Meyers, a well-known local dealer, who told of some of the plans that were already being worked out by the executive committee. Several manu-

facturers and their representatives were present and were called upon to address the dealers and if possible outline what the future held for the trade and how dealers could best prepare for coming business.

The first of the speakers was Chester Abelowitz, representing the Brunswick, who promised co-operation. He was followed by George E. Brighton, president of the Sonora Phonograph Co., who told of the lines along which his company conducts its business. Lambert Friedl, of the General Phonograph Corp., spoke next and pointed out the advantages of dealers getting together to arrive at a better understanding regarding trade practices. Mr. Friedl also called attention to the Stephens-Kelly bill now before Congress, designed to prevent false pretense in merchandising. Under the new measure manufacturers will file a schedule with the Federal Trade Commission showing list prices to jobbers and to dealers. The bill has been drawn in a manner to provide considerable freedom of action under due regulation and has been endorsed by over 500 trade organizations.

H. E. Morrison, of the Emerson Phonograph Co., also addressed the dealers and was followed by George W. Hopkins, general sales manager of the Columbia Graphophone Co., who gave a strong talk on business methods. Mr. Hopkins stated that his company had always maintained the policy of dealing direct with dealers and had been active in discouraging the "gyp" dealer by refusing to sell to any but authorized representatives. In the course of his talk Mr. Hopkins also went into the matter of credits and declared that the banks of the country had never lost a nickel on talking machine paper. He blamed the action of the Federal Reserve Board in shutting down on commercial credit for much of the present busi-

ness unrest. Continuing on the question of discounting paper, he urged that dealers make use of their franchise rights as collateral when dealing with bankers, for the franchise meant a real asset.

In closing, Mr. Hopkins declared that the trouble with most of the dealers was that they were looking into the future and forgetting the present. As an instance in point he said, while still working in March, they were wondering what the April record lists would offer and kept turning to the new things instead of giving continued attention to the old.


Another speaker was M. M. Roemer, local distributor of the Granby Phonograph Corp., who, among other suggestions, advocated that dealers be in a position to offer a discount for cash sales.

The various talks were received with enthusiasm by those who attended the meeting, and that the interest was sincere was evidenced by the number of applications for membership turned in to the secretary. In addition to President Tylkoff the officers of the United Phonograph Dealers' Association are: Harold Bersin, vice-president; Joseph Friedman, secretary, and Saul Birns, treasurer. Information regarding the organization can be obtained from the president, whose address is 752 Melrose avenue, New York.

It was explained by the officers that the new organization is not intended in any sense to compete with existing associations, but was designed to accomplish definite things in the matter of eliminating evils and bettering conditions which, the officers asserted, present associations are not, apparently, attempting.

VIRTUE ALONE NOT ENOUGH

Virtue by itself is not enough, or anything like enough. Strength must be added to it, and the determination to use that strength. The good man who is ineffective is not able to make his goodness of much account to the people as a whole.—Theodore Roosevelt.



SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS and RECORDS

GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE - - - TENNESSEE



RADIO-TELEGRAPHIC PROGRESS

Latest Apparatus With Sound Amplifiers May Be Produced in Near Future Like Cameras and Sold in Like Manner, Says Authority

Writing of the future for amateur radio-teleg-raphy in the Radio News Pierre H. Boucheron gives the advice to "go easy on the purchase of spark equipment." The reason is that such great improvements are taking place in vacuum tubes and their arrangement that what you buy as new to-day may be obsolete to-morrow.

He shows a photograph of the latest vacuum tube, no thicker than a pencil, or cigarette, which "is destined to revolutionize radio and it will not take many years, either," he says. This is a practical instrument and not a mere toy.

Mr. Boucheron foresees the day when people will carry wireless outfits as they carry cameras to-day, and H. Gernsback, editor of the maga-zine, remarks:

"The chances are that during the next decade most of the radio apparatus will be sold by all up-to-date drug stores the same as photographic cameras and supplies are now. By that time a radio receiving outfit will have been compressed into a space as small as the present-day cameras, pocket cameras not excepted. These outfits will comprise a one or two-step amplifier, and there will be no phones with such an outfit, but very likely the sounds will come right from a horn similar to our phonograph to-day, only built along miniature lines. The aerial will probably be of the loop type, collapsible, and made to fit right into the box itself. Such a loop aerial could be extended into its full shape within a few seconds. The vacuum tubes used in the outfit will possibly be even smaller than the ones made now. These vacuum tubes are about the thickness of a fountain pen and are from one to one and one-half inches long. There is no doubt that in time vacuum tubes will be made even smaller.

"Amateurs want compact apparatus these days, particularly for receiving. When you can take a neat little box fashioned along the lines of a kodak, set it up in your parlor, and when dance music, originated some five hundred miles distant, begins to pour forth from it by radio, then we can truly say that the heyday of amateur radio has really arrived."

The sign of a healthy mind is the ability to laugh heartily.

Laughter is a letting go.

It releases the mind and relieves the tension of too much and too long thinking. How much better you feel after a boisterous laugh—yet how often do you enjoy one? Almost everyone can think back for months before being able to remember the last real laugh he had. Most of us need a hearty laugh at least once a week—as a pill to purge melancholy—but we consider ourselves lucky if we are able to laugh, completely and unrestrainedly, twice in a twelve-month.—Hewitt's Magazine.

Do You Throw Money Away?

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

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

RENE MFG. CO.

Montvale, N. J.

BOOKLET ON COMING MUSIC WEEK

Attractive Volume Just Prepared Sets Forth the Various Plans for the Celebration

The committee on New York's Music Week in charge of the details of the second annual celebration, to be held April 17-24, has prepared and will shortly send broadcast an attractive and comprehensive booklet setting forth in detail various plans for the Music Week celebration, the channels through which the message of music will be carried to the public, the various institutions and organizations that will participate and their method of participation, together with other information of distinct value.

It is reported that although only preliminary letters have been sent out so far announcing the dates of Music Week and its general aim, so many promises of co-operation have already come in that the celebration promises to be even larger and more impressive than that of last year, when over 1,700 different organizations participated.

The booklet bears on its cover the reproduction of a special poster design to celebrate Music Week, which poster will be spread before the gaze of the public in various forms very shortly. Otto H. Kahn is honorary chairman of the committee on New York's Music Week, with Berthold Neuer, of William Knabe & Co., chairman, and C. M. Tremaine, of the National Bureau for the Advancement of Music, secretary. Prominent city officials, musicians and business men make up the committee proper, which is now rapidly completing plans for the various activities of Music Week in which talking machine men should be interested.

CHAS. H. MURRAY TO EUROPE

Charles H. Murray, advertising manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y., sailed for Europe early in March in the interest of the Pathé organization. Mr. Murray expects to be gone for about a month and will visit the London offices of the company, as well as the Paris house of Pathé Frères.

OPEN NEW MUSIC STORE

Nichols & Frost Open Well-equipped Retail Establishment in Fitchburg, Mass.

FITCHBURG, Mass., April 4.—Nichols & Frost have opened a complete music shop in this city, in the store formerly occupied by B. L. Rich & Co. A large soundproof room has been built in the rear of the new store for the demonstration of talking machines, the room being large enough to hold a dozen models. Three smaller sound-proof booths have also been installed for demonstration purposes, the talking machine department being in charge of Mrs. Edith Morrison. Victor and Brunswick machines and records will be carried. A department in the store will also be devoted to the handling of player rolls and sheet music, under the direction of Miss Belle Breckenridge.

HOW TO NEUTRALIZE THE GROUCH

When a customer flies off the handle, becomes unreasonable, sarcastic, peeved, and down-right mean—listen patiently to his tale of woe, says Harmony, the Sherman, Clay & Co. house organ. At this particular point, opposition is the worst thing in the world.

After he has had his say—and not until after—show sympathy by the tactful appreciation of his troubles.

Put yourself in his place. Try to see the matter as he sees it. Talk to him from his viewpoint.

You'll be surprised to see how quickly he ceases to look upon you as an enemy and sees in you—a friend.

You'll be surprised to see how quickly he regrets his grouch and apologizes to you for his hasty words.

Truly, "the soft answer turneth away wrath!"

Nothing will disarm an angry person quicker than a spirit of sympathetic understanding. Try it!

The Phoenix Phonograph Co., Chicago, Ill., recently filed a petition in bankruptcy with approximate assets of \$3,000 and liabilities of \$6,000.

The Needle that Speaks for Itself

Plays 100 to 200 Records without changing

NO SCRATCHING

NO HISSING

"THAT'S IT"

"SUPERB STYLUS" SEMI-PERMANENT

Send for Samples and Discounts

MELLOWTONE NEEDLE CO., Inc.

Sole Manufacturers

ANSONIA, CONN.

THE SCOTFORD TONEARM AND SUPERIOR REPRODUCER

Manufactured under the Patents of Louis K. Scotford

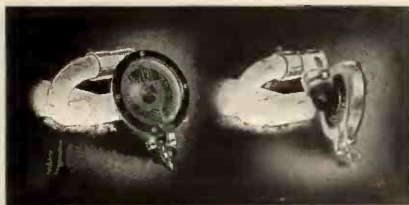
PROFITABLE SPECIALTIES FOR THE DEALER



On the EDISON

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21-E Connection for Edison—Sample prepaid, Nickel \$7.50, Gold \$10.00



On the VICTOR

CA Mellow, More Musical Tone on All Makes of Records

Superior Reproducer with 21-VE Vitor Elbow—Sample prepaid, Nickel \$6.50, Gold \$8.50



On the COLUMBIA

Makes the Owner of an Old Machine a "Live" Record Buyer

Superior Reproducer with 21-CC Columbia Connection—Sample prepaid, Nickel \$7.00, Gold \$9.50



On the VICTOR On the COLUMBIA

SCOTFORD MODEL I REPRODUCER

Plays Only Vertical (Hill and Dale) Cut Records, but Plays Them at Their Best

Scotford Model I Reproducer 1-V for Victor—Sample prepaid, Nickel \$6.00, Gold \$7.50

Scotford Model I Reproducer with 1-C Columbia Connection—Sample prepaid, Nickel \$6.75, Gold \$8.75



The fault of most tonearms is that they copy the tapering shape and curving turns of the original model used in the first successful phonograph. These imitations possess no individuality or distinctive merit of their own. But the Scotford Tonearm is different. The design is not a copy of any other, and none of the mechanical features are the same. It does not follow the common theory of developing the sound waves within a tapering tube of curving turns, but obtains superior results through a straight tube of unobstructed angle turns—the proven method of the "speaking tube."

The Superior Reproducer plays all makes of records as they should be played, the needle retaining the same center and same correct angle in both positions. Note the split, springlike frame, with perfect insulation between frame and backplate and between reproducer and tonearm connection. Note also the sensitive pivoting of the needle bar, imparting a hammerlike movement to the diaphragm. These patented features, obtainable only in the Scotford inventions, give a tone of mellow richness, genuinely musical in quality, positively not equalled by any other

Samples Will be Submitted on Approval

Style 1 (as illustrated) is a combination of Japanned and Plated parts—Tonearm long tube and main elbow, Reproducer face ring and back Japanned; other parts Plated

Style 2. Tonearm long tube and main elbow Japanned, base Plated; Reproducer back Japanned, face ring and frame Plated

Style 3. All parts of Tonearm and Reproducer are Plated

No. 1 Scotford Tonearm and Superior Reproducer	Nickel \$7.00, Gold \$ 9.00
No. 2 Scotford Tonearm and Superior Reproducer	Nickel 7.75, Gold 10.00
No. 3 Scotford Tonearm and Superior Reproducer	Nickel 8.50, Gold 11.00

Samples Prepaid at the Above Prices—Quantity Prices on Application

THE SUPERIOR LID SUPPORT

The Spring Balance that Does Not Warp the Lid

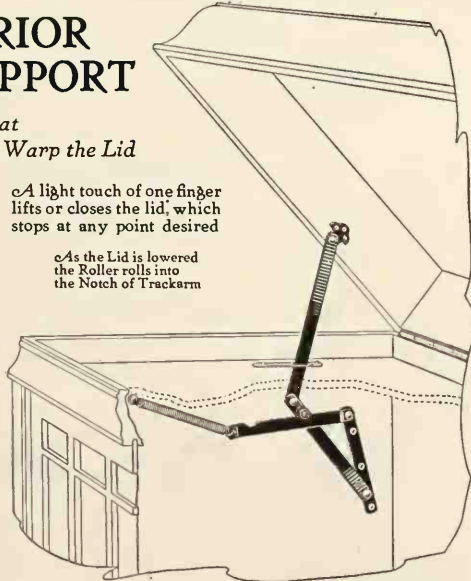
Noiseless in operation. The simplest balance support made. Easiest to install. It positively will not warp the cover. Lids warped by other supports can easily be brought back to correct shape by the Superior

Theoretically, any lid support will warp any lid if placed singly at either side, as the warping is not done when the lid is down. Leaving the cover open causes the warping, as the unsupported corner will sag

But actually, the Superior Support overcomes this common fault. When down, the support exerts a slight downward pull which corrects any warping that develops when the lid is up

A light touch of one finger lifts or closes the lid, which stops at any point desired

As the Lid is lowered the Roller rolls into the Notch of Trackarm



Price of Sample Prepaid

Superior Lid Support with Escutcheon Nickel \$0.75 Gold \$1.25



Sample of Any Superior Specialty on Approval

If not rated, deposit the price, which will be refunded on return of samples Write for Quantity Price List of Superior Specialties

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets CHICAGO

CANTON, O., CONCERN TO MOVE

Canton Phonograph Co. Arranges to Occupy Larger Quarters in That City

CANTON, O., March 28.—The phonograph store of the Canton Phonograph Co., Cleveland avenue, South, will move to larger quarters within the next week, E. H. Woomer, the manager, has announced. The present quarters of the store have become inadequate owing to the growing business and it has become necessary to seek more commodious quarters. Two locations are under consideration, according to Mr. Woomer. One is at Third street and Piedmont avenue, Northeast, and the other is in Market avenue, South. Both are in the heart of the business district. With removal to larger quarters the store will expand and a much larger stock of talking machines, pianos, player-pianos, records and musical merchandise will be carried.

ADVERTISING BY AIRPLANE

Talking Machine Dealer of Edinburgh, Scotland, Adopts Clever Publicity Idea

All the bright ideas in advertising are not confined to the United States by any means, for occasionally Europeans offer an advertising stunt that displays considerable ingenuity. The



Scotsman's Clever Publicity Stunt

accompanying photograph shows the method adopted by Harry Macrae, talking machine dealer of Edinburgh, Scotland, for calling the attention of the public of that city to the fact that he handles Gramophones and records. The plane travels over Edinburgh at frequent intervals, and the accompanying photograph shows it directly over the famous Edinburgh Castle. Mr. Macrae believes that he is the first talking machine dealer in the world to make use of this particular form of advertising.

Some men get results if kindly encouraged—but give us the man who can do things in spite of hell.

Treat Them Right

The *very least* that any Victor Wholesaler can do for the Retailers he serves is treat them with courtesy and consideration. And instances are not infrequent in which he can do a great deal more—if he has a mind to.

C. C. Mellor Company

1152 Penn Avenue,

Pittsburgh, Pa.

PROVIDE FOR WOMEN EMPLOYEES

Women's Rest Rooms Being Installed in New Columbia Headquarters in New York

The officials of the Columbia Graphophone Co. have arranged for special women's rest rooms in the new quarters which the company will occupy shortly in the Gotham National Bank Building, on Broadway at Columbus Circle. The personnel of the executive office staff of the Columbia Graphophone Co. includes a large number of women, many of whom occupy important positions, and referring to the provisions for their welfare in the new Columbia home one of the officers of the company stated:

"This is a business of infinite detail. Infinite accuracy is necessary in handling our thousands of records and doing business with several thousand dealers. Not only in our factories, but in our business office as well, we have found that women are willing to exercise greater patience and care than the average man worker."

HOLDS OPENING OF NEW MUSIC SHOP

MIDDLETOWN, CONN., April 6.—S. S. Rinaldo's new music shop, which was recently opened at its new location at 183 Main street, this city, is very attractively arranged, the color scheme being white. At the left of the entrance there are five demonstration booths attractively

equipped; at the right there is a very cozy rest room for visitors, and further along are the record stands which contain eight thousand selections. In the rear of the store there are two more demonstration booths. There is also a goodly space devoted to the piano display. During the opening week there were a number of concerts afternoon and evening, and Mr. Rinaldo was in receipt of many compliments on his enterprise. The Columbia line is handled.

AN IDEA WORTHY OF SIMULATION

Quite a constructive idea which could be adopted with profit by dealers generally is that employed by W. S. Barringer, who opened a handsome new Victrola shop in Kokomo, Ind., a few months ago. He maintains a large bulletin in a prominent part of his salesroom, on which a calendar of musical events to occur in that city for the week is displayed. In this way Mr. Barringer not only makes his store a clearing house for information on musical events, but he also contributes to the propagation of music and musical knowledge generally.

Combs & Clouse Music Co., of Chariton, Ia., has been conducting a wonderfully successful campaign in placing Victrolas in the country schools in Lucas County. D. Earl Combs, of the firm, recently stated that every school in his county now boasts of a Victrola.

Quality

The "VICSONIA" Reproducer

Distinction



Recognized for its Perfect interpretation of Edison Disc Records on Victrolas and Grafonolas.

Fitted with permanent jewel point. No loose parts.

Note: The Vicsonia is made of Bronze, sand casted and machined to measurement. Finished in heavy Nickel or Gold plate. Flexible stylus.

Meet the demand—Serve your customers

Sample will be sent on receipt of \$4.50. Retail price \$7.50.

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.

"Does It Play All Records?"

Certainly **MAGNOLA** does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the **MARVELOUS MAGNOLA**.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome, illustrated catalog chock full of information concerning the wonderful construction system of *Magnola* and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

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

EDISON CONCERT IN MASSILLON

Marie Morrissey Heads Interesting Program Given in Rhines Edison Shop

MASSILLON, O., March 28.—By special arrangement Marie Morrissey, Edison artist, presented her favorite program at Rhines Edison shop, 206 West Main street, Tuesday, March 22. A large crowd heard the concert. Appearing with Miss Morrissey were: Harold Lyman, flutist; Walter Chapman, pianist, and the New Edisons.

OFFER A NEW RECORD ENVELOPE

P. L. Andrews Corp. Introduce New Style of Envelope to the Trade

The P. L. Andrews Corp., Irving avenue and Troutman street, Brooklyn, N. Y., manufacturers of disc record envelopes, delivery bags and needle envelopes, has just announced a new record envelope, designed for shelf-style cabinets, which enables the operator to find, conveniently and rapidly, any record desired.

The company is at present delivering these envelopes in two styles, one of which has space to record the artist's name and the title of the number, etc., and one carrying an alphabetical index. These are made up in heavy green or brown kraft stock and are of very durable material.

TO MOVE TO NEW QUARTERS

Jesse R. Hand, who handles the Columbia Grafonola in Lake Geneva, Wis., has arranged to move to new quarters in the building he has purchased on Broad street, that city.

MULTIPLY YOUR POWER

You who employ mediocrity when ability could multiply the power of your business machine are like those who cultivate fields with ox-plows while competitors employ tractors.

COTTON FLOCKS

..FOR..

Record Manufacturing

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

SOME TRADE HAPPENINGS IN NORTHWESTERN TERRITORY

Many Columbia Sales Owing to Special Price Announcements—Davis & Ruben Buy Foster & Waldo Columbia Stock—Whitney-McGregor Co. Now Exclusive Victor—Conditions Reviewed

ST. PAUL and MINNEAPOLIS, MINN., April 6.—The "big story" of the March month in the Northwest was the sensational cut in the prices of Columbia graphophones. Little or no attention either by the dealers or the buying public was given to the announcement of price reductions by the minor manufacturers, but the cut of the big Columbia concern at least was startling to many retailers. The effect has been to move a great many machines, without question. W. L. Sprague, general Northwestern manager, was touring South Dakota last week and was not available for an interview, but his assistant, Mr. Tanner, stated that more machines had been moved in the first fortnight succeeding the cut than in the previous ten weeks.

The entire Columbia stock of the Foster & Waldo Co. was sold last week to Davis & Ruben, the deal involving about \$10,000. It is also stated that the Whitney-McGregor Co., formerly the Minneapolis Dry Goods Co., will become an exclusive Victor store, discontinuing all other lines when the present stock is exhausted.

Generally speaking, there has been no remarkable improvement in talking machine circles. In Minneapolis Milton Lowy, of the Minnesota Phonograph Co., an exclusive Edison house, states that the total sales for each month of 1921 have greatly exceeded the totals for the corresponding months of 1920. This record, of course, is exceptional. Laurence H. Lucker, Northwestern distributor of Edison machines and records, allows that trade is satisfactory. All the road men are out and even though they are not bringing in as large orders as formerly business is going on as usual and no attention is being paid to pessimistic talking and predicting.

W. J. Dyer & Bro. and the Beckwith-O'Neill

Co., Victor distributors, concede that their retailers are not disposing of as many instruments as formerly. In a way this has its pleasing and satisfactory compensation in that the houses are in a position to render better service. They can now supply any certain model or any particular record with reasonable certainty and promptness. Also they are in position to assemble something like a fair stock and at least carry a full line of sample styles.

M. L. McGinnis & Co., exclusive Starr dealers, report they are getting by very nicely in view of the general business situation. They have had excellent success with the library table models, on which design they quote special prices that have proven very attractive.

Vocalion records are winning their way in the Twin Cities through the active efforts of the Stone Piano Co. "Do You Ever Think of Me?" was a big March seller. To get the popular hits before the public first is the aim of the retailer and the Vocalion people seemingly are trying to serve this desire. The Vocalion instruments are also moving fairly well, according to reports.

Thibaud's records made in New York just before he set out on his present tour overtook him at Minneapolis last week and there was a happy reunion. M. Jacques Thibaud listened critically to his own music reproduced on a Pathé record played in Mr. Crotty's Pathé shop, Minneapolis. To Mr. Crotty he announced that he was entirely satisfied with these latest Pathé records of his playing.

Good will is more than an asset for a firm or an individual—it is a hostage to the public. It is a bond of increasing value that insures the continuance of the old praiseworthy methods. Only the nameless are unafraid of discredit.

THOS. A. EDISON, Inc.,

by

NATIONAL ADVERTISING

now appearing in periodicals and daily papers is emphasizing the ability of the New Edison to play the various talking machine records with highly improved tone quality.

Edison Jobbers and Dealers

you will be best prepared to make capital of that advertising by stocking only the highest quality Reproducer attachment.

The Newton Reproducer

WITH EDISON ATTACHMENT

leads all others in performance, quality and finish. It embodies a highly scientific diaphragm of double construction made expressly for and adapted to the throat and amplifier of the New Edison.

The NEWTON Reproducer is guaranteed indefinitely

List Price Complete—G. P. \$12.00, N. P. \$10.00

Liberal Discounts—All Shipments Prepaid

Sold by Leading Edison Distributors

Samples shipped, open account to authorized dealers—Write today

MANUFACTURED EXCLUSIVELY BY

W. L. NEWTON & CO., INC.

SCRIBNER BUILDING
597 FIFTH AVENUE, NEW YORK CITY

EUGENE and WILLIE HOWARD'S TERRIFIC HIT in THE PASSING SHOW of 1921

UNDERNEATH HAWAIIAN SKIES

The most beautiful Fox-Trot Melody
in years

Published by LEO FEIST INC.
FEIST BLDG.
NEW YORK

"You can't go wrong
with any Feist Song."

MAKES EXTENSIVE STUDY OF EDISON SALES PORTFOLIO

Geo. H. Wicker Tells in a Most Interesting Way in Printers' Ink Monthly of the Results Accomplished by the Edison Sales Portfolio—Calls It Mine of Information

In the March issue of Printers' Ink Monthly George H. Wicker gives the results of his extensive study of the Sales Portfolio, which is the joint work of William Maxwell and his associates at the Edison Laboratories and which has taken rank as a masterpiece of its kind. Mr. Wicker analyzes each proposition in turn and demonstrates what a perfect mine of information and inspiration they may be to the dealer. Incidentally, Mr. Wicker has some interesting things to say about salesmen as "missionaries" and quotes William Maxwell on the subject. The following extracts from the Printers' Ink article are unusually illuminating:

"One of the commonest sins in modern merchandising is the so-called missionary work of the sales force. There is much popular misconception about it. The definition of the term is taken for granted too many times. With many sales managers it has become a sort of pet fetish which has lost its potency without their knowledge. Rites are still observed and indulgence granted to its blessed memory. Many a salesman has covered up many a delinquency by appending to a lean and hungry sales report a memo that 'he was doing missionary

work among the dealers' and, has been able to get away with it because he knows his boss believes in missionary work.

"What the manufacturer needs to do, therefore, is to merchandise his ideas about his product to the jobber just as he would merchandise his product.

"For many years," said Wm. Maxwell, vice-president of Thomas A. Edison, Inc., the other day, "I had attempted unsuccessfully to make missionaries of salesmen. It occurred to me in this connection that the only way to get salesmen to promote sales ideas was to put the ideas into such shape that they could be sold, virtually, as merchandise.

"There are probably few manufacturers who have more trade gospel to spread among dealers than we have, or less adequate facilities for doing it, owing to the fact that we distribute our phonographs through jobbers and have to rely to a great extent upon the jobber's traveling salesmen.

"One of the first things I did, therefore, was to have every one of our sales promotion plans for dealers gone over and worked up into a definite "proposition." We found many of our

sales promotion plans were pretty indefinite. About all they amounted to was a set of instructions that required the dealer to do everything, while we sat on the fence and watched him work.

"We took each one of our plans, drew a perpendicular line, set down on one side of it the things the dealer could and should do, and on the other side the things that we could and should do to make the plan effective. The result was a "proposition" which could be sold to the dealer, provided it met his requirements. This caused me to incorporate the following principle into our sales policy:

"Each dealer's needs must be studied as an individual case and sales aids offered to him according to his actual needs. Each sales aid will be presented to the dealer in the form of a definite proposition, as if it were a piece of merchandise. Sales promotion plans will be put into self-serve packages."

"The work that Mr. Maxwell's idea entailed nearly threw his advertising and sales organization out of joint. The scheme was altogether the most stupendous thing of its kind ever undertaken by the company. The idea, at conception, seemed to be innocent enough, and everybody greeted it with much acclaim because it looked to be so delightfully simple and easy to do.

"It was like the simple proposition of saving money by depositing a dollar on the first day of the month and dollars for the sum of days on each day following, which apparently guileless proceeding runs up to an alarming total in the course of thirty days.

"But to-day, after the work has been done and the plan has been tested in actual operation, the company looks back to the preliminary work that had to be undertaken as one of the important factors in its present success, for the Edison merchandising plan embodies features that distinguish it from most plans and has made history in the phonograph world."

REYNOLDS

MOBILE ALABAMA
VICTOR DISTRIBUTOR

VICTOR VICTROLAS
VICTOR RECORDS

SERVING VICTOR DEALERS
IN
'ALABAMA'
MISSISSIPPI
FLORIDA'

ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

KEYSTONE MINERALS CO.

41 Union Square, New York City

COURT OF APPEALS SUSTAINS PATENT OFFICE DECISION

High Court in District of Columbia Upholds Ban on Use of Name "Steinola" for Talking Machines —Steinway & Sons Sought to Prevent Trading on Its Name

WASHINGTON, D. C., April 4.—A trade-mark decision of general interest to the industry has just been handed down by the District of Columbia Court of Appeals in favor of Steinway & Sons, the prominent piano manufacturers of New York, who sought to restrain the Steinola Co., of St. Louis, Mo., from using the name "Steinola" for talking machines. This matter has been in litigation for almost two years and the case was formally decided by the Patent Office in favor of Steinway & Sons, after which the Steinola Co. appealed the case to the Court of Appeals of the District of Columbia, which has sustained the Patent Office decision, which read as follows:

"The coined word 'Steinola,' made up of the common termination 'ola' and the surname 'Stein' of a man to whom one share of the stock of the company being organized was given for the use of his name, Held not entitled to registration as a mark for phonographs upon opposition by Steinway & Sons, who for many years have manufactured high-grade pianos, since anyone seeing the mark on phonographs would likely be led to think that they were the product of Steinway & Sons.

"Appeal is taken by the Steinola Co. from the decision of the Examiner of Interferences sustaining the opposition and adjudging that the Steinola Co. is not entitled to the registration for which it has made application.

"The mark sought to be registered consists of the word 'Steinola' as a trade-mark for phonographs or talking machines. The opposition is based on the ground that Steinway & Sons have for many years manufactured high-grade pianos and any one seeing 'Steinola' on phonographs would be led to believe that it was the product of Steinway & Sons, to the damage of the latter.

"In the case of the Thomas Mfg. Co. v. the Aeolian Co. (249 O. G., 505; 47 App. D. C., 376) the Court of Appeals of the District of Columbia held that the word 'Orchestrola' as a trade-mark for phonographs was properly refused in view of the prior use of the term 'Orchestrelle' for automatically operated organs. In this case the court said:

"This court has frequently held that because the field of selection is so very wide, practically unlimited, there is no good reason why a person should be permitted to select a trade-mark similar to one already in use by another engaged in a business of the same general nature where the likely effect would be to lead to confusion concerning the goods themselves or their origin.

"While Steinway & Sons are neither making nor selling phonographs, to do so would be but

an ordinary expansion of their business, since it appears that many piano manufacturers also manufacture phonographs.

"The use of the termination 'ola' in names of phonographs is a common one, as 'Victrola, Grafonola, Carola,' and it is also used with other attachments for pianos, as 'Pianola.' This being true, it is believed to be obvious that any one seeing a phonograph marked 'Steinola' would be led to believe that it was the product of Steinway & Sons in view of the latter's reputation as a manufacturer of pianos. This is believed to be sufficient damage to justify the sustaining of the opposition."

In deciding the case in favor of Steinway & Sons, the District Court of Appeals said: "This is a trade-mark opposition in which Steinway & Sons, manufacturers of pianos, object to the registration by appellant company of the word 'Steinola' as a trade-mark for phonographs. We concur in the opinion of the Commissioner of Patents sustaining the opposition. The decision is affirmed."

FORMAL OPENING IN ALLIANCE. O.

Elaborate Victrola Department One of the Features of the New Drake & Moninger Store

ALLIANCE, O., April 2.—The formal opening of the new Drake & Moninger store, at 242 East Main street, took place on Thursday afternoon and was attended by hundreds. Of special interest was the Victrola department on the main floor. Rivaling those of even larger department stores in cities the size of Cleveland the Victrola department consists of nine handsome demonstrating parlors, as well as record cabinets large enough to accommodate 6,000 records and special service counters. As a special feature the Drake & Moninger Co. offered Blaine Cochran, the well-known East Liverpool baritone, accompanied on the piano by Mrs. Danks Cochran, also of that city. Mr. Cochran entertained the throngs with the latest Victor rec-

ord hits. In addition to this the Blue Ridge Six, a novelty orchestra, provided entertainment. Victor dealers from several nearby cities attended the opening, and letters were received from others in Salem, Canton, Massillon, Youngstown, Ravenna, Elyria. R. E. Rosenberger is manager of the Victrola department. He has the assistance of the Misses Ethel and Florence Walthour. John Drake is president of the company; H. Z. Moninger, vice-president, and L. Van Horn, treasurer. This company also has similar stores in East Liverpool and Canton, O.

NEW CONCERN IN MEMPHIS

Fortune's Music Shop is a new concern at 108 Madison avenue, Memphis, Tenn., which will specialize in talking machines, records and music rolls. Saul Bluestein is the manager of the new store, which is under the direction of the Fortune-Ward Drug Co.

By the unanimous verdict of the trade

ODEON RECORDS

fill a long-felt want

1. They are not tied to a machine.
2. They offer an unlimited field of variety.
3. They are backed by one of the biggest Record concerns in the world.
4. They have a world-wide reputation of twenty years' standing.

Ours is a Big Proposition for High-class Distributors

American Odeon Corporation

100 WEST 21ST STREET
NEW YORK



NOBLE SISSLE

Famous Colored Vaudeville Headliner

NOW AN EXCLUSIVE EMERSON STAR



Noble Sissle and His Sizzling Sincopators

One of the best known and liked singers of his race is Noble Sissle, who now records for Emerson exclusively. Not only with colored folk is Sissle supremely popular, but with white audiences also, for there is not a theatre where he appears that he does not prove a magnet.

As soloist with the celebrated Jim Europe Band of the 367th Infantry, Sissle was an especial favorite of the troops "over there."

Consequently it is not to be wondered at that his records are greatly in demand, because thousands of the Boys remember how Sissle lightened many a weary and lonesome moment for them.

Securing Sissle's exclusive recordings is but another example of Emerson initiative and progress. Remember also the policy behind the Emerson Slogan—

**"If you want a hit that's NEW,
Emerson has it FIRST for you".**

Dealers generally are cashing in on Emerson service. Are You?

Emerson Phonograph Company, Inc.

New York
206 Fifth Avenue

Chicago
315 South Wabash Ave.

Makers of Emerson Standard 10-inch Gold Seal Records



The Musi-Call is the newest and most pleasant way to wake up in the morning. Set for rising time a favorite early-morning record. The Grafonola does the rest. Sells on sight. Ask your Dealer Service man.

**Columbia Graphophone Co.
NEW YORK**



TECHNICAL EDUCATION FOR THE INDIVIDUAL

By W. L. NEWTON, of W. L. Newton & Co., Inc.

Each succeeding year bringing its new mechanical wonders has rapidly brought the public to a stage of near "ennui"—it refuses to be further surprised. Intricate mechanisms which in a few moments perform with speed and accuracy the work formerly requiring days of manual labor are today accepted as commonplace and, most interesting to note, with a fair comprehension of their respective constructions and principles, by the average layman.

A man is usually on familiar terms with the cams, valves and pistons of his motor car and



W. L. Newton

his wife likewise knows the proper method of handling mechanical conveniences in the home. Strangely, the odds are ten-to-one that neither of them fully understands the construction of the talking machine in their home, to say nothing of the basic principles of sound reproduction.

Conceding that there are now in countless homes inferior grades of talking machines unworthy of the name, many of the higher grade instruments are still accepted by the multitude more or less as music boxes and not as reproducing instruments. It has been the popular custom to regard the phonograph in rather an abstract way; a thing of mystery not within the realm of ordinary conception. There are some who claim that this air of mystery and lack of knowledge is a sales asset, yet what clear-thinking man can doubt that a general knowledge of fundamentals would stimulate and conserve the original interest of the individual owner? What would be the status of the automobile trade assuming that the public was comparatively as ignorant?

To the cultivated ear the best make of talking machine is discordant if carelessly or wrongly operated, as unwittingly it all too often is.

The remedy for this condition is most obvious—education. As a suggestion—why not provide the owner, whether old or new, with literature at regular intervals and enlighten him in detail regarding the care and operation of his machine. In passing snap judgment on this suggestion it might be said that such education would naturally result in tinkering. This the average owner is bound to do in any event, therefore, how much better that he should tinker intelligently and gain something of value.

The talking machine owner has been told repeatedly not to use a steel needle twice, but he doubts that it really injures the record unless he understands exactly why. If the dealer endeavored to make the owner exacting to the point where he would time the revolutions of the turntable to insure correct speed, keep the motor in smooth working order, handle the reproducer carefully—in short, give any possible suggestion for maintenance of maximum performance—it could not fail to react in the desire of the public for larger and better instruments, increased record sales, and, better still, more education which would mean more idealism and a higher plane for the entire industry.

More power to the manufacturers, distributors or dealers who perhaps have begun such a campaign; may their tribe increase!

APPOINTS NEW ODEON DISTRIBUTOR

International Record Co. Secures Metropolitan New York Territory for This Record Line

The International Record Co. of 30 East Twentieth street, New York City, has been appointed distributor for metropolitan New York by the American Odeon Corp., to wholesale Odeon and Fonotopia records. Through the efforts of this wholesale house these records will be given wider publicity. The men who form the International Record Co., Alfred Hallam, Fred F. Fecher, C. Fecher and George L. Mood, are all experienced in the talking machine business and are well known in the trade.

HAS CAPITAL STOCK OF \$100,000

The Alfred Hughes Phonograph Co., 802 North Broad street, Trenton, N. J., has been incorporated with a capital stock of \$100,000 for the purpose of manufacturing talking machines.

SECURES VOCALION LINE

The Boehm-McAdams Piano Co., Wilmington, Del., has recently taken on the Vocalion line of phonographs and Red records and is featuring the line very extensively.

F. A. North & Co. have moved their Atlantic City store into new quarters at 52 South New York avenue.

Your Problem Is Ours

Good Profits (to you)

+ Good Service (to your customers)

Answer: RECORD LUBRICATING BRUSHES

(Trade Mark)



Have we solved the above problem correctly?

Write to-day for prices and sample and see for yourself

Made in mahogany, oak or ebony colored finishes

PARKS & PARKS, Inc.

TROY, N. Y.

New York Office, C. E. Peabody & Co., 186 Greenwich St.

Southern Representatives: I. W. Becker & Co., 226½ Peachtree St., Atlanta, Ga.

Be sure your needles are BAG-
SHAW made. BAGSHAW
means perfection because
W. H. BAGSHAW CO. are
the oldest and largest
manufacturers of
Talking Machine
Needles in the World.

Fifty years of
Needle Making.

Established

1870

W.H. BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 1003

Here's the Attractive Counter Display Carton That's Selling BRILLIANTONE NEEDLES The Country Over!

YES, SIR — these handsome counter display cartons will prove efficient "sales-joggers". Each carton contains a supply of BRILLIANTONE NEEDLES in ONE of the following tones: Extra Loud, Full Tone, Half Tone, Medium Tone, Light Tone, Combination Tone. Each tone is put up in a different colored display carton. This makes it easy to select quickly the desired tone from the carton containing the supply.



500 DANCE TONE NEEDLES in screw top metal containers. Also containers of 200 needles. Write now for sample and prices. Territories open for live distributors.

BRILLIANTONE

STEEL NEEDLE CO. of America, Incorporated

Selling Agents for

W. H. BAGSHAW & CO. Factory, Lowell, Mass.

347 FIFTH AVENUE,
NEW YORK

AT 34th STREET

SUITE 1003

Canadian Distributors: The Musical Mds. Sales Co., 79 Wellington St. W., Toronto
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City

STATEMENT **Okeh** Records have proven themselves!

QUESTION - Has your service been as good as the record?

SUGGESTION - Try **KENNEDY-GREEN** service in connection with

Okeh Records
DEAN NEEDLES, etc.

ANOTHER SUGGESTION - Write

KENNEDY-GREEN COMPANY

1865 Prospect Avenue

Cleveland, Ohio

AND SEE WHAT HAPPENS

AUG. H. SCHULZ SCORES SUCCESS

Has Done Much to Popularize Remington Products in the East

August H. Schulz, who has been a salesman of remarkable accomplishments for the past twenty-five years, has produced great results for the Remington Phonograph Corp., which he



August H. Schulz

now represents, and through his pleasant personality has become very popular with the Remington dealers in the East.

Mr. Schulz credits his success in the phonograph industry to the Remington product and says it fully backs all the enthusiastic statements that a salesman could make to a customer.

"We are proud of Mr. Schulz's record," stated Everett H. Holmes, sales manager of the Remington Phonograph Corp., "and we know every dealer will be glad to know him better."

THE VOCALION HONORED IN ENGLAND

That Instrument Now Being Used in Both the Royal Academy and Royal College of Music

The following telegram was received at Aeolian Hall last month from A. J. Mason, manager of the Aeolian Co., London, England: "Have great pleasure in advising you that the Aeolian-Vocalion is now being used in both the Royal Academy and the Royal College of Music for educational purposes."

The installation of the Vocalion in two of England's most famous educational institutions is regarded as a distinct tribute to that instrument and reflects the position held by the Vocalion in Great Britain. The selection of the Vocalion was made only after careful tests by teachers designed to bring to light any faults or imperfections in its musical performance.

Ye Music Shoppe, which opened at 6 West Flagler street, Miami, Fla., recently, carrying an exclusive line of Columbia Grafonolas and records, is doing a very excellent business. It has a main street location and is said to be the only exclusive talking machine shop in that city.

A petition in bankruptcy was filed on March 23 against the Flatbush Music Co., 922 Flatbush avenue, Brooklyn.

MAKING WAREROOMS ATTRACTIVE

Use of Artificial Flowers in Favor With Dealers Not Only in America But Abroad

Talking machine dealers who are facing new conditions in the matter of retail selling realize the importance of having their stores as attractive as possible. In this connection they are utilizing artificial flowers to good purpose. Frank Netschert, manufacturer of artificial flowers, is making a specialty of introducing them as a decorative feature of talking machine stores. He reports a greatly increased demand and looks for a very busy season.

It is interesting to note that the other day Mr. Netschert received an inquiry for a sample basket of artificial flowers from a progressive music dealer in Drevegen, Helgeland, Norway, who saw Mr. Netschert's advertisement in The Talking Machine World. This indicates how widely read is this leading trade paper of the industry.

ISSUED AN EASTER HANGER

The Standard Talking Machine Co., Pittsburgh, aided its dealers materially in the sale of Easter records by issuing an elaborate and timely hanger featuring a selected list of such records.



PHONOGRAPH CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

Let us figure on your requirements

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.

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



This
Company now has
Added Facilities
for the Production
of
Phonograph Records
of Finest Quality
in
Quantity

Prove the Quality of Our Materials and Workmanship

Send us a sample "STAMPER," together with your requirements
Sample Records and Quotations Furnished Without Charge to Responsible Parties
Prompt Deliveries in Any Quantities

UNITED STATES RECORD MANUFACTURING CORPORATION

Address, General P. O. Box 458, NEW YORK CITY, N. Y.
Factory: Eighth to Ninth Ave., Long Island City, N. Y.

PITTSBURGH TRADE ANTICIPATES TURN FOR THE BETTER

Steady Resumption of Leading Industries—Many Edison Tone-tests—J. A. Endres Married—Tax Question Interests Trade—Leading Jobbers and Dealers Look for Increasing Activity

PITTSBURGH, PA., April 5.—While trade conditions the past month in the talking machine circles of Pittsburgh were not up to the expectations of the various dealers and jobbers there is a marked feeling of optimism pervading the trade. The dealers, as a whole, are anticipating that with the passing of mid-April there will come a turn in the business lane that will be most beneficial. To a man, every dealer who handles talking machines and records is confident that there will be a revival of business within a short time.

The industrial section of Pittsburgh is in for a steady resumption of all of the industries that have made the Steel City famous. It is plainly apparent that what suspensions in operations have been made are only temporary, as is witnessed in the Standard Tin Plate Co., whose extensive plant at Canonsburg was closed down on March 5, affecting over 2,500 men. Notices have just been posted stating that the plant will resume operations in full on April 11. The Carnegie Steel Co., while operating on a curtailed basis at the present time, is expected gradually to increase its capacity until normal is reached, within the next month. With the resumption of navigation on the Great Lakes on April 15 the coal mines in the Pittsburgh district are bound to be operated to their full capacity. The result of this revival of industry will augment the payrolls of the district and this in turn will be reflected in the business prosperity that is bound to ensue with the disbursement of hundreds of thousands of dollars in wages every two weeks.

Series of Tone-tests Enjoyed

Under the auspices of the Buehn Phonograph Co., Edison distributor, a series of ten tone-tests were held, starting March 24 and closing April 1. The star who made the test was the well-known soloist, Glen Ellison, who was accompanied by Miss Alta Hill. The combination was a very fortunate one and they played to crowded houses each of the ten evenings. The places and dealers under whose auspices the tone-tests were held were as follows: March 24, J. R. Klingensmith Co., Greensburg, Pa.; March 25, L. C. Brehm, West Newton, Pa.; March 26, Keefer Pharmacy Co., McKeesport, Pa.; March 27, Furnee & Kennerdell, Kittanning, Pa.; March 28, G. A. Mytinger, Ambridge, Pa.; March 29, W. S. Fawcett & Co., Salem, O.; March 30, Findt Music Co., Steubenville, O.; March 31, Marietta Furniture Co., Marietta, O.; April 1, Palace Furniture Co., Clarksburg, W. Va.

M. M. Mitchell, manager of the retail department of the Buehn Phonograph Co., reports sales for March as quite satisfactory, especially in the record department. Mr. Mitchell is distributing the "Mood Charts" of the Edison Co. to callers at the Edison Shop and some very unique replies are being sent in answer to the questions. The mail order department of the retail shop is receiving orders for records from all sections of the country, a few days ago L. A. O'Neill, in charge of the mail order department, sending Edison records to points in Texas.

Believes in Value of Show Windows

Fred J. Drake, manager of the retail Victrola department of the C. C. Mellor Co., is utilizing the Mellor show window to a very satisfactory extent in calling the attention of the public to the Victor line and Victor records. He is assisted in this work by O. B. Dean, who does the actual window decorating and arranging work, and some very attractive designs are shown every few days. Mr. Drake is a great believer in the use of printers' ink for drawing trade and some interesting and informing literature bearing on the Victrola and Victor records is sent out in the mail to patrons, both regular and prospective.

Organize Classes in Music Appreciation

Miss Lillian A. Wood, of the educational department of the Mellor Co., the past few days

spent her mornings at McKeesport organizing and instructing classes in "Music Appreciation." The services of Miss Wood are much in demand, as she is a very pleasing and interesting speaker and of much practical benefit to the talking machine dealers under whose direction she speaks at intervals.

George H. Rewbridge, manager of the wholesale Victrola department of the W. F. Frederick Piano Co., was a visitor to the Victor plant at Camden, N. J., a few days ago. He reports considerable activity in the Victor line in his territory.

Congratulations for J. A. Endres

J. A. Endres, sales manager of the Modernola Co., of Johnstown, Pa., surprised his friends a few days ago by taking a bride. Mr. Endres, while attending the talking machine exhibit at the Grand Rapids Furniture Exposition, met Miss Margaret Maurits, whom he married a few weeks later, after a rapid courtship. Mr. and Mrs. Endres are receiving the warm congratulations of their many friends. Mr. Endres is most optimistic concerning the Modernola line and stated that following a trip through the Middle West he had opened some very desirable accounts. He is authority for the statement that the Modernola Co. will soon have at least fifty salesmen on the hunt for orders.

Move to New Location

Roteman & Levine, exclusive Brunswick dealers, who have been located at 1514 Fifth avenue for several years, have moved to a new location at 819 Federal street, Northside. They are having a special department arranged for the demonstration of phonographs and records.

Why J. A. Scanlan, Jr., Is Optimistic

"Our volume of business thus far is most satisfactory and there is every indication that our Spring trade will exceed that of last year," was the statement made by J. A. Scanlan, Jr., sales

manager of the local offices of the Brunswick Co. to The World representative. Mr. Scanlan stated that reports from his roadmen showed a marked increase in business the past month and added: "We are securing splendid co-operation from the Brunswick factory and we are shipping out Brunswick phonographs and records in a very satisfactory manner. I am very optimistic concerning our business this Spring and feel convinced that we will have some very large sales to report a month hence." One of the new Brunswick dealers is the firm of Stranberg & Son Co., in Meadville, Pa.

Rosenbaum Co.'s New Department

C. R. Parsons, manager of the talking machine department of the Rosenbaum Co., is elated over the opening of his new department, which has been considerably enlarged by the addition of a great deal of floor space. The record department has been moved much nearer to the booths and the clerks will be in a better position to give prompt service to patrons. Mr. Parsons during Easter week sent out a special circular giving a list of nine Victor records for an Easter concert at home. The cost of the records was \$11.75. He reported very satisfactory sales.

To Feature the Granby Line

The Federal Phonograph Co. has opened offices at 3008 Jenkins Arcade, where a full line of Granby phonographs is on exhibition. In a few weeks the company will move to larger quarters on the same floor.

Believes in Publicity

Mrs. C. H. Walrath, manager of the Victor department of Kaufmann's, utilized a half-page of the daily newspapers on March 29, directing the attention of the public to the special qualities of the Victrola. The firm has forty sound-proof demonstration rooms, in addition to a quick-service desk on the main floor, close to the Fifth avenue entrance. The foreign department is in the basement and is well patronized by foreign-speaking patrons.

Jules Tarlow, manager of the talking machine

(Continued on page 54)

LYON & HEALY PIANO POLISH

Is especially adapted to preserving the original lustre on Talking Machines and all other fine Furniture and Woodwork

Requires No Shaking

Free from Any Acids

Easily Applied

Full Instructions on Every Bottle



- 6 Ounce Bottles Per Dozen, \$3.25
- 1/2 Gallon Bottle Per Bottle 1.50
- 1 Gallon Bottle Per Bottle 2.50
- 5 Gallon Can Per Can 7.50
- 5 Gallon Cans specially put up for shop work and automobile owners.

PRICES NET WHOLESALE

LYON & HEALY - Chicago, Ill.

Ours Records



is in the Ring

OLYMPIC



**OLYMPIC DISC
RECORD CORPORATION**
1666 BROADWAY NEW YORK

Remington Phonograph Corporation controls the Capital Stock of Olympic Disc Record Corporation.

BETTERMENT IN PITTSBURGH TRADE

(Continued from page 51)

department of the Kaufmann & Baer Co., spent several days in New York on business. Mr. Tarlow controls one of the most elaborate and inviting talking machine departments in the Steel City.

Talking Machine Men Attend Tax Hearing

At the annual meeting of the Piano Merchants' Association of Pittsburgh on March 21, at the Fort Pitt Hotel, there was a large attendance of the members of the Talking Machine Dealers' Association of Pittsburgh, who came to hear the discussion on the tax problem as it affects the music dealers. One of the speakers was French Nestor, of the Standard Talking Machine Co., who endorsed the "Dean Walker" plan for taxation. Among the out-of-town talking machine dealers who attended the meeting were P. P. Brooks, Altoona, Pa.; Joseph E. Hardwick, Uniontown, Pa.; W. J. Benjamin, Vandergrift, Va.; W. C. Vaughan, Grove City Music Co., Grove City, Pa.; W. F. McLay, Carnegie, Pa.; Harry Cukerbaum, of the Cukerbaum Piano Co., New Castle, Pa.; E. E. Schellhase, Waynesburg, Pa.; S. R. Pollock, Indiana, Pa.; T. M. Anderson, of Ament & Anderson, Blairsville, Pa., and A. H. Todd, of Todd & Stevens, Monongahela, Pa.

Looks for Satisfactory Spring Trade

S. H. Nichols, manager of the local offices of the Columbia Graphophone Co., is most optimistic concerning Spring business in the Columbia line. He said: "With the readjustment in industrial circles that is bound to come there is, I am sure, coming in its train a revival of business that will be most stimulating. We are preparing for what I believe will be a big Spring trade in both Columbia machines and records." During the past few days O. F. Benz, of the New York offices, was a visitor.

Broadening Demand for Sonora Line

S. H. Miller, manager of the Sonora Co. of Pittsburgh, distributor of the Sonora phonograph, emphasized the fact that there was more of a demand for the Sonora line than he could distribute satisfactorily. Mr. Miller said: "The Sonora dealers are strong boosters for this line and we are elated over the success that has been ours the past few months. I believe that when the Spring month sales are computed it will be found that our business for that period will have exceeded very substantially sales for the same period a year ago."

Player-Tone Activities

Sales of the Player-Tone talking machine is stated to be brisk by Mr. Goldsmith, president and general manager of the company. He said that all indications pointed to a brisk sale during April, especially in out-of-town points, according to reports from his roadmen. Mr. Goldsmith said: "Player-Tone dealers have no trouble in selling this line and that is why they are so loyal to our products."

Some Newsy Brieflets

The April meeting of the Talking Machine

Dealers' Association of Pittsburgh will be held at the Hotel Chatham on Tuesday evening, April 12.

W. G. Maxwell is the new manager of the Grafonola department of May-Stern & Co.

George W. Robinson, the Victor dealer of Steubenville, O., and H. W. Porter, the Victor dealer at Jewett, O., were callers at the C. C. Mellor Co. offices.

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., and W. C. Dierks, treasurer, spent several days at Columbus, O., the past week attending the opening of the new jobbing house of Perry B. Whitsit.

M. H. Frank, the well-known manager of the talking machine department of Frank & Seder, in addition to the Columbia line, is featuring the Perfectone phonograph.

F. C. Lohmeyer, a well-known druggist of Dormont, a suburb of Pittsburgh, who handles the Columbia Grafonola, was held up by bandits late at night on March 26 and was robbed of \$548 in cash. The thieves made their escape.

Horace Hays, of E. G. Hays & Co., Brunswick dealers, returned with his family from a three months' stay in California. His brother, L. G. Hays, left for Florida last week to join his family.

Edward Hoffman, of the J. M. Hoffman Co., Brunswick dealer, was laid up for ten days with a severe attack of the grip.

Clark Wright, of the Valley Furniture, East Pittsburgh, Pa., is spending several weeks at Mt. Clemens, Mich., taking a well-earned rest.

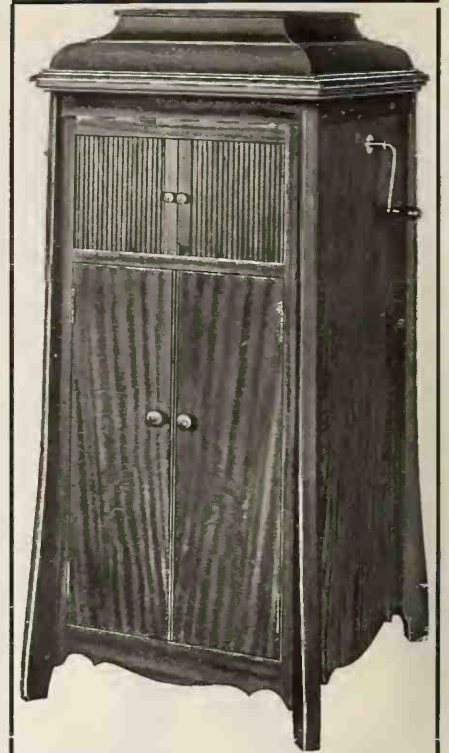
An amusing tale is going the rounds of the talking machine trade here of a supervisor of several departments in one of the Pittsburgh department stores who questioned the wisdom of ordering April records until "we get rid of the big bunch of March records we have on hand." He made this statement to the manager of the talking machine department who reported to him and who had filled out an order blank for April records.

A. R. Meyer, member of the talking machine department of the Joseph Horne Co.; Herman Lechner, manager of the talking machine department of Lechner & Schoenberger, and Henry Wood, manager of the talking machine department of Boggs & Buhl, were visitors to the Victor Co. plant at Camden, N. J., during the past month.

MOVES TO LARGER QUARTERS

TRENTON, N. J., April 1.—The Elmer H. Fouratt Music Co., dealer in phonographs and musical supplies, has removed from 234 East State street to 40 East State street. The latter store contains twice the amount of room and has been thoroughly renovated and comfortable phonograph booths installed. The Fouratt business has doubled itself during the past year.

Employ men who think more of the winning than they do of the recompense.



Jobbers Wanted

FOR THE

Deterling Line

We have a few States open for "live," progressive jobbers.

The proposition is an excellent one, with possibilities for substantial profits.

Write today for open territory

The prices and the goods are right.

DETERLING

MFG. CO.

TIPTON

INDIANA

Victor Dealers,

Allow us to co-operate with you in the development of your business.

THE TOLEDO TALKING MACHINE CO.

TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY

RAISA AND RIMINI IN PITTSBURGH

Noted Opera Stars and Vocalion Artists Visit the Vocalion Shop in That City

Rosa Raisa and Giacomo Rimini, the noted opera stars and Vocalion record artists who created a sensation in musical circles upon their appearance in Pittsburgh, Pa., recently, took



Rosa Raisa and G. Rimini Snapped occasion while in that city to visit the Vocalion Shop in the Jenkins Arcade, distributing headquarters in that district for the Vocalion and Vocalion records, in order to listen to some of their latest record releases. The picture shows Mme. Raisa and Rimini listening to the Vocalion in the Vocalion Shop with Mme. Raisa operating the Graduola.

NEW BRUNSWICK HOUSE ORGAN

The Brunswick Dispatch, Just Issued, Proves a Live Business Publication

The latest addition to the interesting list of house organs in the talking machine trade is the Brunswick Dispatch, published by the Brunswick-Balke-Collender Co., of Chicago, in the interests of Brunswick phonograph dealers. Volume 1, No. 1, of the new publication, dated April, is most interesting in every particular, full of live news matter and helpful editorials, together with some fine sales suggestions to Brunswick dealers. The new publication is of newspaper size and well printed on coated paper.

W. F. WHITE JOINS WALTER FULGHUM

Popular Victor Man Is Now Associated With Successful Victor Retailer—Popular in Trade

CLEVELAND, O., April 8.—W. F. White, of the sales staff of the Cleveland Talking Machine Co. and one of the most popular members of the Victor trade, has resigned from the company's staff in order to become associated with Walter Fulghum, Victor retailer at Richmond, Ind. Mr. White, who has acquired an interest in Mr. Fulghum's establishment, will undoubtedly attain a merited measure of success with this well-known Victor dealer.

Mr. White has been identified with the Victor industry for many years and has a detailed knowledge of every phase of the trade, which has proven invaluable in his association with the Cleveland Talking Machine Co. Howard J. Shurtle, president of the Cleveland Talking Machine Co., has not yet announced Mr. White's successor, but an announcement will probably be made in the course of the next week or so.

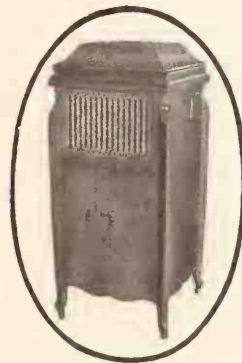
ISSUES ATTRACTIVE CATALOG

Celina Specialty Co. Shows Complete Line of Cabinets—Factory Working to Capacity

CELINA, O., April 5.—The Celina Specialty Co., of this city, manufacturer of talking machine cabinets, has just issued an attractive catalog showing the various models in its line. This catalog has been distributed among manufacturers and dealers and is being used to advantage by the company's trade. There are featured in the pages of this catalog six upright models and four console models and the various models are noteworthy for the attractiveness of the cabinet design. The console models in particular have met with an enthusiastic reception from the trade and orders have been received for these cabinets from all parts of the country.

The Celina Specialty Co. is associated with the Mersman Bros. Brandts Co., of this city, one of the largest table manufacturers in the country, and the factory also produces high-grade dining-room suits in large quantities.

About five years ago the Celina Specialty Co. equipped its plant for the purpose of making phonograph cabinets exclusively and through the use of energetic sales methods and because of the quality of its merchandise a substantial trade in the talking machine industry has been developed. As a matter of fact, notwithstand-



BLANDIN

BLANDIN owners are ever increasing. When you compare Blandin reproduction, you will understand why no other Phonograph will entirely satisfy.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



ing the lull in business, the company's plant was closed only for ten days during inventory taking and at the present time the factory is working ten hours a day and six days a week—a showing to be proud of.

McCORMACK TO VICTOR CO.

Attention Being Called to Letter Sent the Victor Talking Machine Co. by John McCormack

The Victor Talking Machine Co. has called the attention of its dealers to the following excerpt from a letter to that company from John McCormack, the famous tenor, dated March 4, 1915: "I have made records exclusively for the Victor Talking Machine Co. since February, 1910, and my present contract does not expire until February, 1938."

Discernment

You want phonograph accessories that add distinction and value to the assembled machine. And this desire has led many discerning manufacturers to investigate Grand Rapids Brass Production—a production that visualizes the assembled phonograph.

**Needle Cups, Lid Supports, Automatic Stops,
Tone Rods, Knobs, Escutcheons, Sockets**

New Hardware Designs

Grand Rapids Brass Designers are completing new Furniture designs in the following Periods: Louis XV and XVI, Renaissance, Hepplewhite and English Chippendale, with knobs to match.

Samples and complete information on request.

WRITE TODAY

Grand Rapids Brass Company

Grand Rapids, Michigan

New York; 7 E. 42nd Street



The Columbia Novelty Record this month is Le Maire's French String Orchestra playing two Parisian waltzes. Offer this record to all your customers who ask for something new to dance to. E-7027.

**Columbia Graphophone Co.
NEW YORK**

AIDING IN MUSIC APPRECIATION

Talking Machine Plays Prominent Part in the Musical Education of Children in Massillon, O., Schools—Hold Music Memory Contest

MASSILLON, O., April 7.—“What is music appreciation in the schools?”

This question was put to Mrs. Kathleen Hipp, school supervisor of music, who has organized and is directing a musical memory contest which is to culminate with a public exhibition in April.

“It is giving the children opportunity to hear the greatest music in the world,” said Mrs. Hipp. “Through this method they learn to know the great artists, the difference in voices, instruments of the orchestra by sound, name and sight, and by surrounding them with beautiful music it becomes a vital part of education, development and life.

“Millions of dollars are spent each year in going to concerts or opera in a vain effort to make up for the deprivations of silent early childhood. Thousands of people try to ‘hear’

a symphony, but succeed only in being bored. Having ears, they are yet unable to hear, because those ears missed definite training in childhood.

“In the upper grades in our schools the children are asked to bring lists of their talking machine records to the teacher and from them she selects those she wishes to use. All makes of phonographs and records are used. The boys and girls are asking dealers for their favorite records and saving their pennies to buy them.

“Music appreciation is not a fad. Dallas, Tex., began this work seven years ago and the Dallas Board of Education appropriated two thousand dollars for equipment the first year.

“I hope Massillon citizens will boost this work in the schools by buying or loaning records to the children. Player-pianos could also be used to immense advantage in presenting the classics of musical literature in the school rooms.”

The Victor Shop and Music Store has been opened by W. C. Larrew on Lake street, near Main, in Knox, Ind.

A CLEVER PUBLICITY STUNT

Brunswick Dealers in Port Leyden, N. Y., Carry Out Clever Idea

Niece & Drake, Brunswick dealers of Port Leyden, N. Y., attracted much attention to the Brunswick phonograph recently when they arranged to place an instrument on the stage at the local theatre. The phonograph was set in front of a special drop and while the stage remained dark there was reproduced Dorothy Jardon's Brunswick record of “Little Gray Home in the West.” When the record was half finished the spotlight was thrown on the stage, revealing the Brunswick, and standing by it the Brunswick girl. In the half light the figure of the girl appeared to be real, and the effect aroused much enthusiasm. Moreover, the demonstration is said to have sold several machines.

W. F. HITCHCOCK ON WESTERN TRIP

ROCHESTER, N. Y., April 5.—W. F. Hitchcock, head of the Phonomotor Co., of this city, manufacturer of Phonomotors and Phonostops, left recently for an extended Western trip, which will include a visit to Cleveland, Toledo, Detroit, Grand Rapids, Chicago and Milwaukee. If business conditions warrant it Mr. Hitchcock may extend his trip further West, so that it is possible he will not return to Rochester for several weeks.

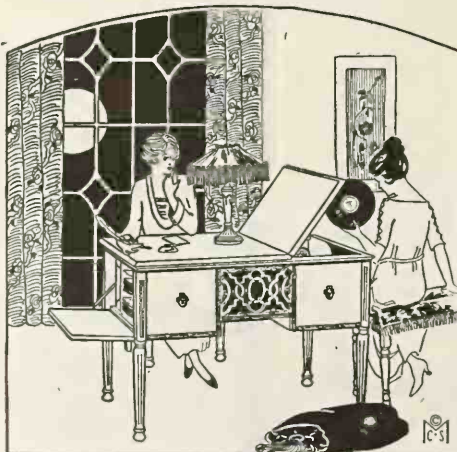
Prior to leaving for the West Mr. Hitchcock commented upon the fact that important inquiries had been received during the past few weeks for Phonomotors and Phonostops, and judging from these inquiries the talking machine manufacturers are preparing for an active trade and are ready to place substantial orders for needed supplies.

LIBROLA PERIOD MODELS

Louis XVI Model—also Queen Anne Period

A High Grade Phonograph and Library Table Combined

Now Ready for Delivery



No. 175. Pat. applied for. 42" long, 26" wide, 31" high. Finished on all sides—golden oak, mahogany or walnut

To
Retail
at
\$150.00

Write
for
Dealers'
Discounts

Complete Your Line with These High Class Library Table Models

This high class instrument will enable you to meet any competition, because of its beauty, clarity of tone and utility.

You are missing Dollar profits if you do not write for information—Today.

**SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK**

Stewart
Talking Machine Company

JOBBERS
for the
Victor
Talking
Machine
Company

Indianapolis

NEW HOME OF P. B. WHITSIT CO.

Modern Three-story Building of Special Construction Now Houses Victor Wholesale Business—Elaborate Formal Opening

COLUMBUS, O., April 4.—The Perry B. Whitsit Co., Victor wholesaler, on Wednesday last held the formal opening of its new home at 211 North Fifth street, this city—a modern three-story-and-basement structure of reinforced concrete, built in its entirety for the special purpose of housing a wholesale Victor business.

In order to properly celebrate the occupation of the new building the Whitsit Co. entertained a large number of its customers and friends during the course of the day, a special



The Perry B. Whitsit Building

program being arranged for the occasion. In the morning the visitors made a tour of inspection of the building, followed by a luncheon at the Hotel Deshler, during the course of which there were addresses made by Mayor Thomas and Prof. T. S. Lowden, of Columbus; John H. Macdonald and John G. Paine, of the Victor Talking Machine Co., and others.

James F. Bowers, of Chicago, acted as toastmaster. In the evening the visitors were entertained at dinner at the Athletic Club, followed by a theatre party at the Hartman Theatre to see the "Ziegfeld Follies."

The new building is 62½ feet wide by 120 feet deep and is arranged throughout with the idea of providing accurate and quick service. The main floor contains the offices and shipping department; second floor, record and accessories stockroom; third floor, Victrola stockroom; basement, the general storage and heating plant.

The office section comprises three private offices, two large exhibition rooms and a general office, the entire installation having been made by the Unit Construction Co. The shipping department has three loading platforms.

BIG CASE PLANT FOR CHENEY CO.

Leases Berkey & Gay Co. Plant and Equipment for Five Years for the Manufacture of Phonograph Cabinets—Consideration, \$1,000,000

GRAND RAPIDS, MICH., April 4.—Negotiations have just been completed whereby the Cheney Talking Machine Co. leases for five years from the Berkey & Gay Co. the large plant on Mill avenue, near Michigan street, with a capacity of 1,800 cabinets weekly.

The newly acquired plant will complete facilities of the Cheney Co. for making all parts of its product. The consideration is estimated as approaching \$1,000,000.

The Berkey & Gay Co. formerly manufactured cabinets for the Cheney interests and all cases in the course of construction, as well as material on hand, were included in the transaction.

The Cheney Co. is now in charge of the plant, which consists of a building six stories in height, with 40,000 square feet of floor space. Its capacity is 300 cabinets daily. The equipment includes between 3,000 and 4,000 machines. The Cheney Co. has also established a factory on Monroe avenue, where metal parts are manufactured.

The Berkey & Gay Co. is now occupying a new plant in this city, which covers two entire square blocks, and which will be devoted exclusively to the manufacture of furniture.

WELCOME FOR J. H. PATTERSON

President of National Cash Register Co. Returns to Dayton After Four Months' Visit to Europe—Prominent Citizens Greet Him

John H. Patterson, president of the National Cash Register Co., received a tremendous welcome from the employes of the company on his return to Dayton, O., on March 20, after spending nearly four months in Europe studying business conditions. During these four months Mr. Patterson met, talked and worked with many of the leading business men, statesmen and welfare workers of the world. He made a thorough study of conditions in the European countries and is now applying the many things he learned to help increase business. An official welcome was given to Mr. Patterson at the Station in Dayton by a committee composed of the leaders of all the commercial organizations of the city—a tribute which his services to Dayton fully merited.

New Columbia dealers in Washington, D. C., are David Rifkind, 1537 Seventh street, N. W., and the Harmony Musical Shop, 1830 Fourteenth street, N. W.

BLACKMAN CO. TO MOVE UPTOWN

Well-known Victor Talking Machine Jobber Leases Large Floor at 28-30 West Twenty-third Street, Running Through to 9-19 West Twenty-second Street—To Move May 1

The Blackman Talking Machine Co., Victor jobber, has leased the entire second floor of the modern building at 28-30 West Twenty-third street, running through to 9-19 West Twenty-second street, where it extends into an "L," and will move to the new uptown quarters on May 1, after elaborate remodeling operations have been completed. The floor has an abundance of daylight and comprises about 20,000 square feet of space. The building is equipped with three passenger elevators in the front and five freight elevators in the rear and affords an ideal location for the handling of a wholesale Victor business. Freight elevators are arranged in two sets, one on each side of the building, so that goods may be received at one side of the floor and shipped out from the other.

Plans are being made for the equipment of the new quarters. In addition to the offices, which will be located on the Twenty-third street side, there will be special display rooms for regular and period styles and reception rooms for the use of the trade.

The Blackman Talking Machine Co. started in business in 1902, and for the past twenty years has been an active figure in the Victor wholesale field. J. Newcomb Blackman, president of the company, is one of the best-known Victor wholesalers in the country, and is also identified with many important civic and industrial activities affecting the talking machine trade and the country's industries as a whole.

TRAVELER SUCCEEDS AS DEALER

Edward Bristol Building Up Good Brunswick Business in Rockford, Ill.

ROCKFORD, ILL., April 2.—Edward Bristol, who, after three years of selling experience with the Brunswick-Balke-Collender Co., opened a retail Brunswick shop of his own in this city, is meeting with much success and his handsome shop has become one of the show places and music centers of the city. Mr. Bristol was forced to buy a complete shoe stock and sell it out in order to secure a suitable location for his shop, but his success in that particular location has justified his trouble.

No matter how carefully you have devised a system you want your employes to follow, listen to every suggestion they can give for its improvement.



FOLLOW



THE ECLIPSE MUSICAL CO.

Wholesale Only

Cleveland, Ohio



VOCALION

"More than a Phonograph"

There is one thing you get with
the Vocalion line that you can
get with no other Phonograph—
and that is AEOLIAN QUALITY.

Look for the RED RECORD!

THE AEOLIAN COMPANY

AEOLIAN HALL, N. Y.

Distributing Centers, Vocalion Products:

The Aeolian Company, Chicago, Ill.
The Aeolian Company, San Francisco, Cal.
The Aeolian Company, Cincinnati, O.
The Aeolian Company, St. Louis, Mo.
The Vocalion Company, Boston, Mass.
Philadelphia Show Case Co., Philadelphia, Pa.
Philadelphia Show Case Co., Pittsburgh, Pa.
O. J. DeMoll & Co., Washington, D. C.

Stone Piano Co., Minneapolis, Minn.
Stone Piano Co., Fargo, N. D.
J. W. Crowds Drug Co., Dallas, Texas.
Lind & Marks Co., Detroit, Mich.
Louisville Music Co., Louisville, Ky.
Guest Piano Company, Burlington, Ia.
Consolidated Music Co., Salt Lake City, Utah.
D. H. Holmes Company, Ltd., New Orleans, La.

NOTEWORTHY ENTERTAINMENT OF TALKING MACHINE MEN

Annual Get-together Party of Local Retailers' Association the Most Successful of All the Series —Famous Record Artists and Musical Organizations Participate in Program

The annual banquet and entertainment of The Talking Machine Men, Inc., the organization of talking machine retailers of New York and neighboring States of Connecticut and New Jersey, was held at the Hotel Pennsylvania, New York, on Tuesday evening, March 29, and was, without question, the most elaborate and generally successful affair of its kind in the history of the organization.

The entertainment was, of course, the noteworthy feature of the evening, although the menu itself was excellent, and the announcement of the appearance of the dozen or more noted record artists and recording organizations served to attract a crowd that filled every available table in the ballroom proper and even spread to the bal-

cony. First came Jean Gordon, Metropolitan Opera soprano, who scored a triumph all her own. She was followed by Marion Harris, who aroused enthusiasm by her characteristic singing of the latest "blues." Stracciari, noted operatic tenor, was accorded a most cordial reception and responded with a generous number of selections. The Eight Famous Victor Artists, including Burr, Murray, Silver, Van Eps, Banta, Croxton, Campbell and Meyer, were hailed as old friends by the talking machine men and responded with an entertaining series of monologues, solo, trio and quartet selections.

During the evening the Van Eps Quintet and the All-Star Trio, both organizations being familiar to dancers throughout the country through

& Sheridan, whose records have become so popular, also added to the quality of the program.

The record crowd of talking machine men and their friends made a brilliant assemblage and the plans for the evening went through without a hitch. There were no speeches, even though some leading members of the industry were present, and the entire evening was given over to one round of pleasure.

Particular credit is due to the committee for the manner in which the elaborate details of the affair were conceived and carried out to the satisfaction of everyone—in itself no small problem. The committee in charge of the affair included Messrs. Gibbons, Riddle, Kurtz, Lazarus, Brown, Davin, Galuchi, Perkins, Abelowitz and Yeager, and they had a busy time both before and during the entertainment.

The program in itself reflected considerable ingenuity, being a triangular affair with a cover representing the insignia of the organization and



Dancers at Annual Entertainment of Talking Machine Men, Inc.

From 7.30 o'clock to long after midnight there was a continuous round of music and entertainment—vocal selections that delighted the ear and dance music of the sort that kept the disciples of Terpsichore on their feet almost continuously, and sent them home dead tired, but happy.

The guests filed into the banquet hall to the accompaniment of the music of Van Eps Quintet, and hardly had they been seated when the Columbia Saxophone Sextet marched in and offered an extended and first-hand demonstration of the sort of music that can be produced by saxophones in the hands of experts. At intervals, during and after the dinner, there appeared a number of prominent and popular record artists who volunteered their services through the courtesy of the various record manufacturers.

the medium of their many popular records, alternated in providing a practically continuous flow of dance music of the sort that kept the majority of the diners on their feet and made them forget that hot meats were getting cold or that courses were being carried in and taken away untouched because dancing was more important than eating at the moment.

One of the big sensations of the evening came shortly after ten o'clock when Paul Whiteman and his famous orchestra from the Palais Royale marched in amid unbounded enthusiasm and for over a half hour furnished a continuous round of dance music, played in the manner for which the Whiteman Orchestra is noted. When Whiteman left those who tried to keep up with his music knew that they had been dancing.

Richard Bonelli, famous baritone, and Lynch

with the menu and a list of musical events presented in an original manner. This year's committee produced results that offer committees in the future a high mark to shoot at.

During the course of the evening there were a number of souvenirs distributed by various concerns, including a convenient leather bill fold from the Reflexo Products Co., an attractive powder box and mirror for the ladies from the Reincke-Ellis Co., and a handy, boxed tape measure from the Cirola Phonograph Corp., and balloons and hats from the Cabinet & Accessories Co. J. J. Davin also attracted attention with his original endorsement of Lydia Pinkham's Compound.

From every angle it was a great evening—one that will long be remembered by the local talking machine trade.

The Needle of The Century
A Near Permanent Needle

A CACTUS NEEDLE
THAT
SELLS ITSELF

Produces clear, soft, natural tones; eliminates surface noise; brings out all subtle details of the music, and preserves the records.

Needles can be repointed on sharpener enclosed in package, so that each needle will play an indefinite number of records.



ATTRACTIVE INDUCEMENTS MADE TO JOBBERS

For Samples and Particulars
Write to

THE PERMO COMPANY
4215 TERRACE ST.,
OAKLAND, CALIFORNIA

GRANBY CAMPAIGN IN NEW YORK

Some Striking Advertising Featuring Granby Phonograph Published in New York Times—Forty New Metropolitan Dealers Appointed

The Granby phonograph is now firmly established in New York City and vicinity. An intensive campaign, under the direction of M. Milton Roemer, metropolitan distributor, with the co-operation of H. H. Schumaker, E. C. Howard and Harry Coplan, of the Granby Phonograph Corp., of Norfolk, Va., has culminated in over forty dealers taking on the Granby representation in this district. As was announced previously, it was found necessary to establish a local warehouse in New York City to provide the maximum of service for the constantly increasing number of Granby retailers.

The Granby phonograph is also receiving much publicity in conjunction with this big sales campaign. One Brooklyn dealer bought a whole page in a local paper to announce that he had taken on the Granby line. Other dealers are also featuring the Granby phonograph strongly in their newspaper advertising. A particularly impressive announcement of the Granby phonograph and its many merits appeared in the Sunday edition of the New York Times March 27, wherein the announcement of the Granby phonograph appeared, together with a score or more of smaller advertisements bearing the signatures of various dealers. The key advertisement, occupying a half-page, told in an attractive manner of the Granby phonograph and was illustrated by cuts showing the entire Granby line. There was also included a partial list of Granby dealers, as well as the name and address of the distributor of the district, Mr. Roemer. This publicity has already had a favorable effect upon Granby sales in the metropolitan district and was but a forerunner of the intensive sales campaign to be conducted by the Granby Phonograph Corp., its distributors and dealers.

GOOD REPORT FROM UDELL WORKS

Steady Increase in Volume of Shipments Thus Far This Year

INDIANAPOLIS, IND., March 29.—Tom Griffith, sales manager of the Udell Works, prominent manufacturers of talking machine records and music roll cabinets, makes an encouraging report regarding the return of that company's business to a normal basis. February shipments, he states, showed an increase of over 50 per cent over those of January, and shipments thus far in March indicate that the same proportion of increase will hold good this month over February.

"The truth of the matter is that things look much better to us right now than they have for the past six months," said Mr. Griffith, "and it is just going to be a question of everyone keeping his feet on the ground and we will come out of the experience of the last few months on a much saner and healthier basis."

HE IS "A CHIP OF THE OLD BLOCK"

Dick Harris Enjoys Victor Records With the Help of "Music Appreciation"

"Music Appreciation" is the title of the book which is engrossing the attention of Richard Harris and it is also particularly descriptive of the photograph itself.

"Dick," as he is better known to his many friends, is the son of Jerome Harris, secretary of C. Bruno & Son, Inc., Victor distributors, New York. Like his father, Dick is a lover of good music and an ardent Victor enthusiast.



Dick Harris and His Music Teacher

One evening recently young Dick obtained a copy of the Victor educational book, "Music Appreciation," and became greatly interested in it. Mr. Harris, Sr., is also of a legal turn of mind and it took many of his best arguments to make Dick put the book aside and go to bed. He is now greatly interested in enjoying Victor records with the help of "Music Appreciation" and spends much of his time in this pleasurable study.

Mrs. Frances E. Clark, head of the educational department of the Victor Talking Machine Co., was much interested in his wholehearted enjoyment of this book and prevailed upon his parents to have his picture taken while at his "work."

NEW COLLINGS & CO. TRAVELER

Collings & Co., Victor wholesalers of Newark, N. J., announce that R. S. McAdams has recently become a member of the traveling department of that company.

PLANNING FOR FILM OPERAS

French Producers to Attempt That Feat in Effort to Meet American Competition

According to a dispatch from Paris French motion picture producers, in order to meet American competition, have launched an effort to produce film operas, the general idea being for the parts to be sung by singers of the highest class, while the picture, acted by the best motion picture talent, unfolds on the screen. The singers themselves will appear in the Paris productions of these opera-movies, while for the provinces phonograph records made by the singers will be used.

The leading feminine singer selected for this experiment is Miss Luella Meluis, a young American coloratura soprano, who has captivated French critics in Monte Carlo and Nice recently. Jean de Reszke, it is said, has hailed her as the American Patti.

BUILDING NEW DISPLAY ROOMS

L. A. Kichler Co. Will Display Line of Valances in New Display Rooms in Executive Offices

CLEVELAND, O., April 8.—The L. A. Kichler Co., of this city, manufacturer of valances for talking machine dealers, is now renovating its factory and executive offices at 717 Lakeside avenue, N. W., and, according to present plans, attractive showrooms for the display of its products will be completed in the course of the next few days. The rearrangement of the factory calls for the installation of new machinery and nothing will be left undone to co-operate with the talking machine dealers.

As soon as the new showrooms are finished, invitations will be issued to the dealers to call at the Kichler warerooms, where they will be given an opportunity to visualize the artistic value of these valances as applied to talking machine establishments. The company has attained signal success in the introduction of Kichler valances, and orders are being received from dealers in all parts of the country. There is an individual valance for each standard line of talking machines, and the trade-marks are displayed to excellent advantage on these valances.

RAYBURN CLARK SMITH TO EUROPE

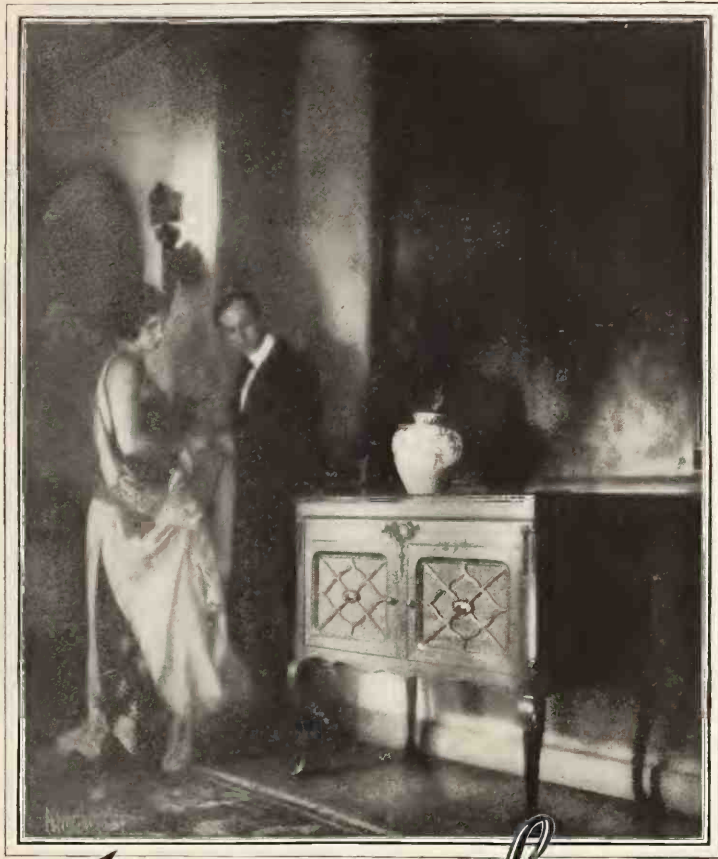
PHILADELPHIA, PA., April 8.—Rayburn Clark Smith, president of the Unit Construction Co., of this city, sailed yesterday on the "Mauretania" for England. Mr. Smith plans to make a thorough study of the conditions of talking machine retailing and manufacturing on the Continent and to look after the foreign interests of his company. While in London he will visit the retail warerooms of the Gramophone Co., Ltd., in that city, where a large and handsome installation of "Unico" equipment is nearing completion. Mr. Smith also plans to visit Paris, Brussels and other European capitals while abroad.

Okeh Records

Guarantee
Increased Business



INDEPENDENT JOBBING CO., Okeh Distributors, Goldsboro, North Carolina



Widdicomb

PHONOGRAPH

The Aristocrat of Phonographs

DEALERS tell us that the Widdicomb appeals to all and everyone alike. Primarily, this is due to two main facts:

First: In the Widdicomb Phonograph the Amplifying Tone Chamber does full justice to the lower as well as to the higher musical tones. When playing an orchestral record on the Widdicomb, the deeper, richer tones are given equal prominence. And because the Amplifying Tone Chamber is vibrationless there is no suggestion of metallic harshness.

Second: The simple grace of all Widdicomb cabinet work depicts the fine art of true period interpretation. In this character of workmanship, where genuine knowledge of art and decoration is essential, the fame of Widdicomb cabinetmakers is known broadcast. Yet so subtle is the adaptation that the Widdicomb is at home in any furniture setting.

Write for latest catalog showing the many styles of Widdicomb Art Phonographs.

The Widdicomb Furniture Co.

Grand Rapids

Michigan

Fine Furniture Designers Since 1865

GREETINGS, MAYOR MIDDLETON

Heads Community Where Every Resident Has Political Job—Principal Object to Play Golf

CAMDEN, N. J., March 30.—New Jersey at last has the ideal political entity—every resident a voter and every voter an officeholder, and, for the time being at least, everybody happy. The Camden County Board of Elections to-day received returns from Tavistock village, near Haddonfield, announcing that nineteen votes had been cast by the millionaire members of the Haddon Country Club, who decided to incorporate a village so they could play Sunday golf. There are exactly nineteen offices to be filled, elective and appointive.

Frank B. Middleton, secretary of the Victor Talking Machine Co., was elected Mayor. Other officers elected were Ludwig Kind, tax collector and treasurer; J. Edward Fagen, assessor; James Walker, Harry C. Taylor, John Murphy, John Dyer, Martin Murphy and Paul Kind, members of the Council. Other offices to be filled are Chief of Police, Borough Clerk, Solicitor, Fire Chief and Board of Health, which must have three members.

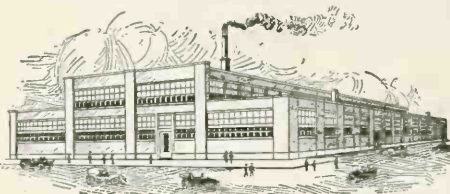
The plans for the village, in addition to a \$75,000 clubhouse, include homes for many of the members.

APPOINTS NEW JOBBERS

Deterling Mfg. Co. Making Plans for Active Trade—Factory Recently Enlarged

TIPTON, IND., April 5.—The Deterling Mfg. Co., of this city, manufacturer of Deterling talking machines, has recently established jobbers in Pittsburgh, Pa., and Cleveland, O., and plans have been instituted whereby these wholesalers will be in a position to give the dealers in their respective territories maximum service and cooperation. The company is paying particular attention to the equipment of its factory, and only recently new machinery was installed so that every department could be working with the most up-to-date equipment.

The Deterling Mfg. Co. occupies a modern plant with an area of 16,000 square feet on the



View of the Deterling Plant

lower floor and 8,000 square feet on the upper floor. Ph. A. Deterling, manager of the company, is optimistic regarding the general business outlook and feels certain that the company will more than double its output during the coming year.

SUFFERS HEAVY WATER DAMAGE

The music store of Frank C. Storck in Long Branch, N. J., was flooded with water recently as the result of a fire in the upper stories of the building in which the store is located. A dozen talking machines, several hundred records, and a score of pianos were damaged by water.



KICHLER VALANCES

especially designed for the windows of the Talking Machine Dealer. We can reproduce and embroider any trade-mark and any type of lettering.

KICHLER VALANCES will improve the appearance and increase the sales value of your show windows. Write us for our descriptive literature.

THE L. A. KICHLER CO.

717 Lakeside Ave. N. W.

(Dept. W)

CLEVELAND

Eastern Representative—Louis A. Schwarz, 1265 Broadway, New York City

HAVE YOU ACCEPTED CHALLENGE?

Timely and Encouraging Editorial Published in the New Brunswick Dispatch

The business era which terminated in the Fall of 1920, commonly known as the great sellers' market, was not typically American. The conditions which prevailed during its ascendancy were not like those under which American industry and commerce in the past were spurred to unprecedented development. But we believe the time now opening up before us is in every way like those times which have seen the greatest, soundest growth of American business. We have entered a period in which only the worth-while can survive. In the competition which is now begun, in the adjustments which are taking place in all forms of enterprise, he who does not understand the time and who is unwilling to meet it fully, fairly and frankly cannot expect success. But we believe that he who sees the challenge of opportunity in a condition of keen competition and welcomes rather than fears such a condition will reap permanent rewards such as were granted to its predecessors in foresight and courage in former eras of reconstruction. We believe it evident that every detail of the condition now obtaining and which may well continue for twenty years shapes a time of opportunity for the pathfinders of business.

PSYCHOLOGY OF MUSICAL TALENT

A new slant will be given to the value of the usefulness of the talking machine as an educational agent when it becomes known that successful phonograph tests have been conducted by Professor C. E. Seashore, of Iowa University, having for their object the determination of whether or not a child is wasting time taking music lessons. The facts which he has collected are published in book form, entitled "The Psychology of Musical Talent."

Professor W. T. Allison, of the University of Manitoba, who was present at a recent gathering of Winnipeg music teachers, at which a whole morning was devoted to hearing Professor Seashore's tests explained by Leonard D. Heaton, one of Winnipeg's leading musicians, has set down in an interesting way his interpretation of these phonograph tests.

LIFE IS ALL A COMPROMISE

The expert errs when he contests a point which matters little. Life is all a compromise. No one is always right. And contests, won or lost, leave scars.

G. C. McKinnon, Bonifay, Fla., has arranged to open a new branch store for the sale of the Edison in Pensacola, Fla.

SPECIAL Record Delivery Envelopes made of Swede Kraft are offered at \$6.75 per thousand.—The Lewis C. Frank Corporation, 1201 Dime Bank Bldg., Detroit.

ATTRACTIVE WINDOW DISPLAY HOOKED UP WITH OPERA

C. C. Mellor Co. Takes Advantage of the Appearance of Chicago Grand Opera Co. in Pittsburgh to Call Attention to the Victor Operatic Records Through Special Display

PITTSBURGH, PA., April 8.—That novel and unique window displays are most useful in attracting the public was recently demonstrated in a most satisfactory manner by Fred J. Drake, manager of the retail Victrola department of the C. C. Mellor Co. During the week prior to the advent of the Chicago Grand Opera Co. Mr. Drake

productive of good business results and he believes that all Victor dealers should take advantage of similar events to promote business.

A photograph of the window was shown to Mary Garden during her visit to Pittsburgh with the opera company and she complimented Mr. Drake on his enterprise. It is needless to say



conceived the idea of having an elaborate window display, basing it on one of the operas. He chose "Rigoletto" and in the large Mellor show window he had arranged and placed, by O. B. Dean, one of the Mellor staff, a replica of a theatre stage on which two of the characters in "Rigoletto" were performing. It was a novel undertaking and proved most satisfactory as a crowd-bringer as well as attracting customers. At the side of the stage an automatic electric sign told the story of "Rigoletto" up to a critical scene, and then the invitation was placarded for the reader to call inside and secure the full story of the opera.

Mr. Drake had prepared a small circular in which an abridged story of "Rigoletto" was printed. This also contained a list of various Victor records based on the opera. Mr. Drake stated that while the outlay took time it was

that a Victrola and a number of Victor records graced the window at the same time the stage scene was shown.

PLAN "MOTHERS' DAY" CAMPAIGN

The Brunswick dealers throughout the country have arranged to co-operate in a special "Mothers' Day" campaign to start early in May and come to a climax on May 8, which will be celebrated as "Mothers' Day" generally. The Brunswick advertising department has prepared an impressive series of advertisements for dealers' use in connection with the campaign.

Keystone Hall of Music Co., Riverside, Cal., has opened a branch store at 620 South Main street, Corona, Cal. S. W. Seger is manager. Edison and Brunswick phonographs are handled.

The KENT MASTER ADAPTER



plays ALL RECORDS at their best on the EDISON DISC PHONOGRAPH



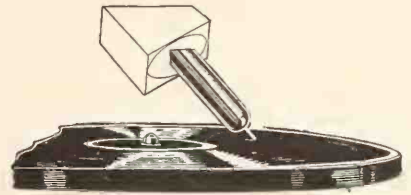
Write for particulars concerning this, the best known and largest seller of its kind in the market. Attractive prices and terms will be quoted you.

WE specialize in attachments for Edison and Victor machines; also soundboxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed.

F. C. KENT CO. :: Specialty Manufacturers
IRVINGTON, N. J.

whose phonograph accessories "win their way by their play"

Factory Representative: LOUIS A. SCHWARZ, Inc., 1265 Broadway, New York City



Everyone wants



Semi-Permanent

NEEDLES

SUGGEST Sonora Semi-Permanent Needles to all your record customers. You'll find that your sales of these needles will greatly increase.

Sonora Needles play many times. Having parallel sides these needles do not increase in diameter and consequently they do not wear the sides of the record grooves. They thus keep the records in the best of condition and increase their life.

Each sale of Sonora S. P. Needles amounts to at least 25c. These are the needles that give complete satisfaction and that bring you a good profit.

Keep your stock of Sonora Semi-Permanent Needles complete. Place these needles in a conspicuous, convenient-to-get-at location. Make it easy for your customers to buy.

Loud — Medium — Soft

25c. per card of 5
(40c. in Canada)

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President
279 Broadway NEW YORK

Canadian Distributors
I. Montagnes & Co.
Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.

Manufacturers of
Arietta Phonographs

ROUNTREE CORPORATION, Richmond, Va.

Distributors of
Emerson Records

Prices Reduced—

ARIETTA PHONOGRAPHS

Also EMERSON RECORDS

Effective at once the following REDUCED PRICES apply on ARIETTA PHONOGRAPHS:

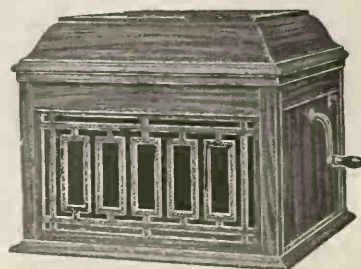
MODEL	NET PRICE	FORMER LIST PRICE	PRESENT LIST PRICE
No. 1	\$32.40	\$70.00	\$60.00
No. 2	\$54.00	\$115.00	\$100.00
No. 3	\$70.20	\$150.00	\$130.00
No. 4	\$81.00	\$175.00	\$150.00

These reductions definitely answer the buying public's demand for lower prices and bring the ARIETTA down to the lowest scale of any strictly high-grade machine.

Reductions in wholesale prices are in proportion to the reductions

indicated in List Prices, allowing the dealer the same liberal percentage of profit as formerly.

Now, more than ever before, you need the ARIETTA. The lowered prices mean more sales, MORE PROFITS. Write today for our exclusive agency proposition.



Arietta—Model I



Arietta
Model IV



Arietta
Model III



Arietta
Model II

EMERSON MAY RECORDS—NOW READY!

Reductions on all EMERSON RECORDS now in effect:

All 10-inch Records Now 85c.

All 12-inch Records Now \$1.25

(List prices subject to usual trade discount).

Releases for May now ready for delivery. We carry large stocks and make immediate shipment. Wire your order—or write for list.

All Phonograph Accessories Reduced!



PHONOGRAPH

ROUNTREE CORPORATION

Manufacturers of
ARIETTA PHONOGRAPHS

Richmond, Virginia

Distributors of
EMERSON RECORDS



Have You The Right To The Actuelle?

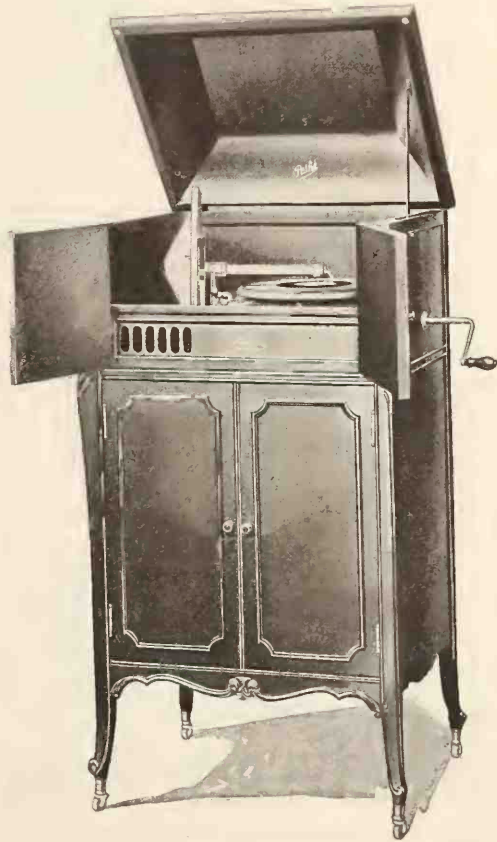
THE only man who can offer the ACTUELLE to his customers is the Pathé dealer.

The significance of this is the fact that there is no substitute for the ACTUELLE. You cannot palm off anything else on a man who wants an ACTUELLE. There is nothing else that either looks or listens like it. The customer knows this.

To the merchant with real business sense there is no need to argue the enormous strength and prestige of such a proposition. It's plain for all to see.

Have you the right to the ACTUELLE?

If you have not, the question for you to decide is not "Is it worth while?"—but



Can You Afford To Do Without It?



Pathé Frères Phonograph Company

10-56 GRAND AVE.

BROOKLYN, N. Y.



Nestle In Your Daddy's Arms



A LULLABY FOX-TROT

Published by **LEO. FEIST Inc.**
FEIST Bldg N.Y.C.

MEETINGS OF EDISON JOBBERS

Important Sales Conferences Held in Chicago and New Orleans—Financial Situation Improving, Says William Maxwell

Edison jobbers and jobbers' travelers held two important sales meetings in March, at the Hotel Blackstone, Chicago, Ill., and at the Hotel Grunewald, New Orleans, La. William Maxwell, vice-president, and J. B. Gregg, advertising manager, of the Edison Laboratories, attended both of these meetings.

The conference in Chicago was given over to an animated discussion of the business campaign for 1921. It was decided that one of the most important things to do at the present time was to stimulate fuller development in dealers' sales organizations, to encourage the training of new, competent salesmen, and to urge the redoubling of effort all along the line to overcome those too easily discouraged by rumors and ghosts of rumors of tight money, and a "buyers' strike." All agreed that a great effort should be made to impress every Edison dealer with the idea that a man cannot grow big without surrounding himself with competent aides and delegating authority to them. As Mr. Maxwell put it:

Why are there so many small businesses, and so few large ones? I think the answer is because so many business men will not let their business get bigger than they are. If an Edison dealer surrounds himself with four good

men, he ought to be four times as big a man as he would be if he did not have any men."

The Mood Change Chart and Mood Change Parties were thoroughly discussed, and, judging from reports received, all indications point to a most remarkable success for that campaign. In conjunction with this discussion a Mood Change test was made immediately after luncheon on the afternoon of the second day's session. Four selections were played, and of all those present undergoing the musical experiment only three failed to have any definite reaction.

Jobbers and jobbers' travelers present at the Chicago sessions were:

M. M. Blackman, H. A. Bailey, C. A. Reynolds, O. M. Fisk, C. L. Smith, W. L. Hightower, E. L. Youse, Kansas City; M. Silverstone, J. A. Schlichter, Paul Gold, O. A. Reynolds, St. Louis; R. B. Alling, S. H. Buck, A. C. Colwell, M. E. Mikesell, Detroit; L. N. Bloom, E. S. Herschberger, R. C. Goss, M. P. Kreusch, Cleveland; F. K. Babson, E. C. Hill, L. A. Sutfin, W. C. Eckhardt, Chicago; W. E. Kipp, W. O. Hopkins, H. G. Anderson, L. P. Brock, H. C. Anderson, W. A. McDowell, Indianapolis; W. A. Schmidt, G. A. Sholes, Milwaukee; L. H. Lucker, A. L. Toepel, L. R. Sours, H. F. Freese, W. A. Lucker, M. H. Lowy, G. H. Compton, G. Hocum, H. E. Stinchfield, Minneapolis; D. W. Shultz, K. R. Moses, H. R. Holmes, Omaha; H. Blish, F. R. Williamson, E. C. Horne, Des Moines; A. E. Abrahamson, W. E. Morgan, Sioux City; P. H. Oelman,

R. T. Carroll, P. P. Bassett, W. A. Lynch, Cincinnati; H. M. S.vartz, E. J. Condon, H. C. Trader, J. K. Nichol, Pittsburgh.

The New Orleans Conference

The meeting at the Hotel Grunewald, in New Orleans, was also a two-day affair. Most of the ground covered at the Chicago session was also gone over at New Orleans. Emphasis was again laid on the need for developing new salesmen, and for exploiting the Mood Change Chart to the fullest extent.

Financial conditions in the South were cited as militating against the employment of additional salesmen, but Mr. Maxwell was of the opinion that the banking situation will continue to improve, and he felt that, by the time demonstrators could be developed into salesmen, credit would likely be considerably easier; and he pointed out, also, that in every locality there are some people who have actual cash to spend, and that if dealers and their salesmen would concentrate on this class for the next few months the consequences of the present banking situation would be considerably minimized.

Those present at the New Orleans session were: A. H. Curry, B. A. Ward, J. K. Patterson, O. P. Curry, A. C. Dennis, Dallas; L. T. Donnelly, J. W. Stromberg, A. Schreiber, N. Schreiber, B. B. Wiggins, Jr., F. S. Hemenway, A. W. Berdon, New Orleans; E. F. Parr, F. O. Brown, A. C. Witherington, Atlanta; J. J. Callahan, Edison Laboratories.

Both the conferences at Chicago and New Orleans were unanimously voted as being the liveliest and most fruitful that had been witnessed in a long time by those who attended them.

NEW JERSEY VICTOR MEN MEET

Monthly Luncheon and Meeting Held This Week at Robert Treat Hotel, Newark

The Victor retailers of New Jersey held their monthly luncheon and meeting at the Robert Treat Hotel, Newark, N. J., on Tuesday, March 15. During the luncheon those who were present were entertained by talent furnished by the two large department stores of the city.

James Sheridan, a well-known tenor and a member of the staff of Hahne & Co.'s talking machine department, sang "The Barefoot Trail" and several other selections.

From the Bamberger store Miss Beatrice Picot, soprano, sang a selection from "Apple Blossoms" and, upon encore, several other numbers. Miss Anna Schatz was her accompanist. Paul Meinart, also of Bamberger's, who is almost totally blind, sang and played several humorous numbers.

Following the luncheon the business session of the organization was then called to order and several questions of importance were taken up for discussion.

Mrs. C. J. Bird and Mrs. Louis Meyer have opened a record exchange shop at 10 East Sixth street, Chattanooga, Tenn.

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

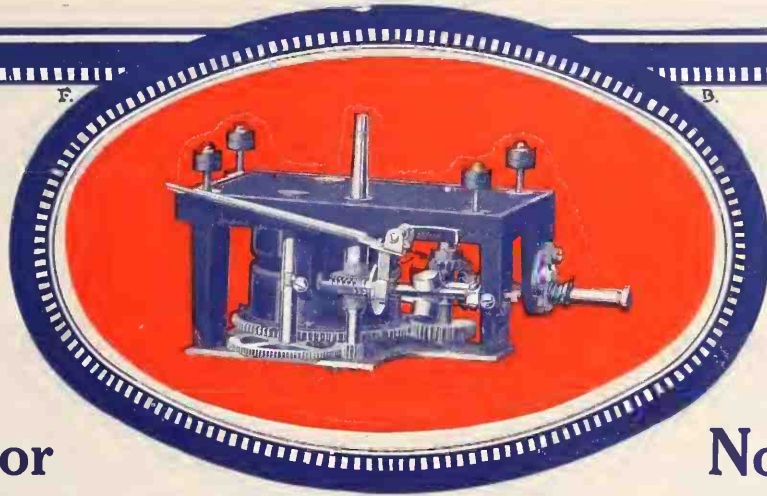
GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845

QUALITY



Motor

No. 77

Noiseless, powerful, steady and continuous—the “backbone” of all

HEINEMAN QUALITY MOTORS

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street

New York

HEINEMAN



MEISSELBACH



PERTINENT INDUSTRIAL FACTS

Otto Heineman, President of General Phonograph Corp., Gives Interesting Résumé of Recent Trip—Canadian Business Outlook Very Satisfactory—Elyria Plant at Maximum Working Efficiency—Okeh Records Gain in Favor

Otto Heineman, president of the General Phonograph Corp., returned recently from a two weeks' trip, which included a visit to the company's Canadian branch and factory, the factories at Elyria, O., and a visit to Cleveland. While in Canada Mr. Heineman conferred with C. T. Pott, general manager of the company's



Otto Heineman

Canadian interests, and also spent some time at the factory in Kitchener, Ont.

In a chat with *The World* Mr. Heineman stated that Canadian business conditions are showing a steady improvement, and as the industrial fluctuations are not as marked as in this country they do not exercise such a noticeable influence on the country as a whole. Very few Canadian manufacturers of talking machines are overstocked, and at the present time the talking machine industry in Canada, comparatively speaking, is in a much better position than the trade in this country. The manufacturers are optimistic regarding the outlook, and are making plans to take care of an active and healthy 1921 trade.

At the Elyria factory Mr. Heineman was gratified to learn that all of the machinery which had been shipped from the Newark plant had

reached there safely and had been installed. A tremendous amount of machinery was sent to Elyria from the East, comprising fifty-one solid carloads, and it took considerable time to set it up properly and place it in efficient working condition.

The Elyria plant of the General Phonograph Corp. is generally recognized as the largest and most complete plant in the world devoted to motor production and the manufacture of incidental products. Every department is working on a basis of maximum efficiency, and A. G. Bean, vice-president of the General Phonograph Corp., who is in charge of Elyria manufacturing, has been congratulated upon the ideal working conditions which characterize every detail of the Elyria plant. Mr. Heineman found the Elyria factory showing a marked increase in activities and all of the production executives keyed up for the handling of a healthy and substantial business.

There is also being manufactured at the Elyria factory a complete line of Meisselbach fishing reels. This branch of the business is growing by leaps and bounds, reflecting the prestige and position of these products in this particular field, and emphasizing the fact that, notwithstanding the unsettled industrial situation, the buying public is getting ready to enjoy outdoor life during the Spring and Summer months.

At Cleveland Mr. Heineman conferred with the Okeh jobber in that city, the Kennedy-Green Co., and was gratified to learn that this jobber is very enthusiastic regarding the sale of Okeh records, and is making plans for an aggressive sales campaign.

A. D. GEISSLER ON PACIFIC COAST

Arthur D. Geissler, president of the New York Talking Machine Co. and the Chicago Talking Machine Co., Victor wholesalers, left recently on a trip to the Pacific Coast. Mr. Geissler is accompanied on this trip by Mrs. Geissler, and, according to present plans, will spend some time at San Francisco visiting the latter's parents. It is also probable that Mr. Geissler will visit some of his many business friends on the Pacific Coast prior to his return to the New York headquarters.

BUYS STORE IN HEMPSTEAD, N. Y.

J. D. Braunstein, of Mineola, recently purchased from Mrs. Gusta Springmann the building and stock of musical goods, particularly phonographs, at 35 Main street, Hempstead, L. I., N. Y. The new owner plans to remodel the store.

BRUNO

The trade-mark of the Victor is "His Master's Voice," while the tone of the Victor is "The Master's Voice."

BRUNO

REORGANIZATION IN COLUMBUS, GA.

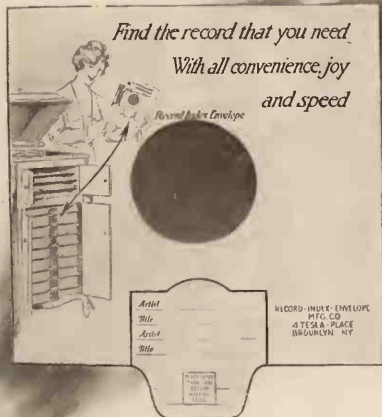
Music Shop, Inc., Has Capital Stock Increased to \$25,000—New Officers Elected

The Music Shop, Inc., Columbus, Ga., has been reorganized and the capital increased from \$5,000 to \$25,000. H. C. Smith has been elected president of the company; Meyer A. Goldstein, vice-president, and C. M. Bass, secretary-treasurer. These three, with Columbus Roberts, E. M. Levison, V. J. Pekor, J. A. Brooks and J. T. Montchief, constitute the board of directors. T. R. Chestnutt has been appointed sales manager. The company is now looking for a new location. All kinds of musical instruments are handled, including pianos, players, talking machines, records and sheet music.

LOCAL INTERESTS BUY BUSINESS

The Morgantown Music Co. has been organized in Morgantown, W. Va., with capital stock of \$10,000, to take over the business of the Morgantown Music Center, at 450 High street, formerly operated by C. E. Watson and R. W. Harkness. The incorporators are: L. M. and R. W. Cox, Paul and N. J. Bayles and E. B. Corey. Paul Bayles will be general manager.

Here is the new
Record Index Envelope



This envelope fills an urgent need. It is designed for shelf-style cabinets, enabling the operator to find quickly and conveniently any record desired. Supplied in either heavy green or brown kraft—tough and durable. Packed in boxes containing 100 envelopes.

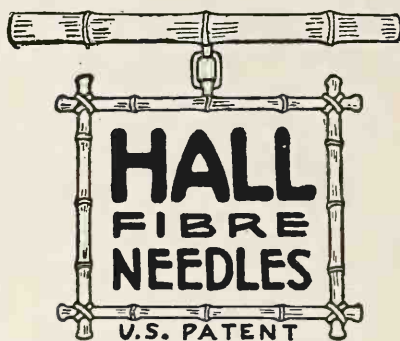
Sets of 100 neatly designed alphabets, gummed and perforated for indexing, also supplied at attractive prices.

For further information address

P. L. ANDREWS CORPORATION
Irving Avenue & Troutman Street Brooklyn, N. Y.

Manufacturers

Disc Record Envelopes Delivery Bags Needle Envelopes



Years Afterward—

When the talking machine has become a fixture in the home and the shelves are filled with records, the merits of the fibre needle become most strikingly evident.

They mean an instrument still with a voice, with all the original charm of its music retained.

Think what this means in the greater popularization of the talking machine!

—And the continued sale of records, year in, year out!

HALL MANUFACTURING CO.

(Successors to B & H Mfg. Co.)

33-35 W. Kinzie St., Chicago, Ill.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the sixth of a new 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.]

LESSONS FROM THE CONFERENCE

A good deal of interest will be stirred up among the readers of this magazine by the stories which appear on other pages describing the Educational Conference between members of the Victor Co.'s educational department and a group of mid-Western Victor distributors and allied interests, which was held in Chicago during the last days of March. The subject matter of the conference has received a great deal of attention, and it might be supposed that further reference to it is superfluous, but this is not so. For the facts which emerge from the conference are far more than commercial, far more than merely interesting to the Victor Co., and to those who are allied with that institution. They are definitely and immediately valuable to every person who is occupied with any phase of the talking machine business. Moreover, they touch its musical aspects at all points.

The True Interest

But we shall not say the obvious things. That in which we are interested is not at all the matter of the personalities of the gathering, the advertising value of the educational work, or even the manner in which the schools are being assisted to bring music to the ears and hearts of millions of children. We have another row to hoe, another ax to grind.

Here is the point we would develop: To every person who attended this Educational Conference, to the representatives of this magazine especially who were privileged to be present, the overpowering impression from first to last must have been that of wonder. It was wonderful to see that the talking machine is being used for such a bewildering variety of musical uses. It was wonderful to reflect that this work is introducing music to the children of the land through the medium of a machine which has as good a place in the humblest home as it has in the palace, and which is much the same machine in either case. It was wonderful to realize that up to the present time, in spite of all this, the trade at large has sold talking machines in so shamefully narrow a way.

What We Don't Appreciate

This Victor meeting showed a great many things. To the present writer and to many others it plainly showed that we have not half appreciated what are the possibilities for bringing music to the masses of the people. Let us

for a moment eliminate the Victor Co. from all consideration in this matter. Let us simply think of what is actually now being done by means of the talking machine to bring music to the children of the country. Though it be the Victor organization which has pictured the facts for us more vividly than others, let us leave that point alone. We shall concentrate our thought on the point that the talking machine is at the present moment the first among agencies for bringing systematic good music to the ears and hearts of the children who form more than half of the fifty millions of dwellers in rural and small-town communities.

What a Hold We Have

This is a fact of really enormous importance. It is of such importance to us of the trade because it shows us what a tremendous hold we can have upon the hearts of all the people if only we care to set about gaining that hold in a sensible sort of way. The matter is, after all, very simple. It comes to this, that the educational work which is being done in the schools is bringing to millions (literally so) of children an otherwise unattainable knowledge of, familiarity with, and desire for, the best in music. Now, these children will soon be grown up, and meanwhile they are bound to influence their parents to a greater or less degree. In consequence, there is seen to be brought into existence, whether we do anything about it or not, a mass of influence in favor of the talking machine. It is up to us to take advantage of it.

But how? Obviously this interest in the machine is only secondary. The machine is a medium, and a medium only. The real primary interest is in the music. And that is the point.

Music First, Machine Second

These millions of children are learning to be interested in the music they are coming to hear, to sing, to know by heart, to love. In so far as they think of a machine at all, they think of it as merely the intervening medium. It is perfectly obvious therefore that any work done in the community by the merchant, based on the consciousness that the talking machine plays a part in community education, must be done primarily from the musical point of view. It will be absolutely necessary, if due advantage is to be taken of the educational work now being done, for the merchant to take the musical point of view. He will represent in his community the same opportunity for music which the school, through its use of the talking machine, represents to the school children. He will have to make his place of business a place of music. He will have to stress the music, to the comparative submergence of all other sides of the business.

There are practical ways for doing this. These may be summarized as grouping into (1) judicious advertising; (2) high-grade record and demonstration service in the store, and (3) musical merchandising ideas of a high order.

In the first place, the matter of advertising means that the merchant must stress the idea of music, not of machines, prices or terms. He must impress on his community day in and day out that his place of business is the place where music is to be heard, selected, demonstrated and bought from morning to night. Record bulletins must be featured, and whenever a recital comes to town, or is given by local talent, the corresponding records, if they exist in any cases, should be featured.

Personal Service

In the second place, it is necessary to build up personal record service in the store. Talking machine salesmanship is really the process of interesting persons in records, in music, in what the machine gives, and not in the machine itself. Price and style are secondary matters, and are not likely even to be thought of seriously in comparison with musical values. The big job is to build up personal service through a staff of musically educated and musically interested sales men and women. It is not impossible for a merchant to do this, but he must be willing to admit at the beginning that the task will call for patience and forbearance.

The Ideal Service

The ideal sales service is the service which takes the customer into pleasant surroundings, ascertains that customer's ideas as to music, and tactfully places before him or her that which he or she will like, leading skilfully the unformed taste to better and better ideas. Such a service is 75 per cent of the art of salesmanship. Establish the selling of records scientifically and there will be very little need for worrying about selling machines. Anybody can do the second when the first is done.

Lastly, musical merchandising ideas must be the constant thought of the merchant himself. On the ingenuity he displays during the year to come in building up and putting into play new and skilled ideas in merchandising will his success depend. They must be musical ideas, too, in their essence.

A Final Admonition

Let this final thought, then, close our discussion:

There is an enormous influence in process of building up for the benefit of all who deal in the talking machine. That process, however, is musical, and only by musical work can it be made efficient or in the least valuable. Music is what we sell. Let us never forget it.



KIEFER- STEWART CO.

INDIANAPOLIS, IND.
Capitol Ave. and Georgia St.

D
I
S
T
R
I
B
U
T
O
R
S

OKeh Records

The Record of Quality



COLUMBIA PAINTING WINS FIRST

"Carmen" Design Used Extensively in Columbia Advertising Wins First Prize at Exhibition —Keen Competition for Coveted Honor

At the first annual exhibition by the Art Directors' Club of New York, held recently in the galleries of the National Arts Club, the first prize for the best work of art in color pro-

Columbia Records



The Painting That Won First Prize duced for advertising purposes during the last two years was awarded to Wilmot E. Heitland's painting of "Carmen" for the Columbia Graphophone Co., placed on exhibition by the Geo.

Batten Co., the advertising agency handling the Columbia account.

The pictures shown in this exhibition were the committee's choice of approximately 300 from many thousands submitted by all the best-known artists in this country who lend their genius to advertising. To show the sort of competition which Mr. Heitland's painting was obliged to meet, honorable mention for works of art in color was awarded to Maxfield Parrish's "Primitive Man," made for the Edison Lamp Works; to C. C. Beall's American Piano Co.'s advertisement, placed by the Bricka-Ford Co.; to J. C. Leyendecker's Arrow Collar advertisement for Cluett, Peabody & Co., and to Dean Cornwall's Andrew Jergens Co.'s advertisement, placed by the J. Walter Thompson Co.—all of which possessed great merits.

The Jury of Awards consisted of Richard J. Walsh, chairman, former president of the Art Directors' Club and in charge of copy and art for

Barrows and Richardson; Edwin H. Blashfield, who is without doubt the most famous mural painter in the world to-day; Charles Dana Gibson, the famous artist, owner of Life, whose line drawings and attractive girls are known and



Medal Awarded the Winner

admired all over the world; Professor Arthur W. Dow, the well-known teacher of pictorial composition and design; Robert Henri, noted portrait painter and teacher of art, and Joseph Pennell, foremost master of pen and ink in America. The first prize for color was a bronze medal designed by Paul Manship, the famous sculptor.

NEW STORE IN SALT LAKE CITY

Consolidated Music Co. Opens New Headquarters on Main Street—Steinway and Duo-Art Lines Featured, as Well as Small Goods

SALT LAKE CITY, UTAH, April 3.—The Consolidated Music Co. recently opened a new retail store in this city at 48-50 Main street, occupying a remodeled, modern building of two stories and basement, having more than 35,000 square feet of floor space. The main floor is occupied by the band and orchestra instrument department, as well as the sheet music department, each department being well equipped and containing complete lines. Demonstration rooms for talking machines have also been in-

stalled on the first floor, with some additional display space on the second floor. The piano department occupies the largest portion of the second floor, the decorations and furnishings harmonizing with the high-class lines carried by the concern, among them being Steinway, Kurtzmann and Duo-Art instruments. A full line of automatic instruments for motion picture houses, theatres and dance halls is also carried by the concern, a feature of the store being a repair department where instruments of all kinds can be remodeled and put into excellent condition. The Consolidated Music Co. was established in 1862, the officers being Alonzo B. Irvine, president; L. W. Snow, vice-president; W. S. McCormick, treasurer, and Royal W. Daynes, secretary and general manager.

The **HOWE**



Tone — RICH
CLEAR · MELLOW
it does not Blast



BALL BEARING
No obstruction
in the base

C.W. Howe & Company
21 East Van Buren St. Chicago, Ill.



STEGER

*the finest reproducing
Phonograph in the World*

The Steger Phonograph is Your Big Opportunity



Model
506
\$295.00



Model
502
\$145.00



Model
503
\$165.00



Model
509
\$235.00

ITS distinction in the phonograph world is supported and emphasized by its marvelous ability to play *all* records *correctly* — no parts to change.

The wonderful Steger tone chamber of even-grained spruce and the patented adjustable tone arm make perfect rendition of every disc record certain.

The tones that issue from the Steger are true echoes of the human voice or instrumental skill of the master.

The ornamental side of the Steger pleases the critical eye. The different style cabinets show rare skill in design and workmanship.

We prepare the way for each Steger sale by our extensive advertising campaign. It makes each sale easier for you. The Steger is half sold when a customer comes into your store.

Explain how different, how superior it is. Play it and you will find how the wonderful music helps the sale to a successful consummation. Build up your phonograph business with the beautiful Steger.

Desirable territory open.

Write for Steger proposition and Steger Phonograph Style Brochure Today.

Phonograph Division

STEGER & SONS

Piano Manufacturing Company

Steger Building, - - CHICAGO, ILL.

Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

"If it's a Steger—it's the most valuable Piano in the world."



Model
505
\$220.00



Model
504
\$200.00



Model
501
\$115.00



Model
510
\$290.00



Model
500
\$95.00

CABLE ADDRESS REG'D
"FILASSE—PHILA."

THE MARK OF

LONG DISTANCE 'PHONE
BARING 535ANY { Size
Quantity
Quality

SERVICE AND



SATISFACTION

Quotation
Delivery
Product } RIGHT

Phonographically Speaking

They Talk For Themselves

IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA. U. S. A.

INTERNATIONAL MICA CO., 106-110 W. Lake St., Chicago, Illinois

WALTER S. GRAY
SAN FRANCISCO, CAL.FACTORY AND SALES DEPT.,
37TH AND BRANDYWINE STS.,
WEST PHILA., PA.STEINOLA COMPANY
Kansas City, Mo.RAYSOLO SALES CO.
LANCASTER, PA.INTERNATIONAL MICA CO.
101 a-BLUFF
YOKOHAMA, JAPANLAKESIDE SUPPLY CO.
416 SOUTH DEARBORN ST.
CHICAGO, ILLINOIS

Write for "IMICO" representation in your territory—domestic or foreign. Special facilities for Export Business

"IMICO" and "SERVICE" are SYNONYMOUS

GOOD REASONS FOR OPTIMISM IN CINCINNATI TRADE

Great Business Month Closed—Shipping Goods by All-Water Freight—W. T. Haddon Tells of Progress—Columbia Activities—Edison Co. Analyzes Business—Baldwin Force Increased—Other News

CINCINNATI, O., April 8.—Reports received from dealers throughout this territory indicate an encouraging increase in the sale of talking machines and records. Several of the Cincinnati branch houses say the past month has been exceptionally good and the business has shown quite an increase. A recent event of special interest to shippers was the all-water freight shipment from this city to the Pacific Coast, which included 150 talking machines shipped by the Starr Piano Co. of Richmond. The company sent the machines down from Richmond in its own trucks and loaded them on the "Queen City" at the Cincinnati wharf. They were taken to New Orleans by the river boat and from there transferred to an ocean-going vessel for the trip through the Panama Canal. This method of shipping by water will greatly reduce the cost of shipments to Pacific Coast points and will be taken advantage of by many of the musical instrument dealers in the future.

How Time and Money Are Saved

The Ohio Talking Machine Co. has long used the river for shipping Victors to points both up and down, and Vice-president A. H. Bates states that the rates are not only one-third less, but that they practically get overnight service, making it equally as good as express service at nothing like the cost. Mr. Bates reports a very good month's business and declares the outlook is getting very much brighter for future business. Things are still a long way from normal, he states, but getting better rapidly. C. H. North, secretary of the Ohio Talking Machine Co., stopped over for a short visit en route home from a trip through the South, having visited points in Kentucky, northern Tennessee and West Virginia. He found business satisfactory in most of these sections, and in some places very good. A new agency for

the Victor was established at St. Marys, W. Va. 40 Per Cent Increase in March

In a chat with The World W. T. Haddon, president of the Ohio Talking Machine Co., of this city, Victor wholesaler, stated that the company's sales figures for March showed a 40 per cent increase over the sales totals for February. Mr. Haddon is naturally gratified at these figures, particularly as they indicate that Victrola dealers in this territory are closing a healthy, substantial business and have good reason to be optimistic in their predictions for the future. Mr. Haddon states that those dealers who are going out after business are getting it, but that the dealers who are content to remain in their establishments and wait for business to be handed to them are complaining as to the general business situation.

Columbia Co.'s Active Campaign

E. M. Shute, assistant manager of the Columbia Graphophone Co., says that the dealers have been quick to take advantage of the reductions very recently made to pre-war prices and the warerooms are being cleaned out rapidly. A large room they had rented and fully expected to keep filled up for several months is being cleared out in record time owing to the demand since these reductions went into effect, he added. The house-to-house drive for machines and records, which is being carried on through its agents, is proving most satisfactory and getting excellent results. One novel feature of this campaign is the use of the rural mail carriers who give only a part of their time to the Government work. These men are usually well fitted for work of this kind, Mr. Shute points out, because they have become very familiar with every home along their routes and learn where the best prospects may be found and also their ability to buy talking machines.

Some of the carriers who have taken up the work are meeting with remarkable success, he says. Among the new agencies established during the month by the Columbia Co. were: Willie Conds & Bro., Sassafras, Ky.; Hillsboro (O.) Music Co.; Richard Herzer, Mason, O.; Smith Piano Co., Cincinnati; Tribble & Pickett Furniture Co., Danville, Ky.; The White Store, Cumberland, O.; Alfred Wiley Piano Co., Huntington, W. Va., and W. H. Wilson & Son, Milan, Ind.

The completion of the company's model shop in its building on East Eighth street has caused much interest to be shown by dealers who are anxious to improve their own stores in a way that will attract trade. The model shop was put up through the co-operation of the Van Veen Co., of Philadelphia, and already several dealers are making inquiries as to prices, etc., with a view to installing the same type in their own places of business. Manager R. H. Woodford, of the Columbia Co., spent a week in New York on business the last of the month.

Getting a Line on Business

The Edison Co. has been taking a unique method of getting a line on the business situation in the State. R. T. Carrol and several other representatives have been making a trip over the northern part of the State, submitting questionnaires to bankers in the various towns, and the answers given by these men, who are

Imported Swiss Sapphires

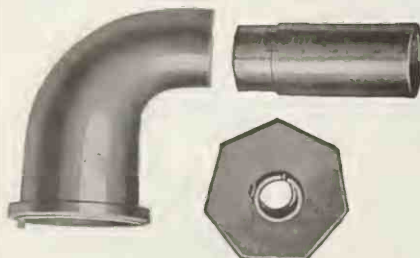
Pathé Balls

\$.15 each
1.50 per dozen
10.00 per hundred
90.00 per thousand

Edison Points

\$.15 each
1.50 per dozen
10.00 per hundred
90.00 per thousand
10% discount on 5,000
(LOUD OR SOFT TONE)

WALTER S. GRAY CO.
942 Market Street, San Francisco



Exclusive and better methods are
making phono-parts with better finish

HAVE THEM SUPERCAS

Dependable



Economical

The Superior Die Casting Co.
Cleveland, O.

thoroughly familiar with conditions in their localities, are decidedly encouraging. They show the farmers are planning to go ahead raising close to hundred per cent crops, but they are buying less farm machinery of all kinds and fewer automobiles. Savings accounts show on an average about 15 per cent increase and the checking accounts a somewhat smaller increase. Notwithstanding the farmers' troubles, however, the sale of talking machines have kept up very well in these sections.

Manager P. H. Oelman, of the Edison Co., says his house is getting excellent results from the "tone test" tours which are being conducted by Hardy Williamson and the Fleming Sisters Trio. The tours started at Charleston, W. Va., and included towns in West Virginia, Kentucky and Ohio. Mr. Oelman says the month of March was closed with the unusual record of being the best month since December. Usually, he says, January leads, with February and March falling behind. This year things have reversed and March shows up very much better than either of the other two months. He cites their experience as an indication of the business trend and believes there is every reason to take a cheerful outlook. Mr. Oelman attributes part of the Edison success to keeping up public interest in the line of news values of the company's advertisements.

F. F. Dawson Tells of Progress

F. F. Dawson, president of the Sterling Roll & Record Co., 137 West Fourth street, returned recently from a visit to Pittsburgh, where he completed arrangements whereby the Pittsburgh branch of the company will occupy quarters at 436 Fourth avenue. Mr. Dawson made arrangements for subleasing the present quarters at 434 Fourth avenue and, according to present plans, the company will be located in its new home in Pittsburgh by May 1.

Mamie Smith, popular Okeh artist, accompanied by her jazz band, will appear on April 16 in this city at the Music Hall, and, judging by the demand for tickets for this concert, the house will be sold out well in advance of the date of the performance. On April 15 Mamie Smith and her band will appear at Memorial Hall in Dayton and it is expected that she will go from Cincinnati to Columbus, appearing in that city on April 18. The Sterling Roll & Record Co. is co-operating with Okeh dealers in every possible way in exploiting the concerts given by this well-known Okeh artist.

R. C. Swing, of the Crystola Co., does not look for any great improvement in the talking machine trade until there is a general resumption of business and money becomes easier.

Manager F. F. Dawson, of the Sterling Roll & Record Co., reports the best month in its history and says reports from dealers are very encouraging. Mr. Dawson is another Cincinnati shipper who has been using the river for shippers to points in Kentucky, West Virginia and Indiana and finds that he not only saves on cost, but dealers get their goods within a day or two, whereas if the goods had been shipped by rail it would have taken anywhere from one to two weeks.

Baldwin Co. Increases Sales Force

Manager McLaughlin, of the talking machine department of the Baldwin Co., has added Walter Potune, formerly of Boston; Frank J. Grievenkamp; Harry Kennedy, formerly of Biloxi, Miss., and George Sheets to his sales force and is preparing to make a big drive for business this month. Sales have kept up during the month, but he believes there is an unlimited amount of business that can be had by going after it, and he is determined to go after it. Robert Morris, who has been with the company as salesman for about a year and who recently turned down an offer from another talking machine company, is credited with turning in the most new business for the month. A sale during the last week in the month, when miniature Victor dogs were given to customers, brought 1,100 people into the store and resulted in many new sales. Miss Florence McMahon has been attending the Victor educational

conference at Chicago and will probably be put in charge of the new educational department which the Baldwin Co. is planning to open in connection with its talking machine business. Miss McMahon already has done some excellent educational work in the local schools.

Sam Mesh, manufacturing a talking machine, now at 239 Walnut street, has just leased the southeast corner of Pearl and Vine streets for his business.

DINNER GIVEN TO GRANBY FORCE

NEWPORT NEWS, VA., April 2.—A very delightful dinner was given by the factory management of the Granby Phonograph Corp. to its foremen on Saturday, March 26, at the Hotel Warwick. This dinner is a monthly affair inaugurated some time ago to serve as a stimulus to production and to afford an opportunity to discuss conditions throughout the plant.

This last meeting proved very successful, as there were many suggestions made which will result in improving the already high quality of

the Granby phonograph. All present expressed themselves as having enjoyed and been greatly benefited by attending this pleasing affair.

EDDY BROWN MARRIES

Famous Violinist and Columbia Star Weds Miss Helena Bruzezna in Greenwich, Conn.

Announcement was recently made of the marriage in Greenwich, Conn., of Eddy Brown, the famous violinist, and Miss Helena Bruzezna. The bride is a descendant of the Polish family of Modjeska and came to this country only a year ago. Mr. and Mrs. Brown are now touring the South on an extended honeymoon.

Eddy Brown, who is one of the foremost violinists of the younger generation, makes records exclusively for the Columbia Graphophone Co. and these records have been enthusiastically received by music lovers everywhere. His concert tours have attained signal success and he is regarded as one of the most talented violinists now appearing on the concert stage.

Faith Builds Success



ONLY when one possesses faith in the line of merchandise which he handles, will success result from his efforts.

Every Victor dealer has absolute faith in the merchandise which he is selling, because it represents the very highest quality obtainable. Victor supremacy is indisputable.

CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, NEW YORK



Three Distinctive Unico Record Departments

EFFICIENT RECORD EQUIPMENT WILL PROMOTE YOUR RECORD SALES

The Sun Never Sets On Unico Equipment

1,800 Installations in 46 States and 10 Foreign Countries Attest the Universal Endorsement of the Unico System.

The World's Standard System of Musical Merchandising

UNICO

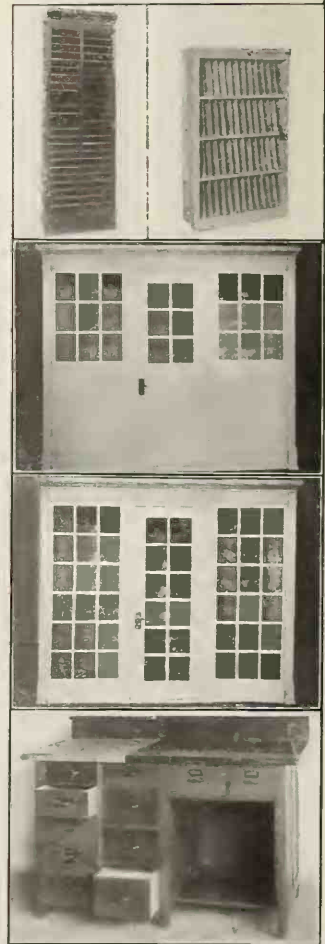
- Demonstrating Rooms
- Record Racks
- Record Counters
- Window Treatments
- Wainscot and Decorations
- Musical Instrument Cases
- Sheet Music Racks
- Player Roll Racks
- Office Equipment
- Repair Benches, Etc., Etc.

Wire, write or phone today to our nearest office. Your problem will receive immediate expert attention.

Unico Construction is patented.



Unico Designs are patented.



Twelve Standard Styles
 Unico Demonstrating Rooms
 Available for immediate shipment
 Any desired size or quantity
Literature upon request

Unico Wainscots, Lobby Screens
 Arch Column and Pediment
 Treatments
 Window Screens and Decorations
 Available for immediate shipment
Literature upon request

Eight Standard Styles
 Unico Record Racks and Counters
 Available for immediate shipment
 in any desired quantity
Literature upon request

UNIT CONSTRUCTION COMPANY

NEW YORK
 299 Madison Ave.
 Corner 41st St.

Rayburn Clark Smith, President
 58th Street and Grays Avenue
PHILADELPHIA

CHICAGO
 Willoughby
 Building

MISS H. MARJORIE BROWN WITH C. BRUNO & SON, INC.

Takes Charge of New Sales Promotion Department and Will Personally Visit Dealers and Help Them Work Out Their Many Problems, Particularly Salesmanship and Advertising

Miss H. Marjorie Brown, who for the past eight years has been a member of the Victor organization in Camden, is the latest important acquisition to the Victor wholesaling forces of C. Bruno & Son, Inc., New York City. Miss Brown will be in charge of the sales promotion department, which has just been opened, and the services of which will undoubtedly be much appreciated by Victor retailers.

In telling The World of this important move, William J. Haussler, general manager of the Bruno organization, said in part:

"The good old days when a retail merchant could open his store in the morning at a certain time and close it at a certain time at night without doing more throughout the day than wrap

stores, so that she can back up her sales ideas as few people engaged in giving such information and advice are able to. She knows whereof she speaks.

Miss Brown's duties will be to personally visit the dealers, endeavoring to help them work out their individual problems by training the sales force, selling to the customer if necessary, planning an advertising campaign—or, in short, making herself useful to the dealer in the most practical and most helpful manner.

The opening of this new sales promotion department under Miss Brown's direction is in direct keeping with the progressive spirit of the Bruno organization and is another link in its service to the retailer.

ANNOUNCES NEW FINANCE PLAN

Walters & Barry Corp., Buffalo, N. Y., Gives Its Dealers Important Finance Plan—Using Unique Letterhead to Advantage

BUFFALO, N. Y., April 6.—The Walters & Barry Corp., of this city, distributor of Brooks and Starr phonographs, recently advised its dealers that it had completed arrangements with a prominent Buffalo bank whereby it could handle their time sales and co-operate with them in a practical way. The plan was outlined in a communication sent to the dealers and quite a number of Brooks and Starr retailers have accepted the proposition and are well pleased with its possibilities.

This progressive jobber is using a four-page letterhead that has many distinctive features, as the two center pages illustrate to excellent advantage the sales merits of the Brooks automatic repeating phonograph. There are shown on these two pages five of the popular models in the Brooks line, and the letterhead becomes a catalog in effect and furnishes excellent publicity. On the last page of the letterhead there are featured the mechanical qualities of the Brooks automatic phonograph, such as the "human wise" tone arm, automatic repeater switch and the all-wood sound chamber.

MUSIC CROSSES THE CONTINENT

Man in Massachusetts Hears Music of Talking Machine Played in California

HAVERHILL, MASS., April 2.—Sitting in the parlor of his home on Fernwood avenue, Bradford, Daniel G. Fry listened to the strains of the musical number, "Way Down in Old Virginia," played on a phonograph in Avalon, on the Catalina Islands, off the coast of Los Angeles. The words and music of the number, relayed across the continent by radiophone, or wireless telephony, were heard as plainly as if the instrument were in an adjoining room.



Miss H. Marjorie Brown

up parcels of merchandise in exchange for so many dollars and cents has passed. To-day a little thought has to be applied to retail selling. It is not enough for the Victor dealer to assume that every prospective purchaser of a talking machine knows the merits of the Victrola and will eventually come in to buy one. He must do something himself to create this thought in the minds of the public—something that will make all people realize, as he realizes, that the Victrola is supreme.

"The Victor Talking Machine Co. was the first to realize this change had come, and started a salesmanship course that has done more to enthuse Victor dealers and their salesmen in Victor products than even its wonderful product itself or the splendid Victor advertising has been able to do. The men and women who have attended these classes return home to their respective stores absolutely sold on the Victor records and the Victrola, and have moreover a powerful battery of sound sales arguments to advance in support of their claims for Victor supremacy. C. Bruno & Son, Inc., have followed the lead of the parent organization by engaging Miss H. Marjorie Brown to head their sales promotion department."

While connected with the Victor Co. Miss Brown not only became enthusiastic about the Victor Co. and its products, but also picked up an abundance of information concerning the manufacture of Victor records and Victrolas and the merchandising of these products. For the past two years Miss Brown has been manager of the Victor Idea Shop in Camden. In that capacity she has met and talked to hundreds of Victor dealers, salesmen and wholesalers from all parts of the country, and in this manner has collected more practical sales ideas than probably anyone in the business. Miss Brown is also a graduate of the Victor salesmanship course, and has been very closely identified with the work done in this course since its origin. In addition to this valuable inside connection with the Victor Co. Miss Brown has had considerable practical experience in various Victor retail

TALKING MACHINE BLOWN 50 MILES

Still in Playing Condition After Long Trip Made on Wings of Tornado

LEXINGTON, Ky., April 2.—A talking machine and several records, apparently blown many miles in the tornado which swept central Kentucky last Thursday night, were found yesterday in an isolated field belonging to Jonah Cox, in Madison county. Cox's children found the instrument while looking at damage done by the storm. One of the youngsters put the records on the machine and it played perfectly. No trace of the owner can be found in Madison or neighboring counties, and it is apparent that the instrument was carried possibly from Scott or Franklin county, fifty miles away, where several houses were razed and their contents blown away. [Advertising men, get busy!]

Eccentricity is considered abnormal. And only normal things can appeal to normal minds.

Now
\$14.85

PRICE slashed by us again. This time 33 1/3% off. This means you can sell Victrola IX in combination with UDELL Cabinet No. 1403 for less than \$100. This is a real merchandising proposition. Write or wire your order today. Other styles for Victrolas IV, VI, VIII and IX, and Grafonolas A-2, C-2, and D-2.



Patent Hinged Top for Victrola IX

No. 1403

The UDELL WORKS

Indianapolis—1253 West 28th St.

Edison Amberola Message No. 16

The Edison Diamond Amberola, in public comparisons of tone quality, was voted the superior of "talking machines" costing four times as much. It has sustained these tests many times and can still do it, easily. In the public's opinion, its music is superior to any and all "talking machines." It is THE phonograph of high quality and low price.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.

BRUNO

Your show window, Mr. Victor Dealer, is your introduction to the passing public. Then, by all means, show a good "front," as it makes a lasting impression. Placing your Victor "gems" where they will display their true value will help your game along.

BRUNO

SPECIALIZES ON RECORD LABELS

Keystone Printed-Specialties Co. Making Labels for Many Record Manufacturers—Meeting With Considerable Degree of Success

SCRANTON, PA., April 8.—The Keystone Printed-Specialties Co., of this city, manufacturer of labels of all kinds, has been specializing the past year on the production of labels for talking machine records. The company has installed special machinery, particularly adapted to this work, and its product has met with an enthusiastic reception from the trade.

At the present time the company is manufacturing record labels for many of the largest record companies in the country and new accounts are being added steadily. The production of record labels is in itself a distinctive art, but the Keystone Printed-Specialties Co. has overcome practically all of the difficulties incidental to the manufacture of its labels and at the present time is giving record manufacturers prompt and efficient service.

P. J. Fischer, president and general manager of the company, is devoting a considerable part of his time to the development of the record label field. Under his personal direction the record label output is steadily increasing and a feeling of confidence has been established between the company and record manufacturers.

LOCATION HELPS BUSINESS

Steller Bros. Close Excellent Sonora Business—Use Extensive Advertising

OTTUMWA, IA., April 7.—The one thing which helps Steller Bros., of this city, sell a large number of Sonora phonographs is their advantageous location, as their establishment is in the main business part of the city with five thriving moving picture houses on the same block. Thousands of people pass the store daily and in the evening the sidewalks are crowded. The windows are dressed twice daily and are so attractive that they invariably stop the window shoppers and persuade them to come in and hear the instruments on display. The main display floor is twenty-six feet wide by 152 feet long.

The Steller Bros. establishment is known for miles around as the Sonora store, due to their extensive advertising of this well-known line of instruments. During the Fall a rearrangement of the store will probably be made, the entire ground floor being devoted to Sonoras, records and player-piano rolls, with players and pianos placed on the upper floor.

HOLD ANNUAL MEETING

General Phonograph Corp.'s Stockholders Re-elect Board of Directors—Pliny Catucci Added to Board—Present Officers Re-elected

The annual meeting of the stockholders of the General Phonograph Corp. was held recently at the offices of the company, 25 West Forty-fifth street, New York. The stockholders re-elected the present Board of Directors with the addition of Pliny Catucci, who was elected a director in recognition of his many years of loyal and efficient service to the company.

The business and financial report for 1920 that was submitted to the stockholders indicated that the company has faced abnormal conditions the past year, but, considering the general business situation, had shown gratifying strength. The regular quarterly dividend of 2 per cent on the preferred stock was declared.

The stockholders re-elected all of last year's Board of Directors, who in turn re-elected the present officers, and at the present time the

executive personnel of the company is as follows: President and general manager, Otto Heineman; vice-president and chairman of the Board of Directors, W. A. Neracher; vice-presidents, Adolf Heineman, A. F. Meisselbach, A. G. Bean and B. Benson; secretary, Jacob Schechter, and treasurer, W. G. Pilgrim. These officers, with the addition of the following, constitute the Board of Directors: Alfred Fritzsche, Jos. W. Harriman, C. H. Merrill, Don M. Kelley, Geo. P. Rowell and Pliny Catucci.

FAMOUS "ACE" BUYS SONORA

Capt. Nungessor, French Ace of Aces, who received thirty-nine decorations and seventeen wounds in the war, purchased a Sonora portable phonograph on his recent visit to New York. Capt. Nungessor happened to pass the warerooms of Krakauer Bros. in New York when he noticed the portable on display and after an examination of the musical possibilities of the instrument he instructed his secretary to purchase it for him.

GET IN ON THE PROFITS



Model No. 8
Retail at \$100.00

Height, 45 inches; depth, 23 inches; width, 19 inches. Equipped with a large double-spring motor. Velvet turntable.

Here is a sales creator that will bring profits into your store.

This quality machine, designed to sell, attracts immediate attention.

Now is the time to place the fast-selling Charmaphone line on your floors.

Price List and dealers' arrangement sent on request.

Let us send you illustrated catalog featuring our new \$75.00 Model (43 inches high)

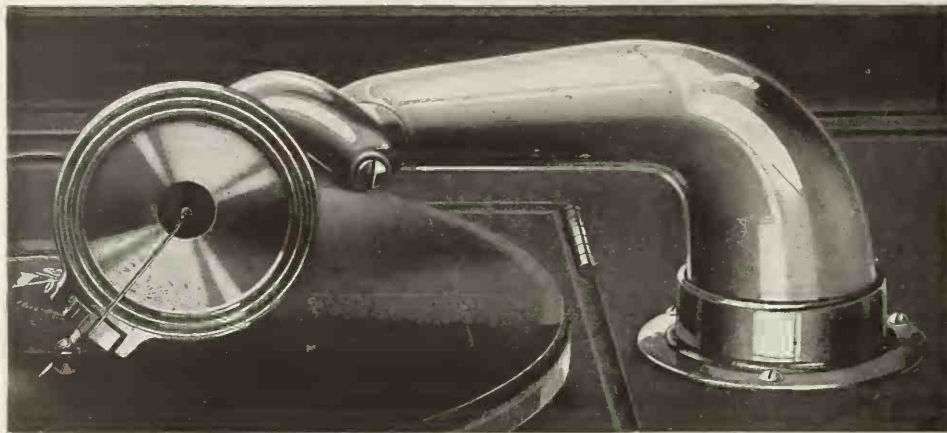
CHARMAPHONE COMPANY

39 West 32nd St., N. Y. City

Factory: Pulaski, N. Y.

Jewel

TONE ARM & REPRODUCER



All patented products formerly manufactured and sold by this Company under the trade name of "BLOOD" are owned and exclusively manufactured by the JEWEL PHONOPARTS COMPANY, and hereafter will be known under the trade name of "JEWEL".

WE HAVE CHANGED THE NAME and IMPROVED THE PRODUCTS.

Phonograph manufacturers have long realized that the average so-called tone modifier is a joke, as it merely muffles or chokes the sound at entrance to tone chamber. Tonal vibrations are retained within limits of arm, causing excessive vibrations, with their resultant distortion of sound waves, harsh and indistinct tones.

THE JEWEL MUTE ELIMINATES all the objectionable features of the "choker" device, makes possible perfect sound reproduction, which can be modified to a softness and clearness really remarkable, and retains the high tonal quality of the JEWEL reproducer.

WHAT THE "JEWEL" ACCOMPLISHES:

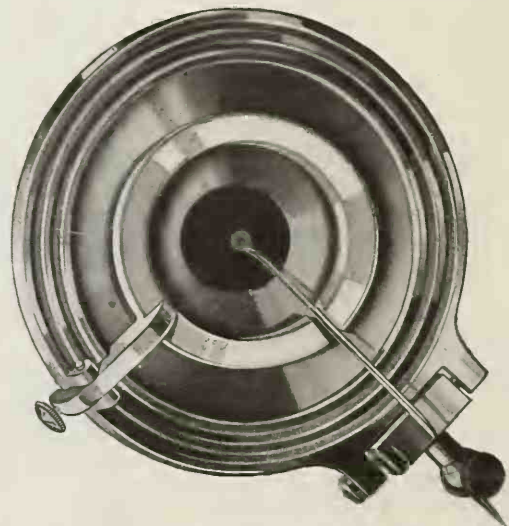
Perfect regulation of volume while the record is being played, without in any way changing character of tone or clear articulation.

Enables you to build throat of tone chamber flush with motor board and makes possible air-tight tone chamber construction.

Eliminates "choker" device and reduces manufacturing costs.

Gives you a phonograph of unexcelled tonal quality.

NO OTHER REPRODUCER HAS IT



SHOWING JEWEL MUTE

Our Engineering Department will be pleased at any time to assist manufacturers to balance up the throat and tone chamber with the tone arm and reproducer of their phonographs so as to get maximum results.

JEWEL PHONOPARTS CO.

154 W. WHITING ST.

CHICAGO, ILL.

(NOTE CHANGE OF ADDRESS)

HAPPENINGS IN THE DOMINION OF CANADA

BROADENS SALES PLANS FOR OKEH RECORDS IN CANADA

F. V. Wells Now Manager of General Phonograph Corp. Record Department in Toronto—Sonora Trade Expands—Magnavox Popularity—G. L. Bell a Visitor—News of the Month

TORONTO, CAN., April 4.—Plans to greatly augment the sale of Okeh records throughout Canada are now practically completed by the General Phonograph Corp. F. V. Wells has been appointed manager of the firm's record department and has already taken up his new duties. Mr. Wells is thoroughly posted on the ins and outs of the record business, having spent some nineteen years in the industry. His previous experience began with the Frederick Loeser Co., of Brooklyn, and, following that, included service with the Columbia Co. in New York City, with John Wanamaker, and more recently three years with the Canadian Brunswick distributors.

Mr. Wells is most enthusiastic over the Okeh records proposition, especially since the large additions from European catalogs have been made to the Okeh catalog.

C. J. Pott, the General Phonograph Corp. Canadian manager, is determined to add to the merits of Okeh records a 100 per cent dealer service. To accomplish this Mr. Wells' appointment is being followed by a rearrangement of the record stockrooms to carry large stocks and facilitate deliveries. It is also the plan of this company to feature the Okeh needle stronger than ever through its "Counter Needle Display."

Bruce A. Carey, supervisor of music in the Hamilton public schools, in speaking before the Wentworth County Teachers' Convention recently, urged that talking machines be introduced into the schools of the county as being valuable both as educative and recreative forces.

Max Rosen, the gifted young violinist and exclusive Brunswick artist, recently made his second appearance at Massey Hall, this city.

E. Van Gelder, of I. Montagnes & Co., exclusive Canadian distributors of Sonora phonographs and the Magnavox, is on a visit to the trade in western Canada and sending back to headquarters in Toronto most encouraging reports. The Sonora is well known from coast to coast, and the Magnavox, while not a phonograph, but a line closely allied to the phonograph business, has already become well known.

Some retailers have been very quick to see the advantages of the Magnavox in running up the sale of records. The installation of a Magnavox and attaching it to the phonograph make it possible for the playing of the records to be heard some distance. One dealer in a small town credits the Magnavox with making it possible to order up-to-date recordings by fifties instead of by tens and twelves. Also it has given him quite a revenue in renting for dances and for skating.

G. L. Bell, of the Kent Piano Co., Ltd., Edison jobbers in British Columbia, was among the month's trade visitors to Toronto. Mr. Bell is an experienced man in the phonograph industry, who has great faith in the recuperative powers of Canada. He believes that out of the industrial turmoil following the world upheaval Canada will quickly emerge to take an important place in world trade, and that the resources of the great Western provinces will contribute very materially to bringing this about. That Canada's musical development should be further stimulated by a great annual Music Festival is the contention of Albert Downing, the well-known tenor. He has put his ideas before the public with the object of starting the ball rolling in an interesting letter addressed to the editor of the Toronto Star Weekly.

The Zionists of Canada, at the closing session of their convention held in Montreal, unanimously endorsed the selection of A. J. Freiman, the well-known phonograph dealer of Ottawa,

as president of the organization for the ensuing year.

The Electric Phonograph Co. of Canada, Ltd., has been incorporated with a capital of \$250,000 to do business in Toronto.

The Empire Phonograph Co., of Toronto, recently advertised in a local paper that phonographs could be rented from them at \$2.50 per week, a batch of records being included with delivery.

C. W. Lindsay, Ltd., Ottawa, recently provided a phonograph with Magnavox attachment for a public skating carnival. This firm also loaned a large assortment of dance records for the occasion. The music could be heard clearly from one end of the rink to the other and a band was unnecessary.

A. E. Many has been reappointed manager of the Ottawa branch store of the R. S. Williams

& Sons Co., Ltd., after an absence of about one year in Hamilton. W. H. Hanley, manager of the Williams store in Ottawa, has been transferred to Montreal.

Some of the trade and personal friends of James P. Bradt in Toronto and Montreal were favored with a short visit from that gentleman the other day. Although having retired from active connection with the phonograph business, Mr. Bradt has a warm spot in his heart for Canada and the Canadian trade.

Otto Heineman, president of General Phonograph Corp. and of General Phonograph Corp. of Canada, Ltd., spent a day in Toronto recently visiting the firm's Canadian headquarters here and conferring with C. J. Pott, Canadian manager. Mr. Heineman expressed himself as being well pleased with the progress of the phonograph industry in this country in general and his own firm in particular. He appreciated the reputation made by Heineman and Meisselbach motors and Okeh records in Canada, and as a result of his visit these lines will be more aggressively featured than ever.

GOING AFTER TRADE MORE AGGRESSIVELY IN MONTREAL

Atmosphere of Optimism Prevails Regarding Future—Increasing Interest in Window Displays—Recent Changes in Retail Field—N. H. Phinney, Ltd., of Halifax, Gets Brunswick Line

MONTREAL, CAN., April 7.—The adoption of daylight saving in Montreal again this year will mean added hours for the phonograph dealer, who will not be slow to take advantage of the same. Summer or country business will be gone after this season more aggressively than ever. There is no doubt that the dealers are feeling the effect of high and increased rentals imposed upon the public by profiteering landlords. Some of the trade report inquiries and a few sales of machines as wedding gifts for April brides, but taking things on the whole an atmosphere of optimism prevails for the immediate future.

The Taylor Music Co., with two stores in Halifax, N. S., handling "His Master's Voice" products exclusively, has solved the question of novel window displays. It has instituted what is known as a "Staff Window Display Contest." Members of both the inside and outside selling staffs, besides the clerical staff, may compete. The ideas are submitted to A. M. Taylor, general manager, who, with his partner, C. E. Taylor, decides which is the display to be used that week. However, the prize is not awarded until after the window is actually dressed by the winner. The windows are changed weekly. Some very novel and attractive windows have been noticed. The principal condition which must be observed by contestants is that but one thing only can be featured at a time, as this firm has realized through long experience that better results can be obtained through concentrating on one record or article than on several. A recent window featured record albums only. A window which nearly caused a riot had nothing in it but a silver salver in the center, on

which was a bottle of Scotch whiskey, half full (of cold tea), and a bottle of soda, together with a glass apparently containing a refreshing draught of that delectable if forbidden Scotch and soda. At one side was displayed His Master's Voice record of "Scotch and Soda," by the Harry Thomas Trio.

P. T. Legare, Ltd., dealers in musical instruments, Quebec, became P. T. Legare Co., Ltd., according to a recent issue of the official Gazette. The business, established in 1877, has over twenty-five branches and twenty-five district warehouses. The capitalization of the company has been increased to \$5,000,000.

Recently defeating Northern Electric Co.'s team, 3 to 2, His Master's Voice hockey team won the championship of the Manufacturers' Hockey League.

The stock and good will of the Phonograph Shop of Montreal, Reg., has been purchased by the Champion Music Co., which is already operating eight stores throughout the city. This firm will continue to handle His Master's Voice records.

Bernard Phonograph Sales Co., Reg., will shortly open up at 189 Bernard avenue with His Master's Voice records as leader.

The social club in connection with the Gillette Safety Razor Co. of Canada, Ltd., has purchased a Columbia phonograph from W. W. O'Hara for use at its weekly dances.

Le Foyer Musicale de St. Henri, Reg., is a new firm located at 2593 Notre Dame street, East, carrying Starr phonographs and records.

N. H. Phinney, Ltd., of Halifax, N. S., has added the Brunswick to its line of talking machines, which includes the Edison and Columbia.

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

TRADE NEWS IN BROOKLYN AND LONG ISLAND TERRITORY

Dealers in This Territory Going After Business in a Lively Way—Demonstrate Their Progressiveness by Improved Equipment, Increased Publicity and an Evident Will to Win Out

Brooklyn and Long Island talking machine dealers have been very active the past month in devising means and plans for stimulating retail business. This is the time of the year when the demand for records reflects the Spring season and the progressive dealers have been endeavoring to bring this demand up to a high-water mark. The results of their efforts have been gratifying and indicate that intensive sales campaigns are needed just now to develop and win business.

Dealer Helps of Practical Value

The American Talking Machine Co., 356 Livingston street, Victor wholesaler, reports that the new Model 90 Victrola is meeting with much success. Dealers are very enthusiastic about the sales possibilities of this new style Victrola and it is the general belief that it will win wide popularity. R. H. Morris, of this company, is offering to the dealers an exceptional Victor service in the way of dealer helps, which are being used to advantage. It is the purpose of this company to send out, from time to time, special letters to its trade announcing some new phase in Dealer Service, and Mr. Morris states that dealers are using this service to promote sales with very gratifying results.

Believes in Local Advertising

The Michnoff Talking Machine Co., exclusive Victor retailer at 1239 Broadway, believes in advertising to procure Victor business. This enterprising concern carries attractive advertising in the local newspapers and in addition is now making use of more than twelve billboard signs in and around its immediate vicinity. H. S. Dryer, secretary of this concern, states that through this advertising sales are steadily increasing.

New Columbia Shop Opens for Business

A. S. Gould, 37 Main street, Flushing, recently opened a new exclusive Columbia shop, complete in every detail, which is patterned after the popular Columbia "Model Shop." An attractive and extensive Grafonola display room is one of the features of this new store.

Window Features "Madame Butterfly"

Bain Bros. & Friedberg, Victor dealers, at 430 St. Johns place, presented in their show windows recently a novel display which attracted considerable attention. The show window represented

a scene from Act II of "Madame Butterfly," and display figures were used, with a background of artificial flowers, and special lighting effects that showed up to distinct advantage. Hand-painted period Victrolas and the artistic Japanese lacquer model were used in this window, which was especially attractive in the evening when the lights of the window were turned on.

Granby Dealers Meeting With Success

A. I. Namm & Son, one of Brooklyn's leading department stores, have just taken on the Granby phonograph. The company has obtained signal success with this popular line of phonographs.

Outside Sales Campaign Produces Results

To take care of their increasing Victor business Romley Bros., Richmond Hill, have recently moved into new and larger quarters. This increase in business is largely due to an intensive campaign carried on by the company, to sell Victrolas through the medium of many outside salesmen. They state that the public will buy Victrolas if proper means are adopted to emphasize the musical possibilities of the Victrola in the home. Consequently these outside salesmen are visiting residents in and around Richmond Hill and have procured some desirable business.

Attractive Window Displays Produce Results

E. P. Nelson, 7423 Fifth avenue, is attracting attention by novel and neat window displays, featuring the Pathé phonograph and Pathé records. The famous Pathé red rooster statuette is used extensively in decorating these windows and the bright red of the rooster adds a striking contrast to the Pathé machine.

Columbia Dealers Featuring "Ton Sales"

Columbia dealers in Brooklyn and Long Island are active in presenting the Columbia line to residents of their particular communities. A novel way to stimulate retail business introduced by the Columbia Co. is known as the "Ton Sale." This method is attracting the attention of passers-by and attaining results for the dealer.

The dealers carrying on these sales fill up their windows with Columbia records and attractive posters advise the public that they have received tons of these records. The posters also announce a new record each day which is being featured in this sale. The public is informed of

this novel method of selling through the medium of a phonograph, specially equipped with a tone intensifier, which plays continually and which can be heard by passers-by for several blocks around.

Among the dealers who are carrying on ton sales with success are: Settani Bros., 1358 Fulton street; M. L. Gould, 843 Fresh Pond road; F. Geist, 202 Smith street, and Nat Buxbaum, 80-81 Jamaica avenue, Woodhaven, L. I.

Believes in Publicity

Abraham Lesser, who conducts an up-to-date piano and talking machine store at 631 Sutter avenue, Brooklyn, N. Y., and who recently secured the Victor agency, is featuring this line to very good purpose in bill-boards and local papers. Mr. Lesser plans to remodel his store at an early date and to arrange his establishment so that he will have a Victor department that will be absolutely up-to-date, and suitable display rooms for the pianos and players which he handles. Mr. Lesser started business in a modest way about six years ago.

ENTER THE TALKING MACHINE FIELD

Joseph and William Herchenroder Take Over Victor Business of N. W. Gibbons Co., Brooklyn, N. Y., and Plan Aggressive Campaign

Joseph and William Herchenroder, two well-known piano salesmen in the metropolitan district and who up to a month ago were con-



Herchenroder Brothers and Staff

nected with Kranich & Bach, New York, have taken over the talking machine business of the N. W. Gibbons Co., of 1314 Fulton street, Brooklyn, N. Y.


With their entering into the Victor field the music lovers of the community in which they are to be established are to be congratulated



Their New Delivery Equipment

on having so capable and well-informed music men as they are to serve them with their Victor requirements.

Extensive alterations are being made, additional booths installed and a big advertising plan is being arranged. One of the big innovations will be their new delivery equipment and it is planned to make a big feature of a "two-hour record delivery service." In other words, phone calls and postal card orders for records will be delivered two hours from the time they are received.



AMERICAN TALKING MACHINE CO.
VICTOR WHOLESALERS
BROOKLYN NY

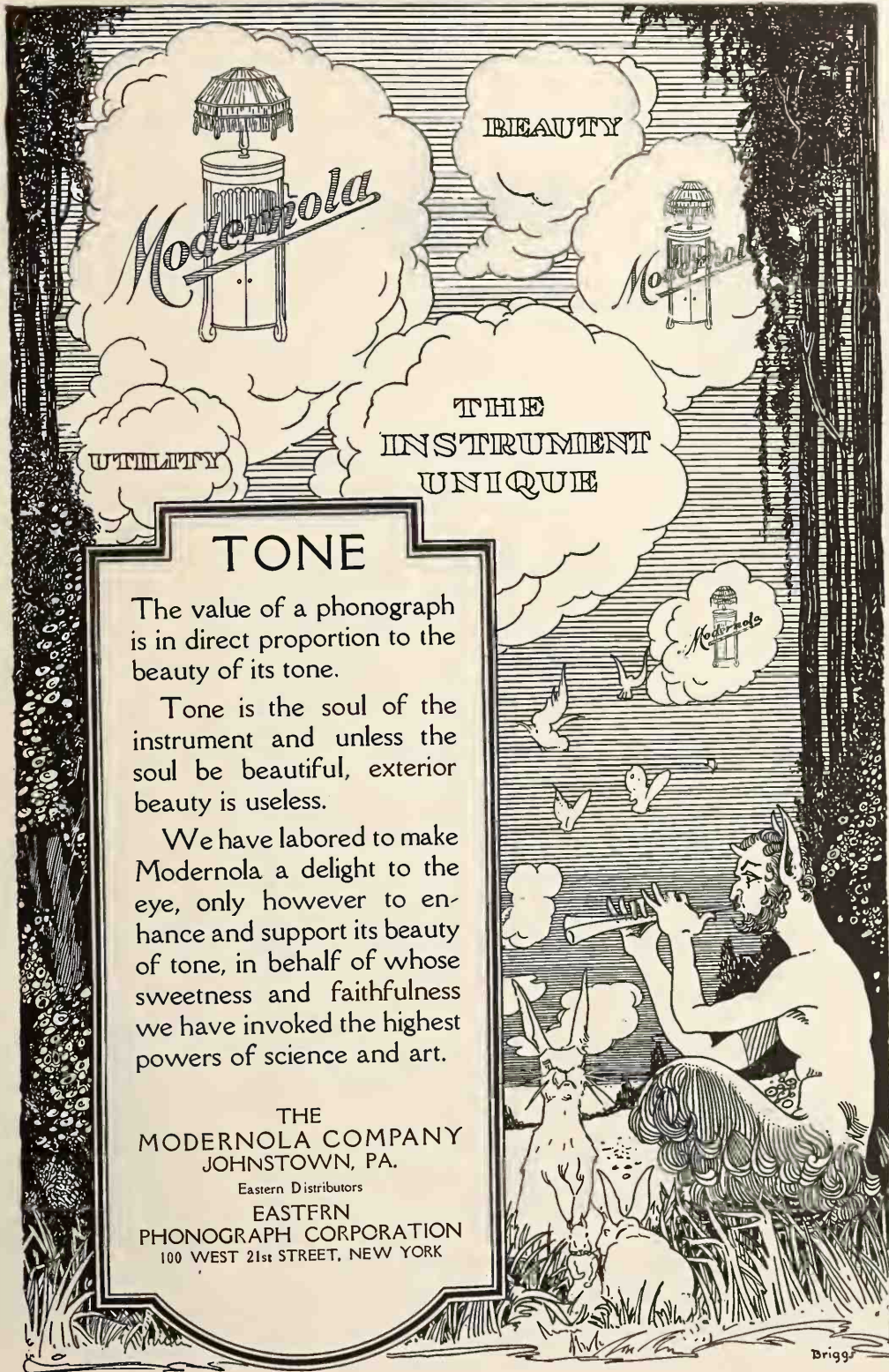
WE BELIEVE THAT EVERY VICTOR DEALER SHOULD PAY SPECIAL ATTENTION TO HIS ADVERTISING AT THIS TIME.

BILLBOARD ADVERTISING HAS PROVEN VERY SUCCESSFUL WITH A NUMBER OF OUR DEALERS AND WE RECOMMEND IT AS A FIRST-CLASS MEDIUM.

GOOD CIRCULARS OF A SPECIAL NATURE, ADVERTISING SPECIAL LISTS OF RECORDS THAT YOU HAVE IN STOCK, OR FEATURING OTHER VICTOR MERCHANDISE, SENT TO SELECTED LISTS OTHER THAN YOUR REGULAR MAILING LIST HAVE PROVEN VERY BENEFICIAL IN A NUMBER OF CASES. ADVERTISING IN THIS WAY IS BOUND TO BRING RESULTS.

THINK IT OVER

R. J. Morris



UTILITY

BEAUTY

THE
INSTRUMENT
UNIQUE

TONE

The value of a phonograph is in direct proportion to the beauty of its tone.

Tone is the soul of the instrument and unless the soul be beautiful, exterior beauty is useless.

We have labored to make Modernola a delight to the eye, only however to enhance and support its beauty of tone, in behalf of whose sweetness and faithfulness we have invoked the highest powers of science and art.

THE
MODERNOLA COMPANY
JOHNSTOWN, PA.

Eastern Distributors

EASTERN
PHONOGRAPH CORPORATION
100 WEST 21st STREET, NEW YORK

Brigg

CONDEMN BORROWING OF RECORDS

Trenton, N. J., Dealers Call Attention to Evils of the Practice

TRENTON, N. J., April 4.—One of the meanest habits possessed by the owner of a talking machine, dealers declare, is the borrowing of talking machine records. This scheme gives persons an opportunity to hear new music without going to the expense of buying new records. The plan is to visit a friend and ask the loan of a few records, saying that they will be returned in a few days. When they are returned another neighbor or friend is visited. This is not only a bad practice for the owner of the records, but also for the record dealer. There is no need of borrowing records when they can be purchased so cheaply at any talking machine store.

NEW SONORA MOVIE SLIDE

The advertising department of the Sonora Phonograph Co. has just prepared an attrac-



Attractive Slide for Use of Dealers
 tive moving picture slide for the use of Sonora dealers that is meeting with considerable favor. The slide has a timely outdoor appeal that



No. 1265 Cup



Needle Cups
 Lid Supports
 Tone Rods
 Lid Hinges
 Automatic Stops

Door Catches
 Door Knobs
 Crank Extensions
 Needle Rests
 Sliding Casters
 — etc. —

WEBER-KNAPP CO.

JAMESTOWN, N. Y.

makes it appropriate for use during the Spring and Summer months, and the Sonora phonograph is presented to excellent advantage.

TALKING MACHINE IN DEATH HOUSE

Instrument Installed to Quiet Nerves of Convicted Murderers in Trenton Prison

TRENTON, N. J., April 2.—A talking machine has been placed in the death house at the New Jer-

sey State prison to relieve the monotony of the gruesome place. There are six men awaiting sentence of death in the murderers' row, some of whom are awaiting the outcome of their appeals. One of the slayers became a nervous wreck and informed Head Keeper James H. Mulheron that he thought a talking machine would "brace him up." The principal keeper complied with his request and the condemned man, now that he is supplied with music, appears to be more cheerful.

USES MOTORCYCLE TO ADVANTAGE

The Bartlett Music Co., Los Angeles, Cal., one of the leading Columbia dealers on the Pacific Coast, has found a method which helps speed up deliveries by using a motor cycle in a unique



How Bartlett Delivers the Goods
 way. Instead of a private car arrangement new sections have been added, one for Grafonolas and the other for records and small merchandise. The efficiency of the delivery service satisfies the company's clients and also furnishes effective publicity for the house.

It isn't necessary to worry about the market of to-morrow—to-day's possibilities are big enough for any man. When to-morrow comes it will bring its own possibilities with it.

WALL KANE NEEDLES

One Thousand Dollars Reward

Reports have reached us that a former representative of ours is making false statements to our distributors, saying that we are using Japanese needles and selling them for WALL KANES, and generally misrepresenting our product.

Any such statements made by our competitors, or by our former representative, are absolutely false and we will pay one thousand dollars (\$1,000) to any one who can prove that there is any truth to them.

All our claims for WALL KANE needles are endorsed by the General Phonograph Corp., of New York City, and the John M. Dean needle factory, Putnam, Conn.

PROGRESSIVE PHONOGRAPHIC SUPPLY CO.

145 WEST 45th STREET
 NEW YORK CITY

OKeh Records

Place Orders Now for May Release

- 4290 { JESUS, LOVER OF MY SOUL—(Sacred)—
10-in. Tenor-Baritone Duet with Orchestra,
85c. Charles Hart-Elliott Shaw
- 4291 { OPEN THE GATES OF THE TEMPLE—
10-in. (Sacred)—Baritone with Orchestra . . . Jas. Jordan
85c.
- 4283 { THE BAREFOOT TRAIL—Tenor with Orches-
10-in. tra Lewis James
85c.
- 4283 { WHEN—Tenor with Orchestra Lewis James
10-in. 85c.
- 4283 { ANGELS (We Call Them Mothers Down Here)
10-in. Baritone with Orchestra Elliott Shaw
85c.
- 4295 { I WANT YOU MORNING, NOON AND
10-in. NIGHT—Tenor with Orchestra Sam Ash
\$1.00
- 4295 { JAZZBO BALL—Popular Blues,
10-in. Mamie Smith and Her Jazz Hounds
\$1.00
- 4275 { "U" NEED SOME LOVING BLUES—Popular
10-in. Blues Mamie Smith and Her Jazz Hounds
85c.
- 4275 { MY MAMMY—Contralto with Rega Orchestra,
10-in. Aileen Stanley
85c.
- 4292 { GONE ARE THE DAYS—Contralto with Rega
10-in. Orchestra Aileen Stanley
85c.
- 4292 { LOOK FOR THE SILVER LINING (From Musi-
10-in. cal Play "Sally")—Soprano-Tenor Duet with
85c. Orchestra Elizabeth Spencer-Lewis James
- 4292 { I'M A LITTLE NOBODY THAT NOBODY
10-in. LOVES—Contralto with Orchestra,
85c. Vaughn De Leath
- 4293 { TO FOLLOW YOU, I'LL NOT CONSENT
10-in. (Until I Know Which Way You Went)—
85c. Baritone with Orchestra Ernest Hare
- 3005 { SHE'S ALWAYS SINGIN' THE BLUES—Bari-
12-in. tone with Orchestra Al Bernard
\$1.35
- 3005 { RAYMOND OVERTURE, Part I,
12-in. European Symphony Orchestra
\$1.35
- 3005 { RAYMOND OVERTURE, Part II,
12-in. European Symphony Orchestra
\$1.35
- 6008 { MIGNON OVERTURE, Part I,
10-in. Henry Hadley's Symphony Orchestra
\$1.25
- 6008 { MIGNON OVERTURE, Part II,
10-in. Henry Hadley's Symphony Orchestra
\$1.25
- 4284 { STRADELLA OVERTURE,
10-in. European Concert Band
85c.
- 4285 { ZAMPA OVERTURE . . . European Concert Band
10-in. 85c.
- 4285 { AVE MARIA—Instrumental Trio,
10-in. Violin, Cello and Piano
85c.
- 4286 { TRAUMEREI—Instrumental Trio,
10-in. Violin, Cello and Piano
85c.
- 4286 { SOUVENIR Violin Solo with Piano Accomp.
10-in. 85c.
- 4287 { MONTE CRISTO—Waltz,
10-in. Violin Solo with Orchestra Accomp.
85c.
- 4287 { THE SONG OF THE SOUL—Cello Solo with
10-in. Piano Accomp. Arthur Hadley
85c.
- 4287 { THE SWAN (Le Cygne)—Cello Solo with
10-in. Piano Accomp. Arthur Hadley
85c.

- 4288 { THE STARS AND STRIPES FOREVER,
10-in. Conway's Band
85c.
- 4288 { THE INVINCIBLE EAGLE—March,
10-in. Conway's Band
85c.
- 4289 { ALOHA OE—Hawaiian Guitar Duet, Singing
10-in. Chorus by Crescent Trio Ferera-Franchini
85c.
- 4289 { UA LIKE NO A LIKE—Hawaiian Guitar Duet,
10-in. Ferera-Franchini
85c.
- 4274 { MAKE BELIEVE—Fox-trot,
10-in. Ray Miller, Melody King, and His Black and
85c. White Melody Boys
- 4274 { BEALE STREET BLUES—Fox-trot,
10-in. Ray Miller, Melody King, and His Black and
85c. White Melody Boys
- 4276 { SOME LITTLE BIRD—Fox-trot,
10-in. Rega Dance Orchestra
85c.
- 4276 { IN THE DEVIL'S GARDEN (I Found a Rose)—
10-in. Fox-trot Harry Raderman's Jazz Orchestra
85c.
- 4277 { SWEET LAVENDER—Fox-trot,
10-in. Ray Miller, Melody King, and His Black and
85c. White Melody Boys
- 4277 { CONGO NIGHTS (From "Hitchy-Koo 1920")
10-in. Fox-trot,
85c. Ray Miller, Melody King, and His Black and
White Melody Boys
- 4278 { BIDDY—Fox-trot (Accordion with Hager's
10-in. Novelty Orchestra) Mario Perry
85c.
- 4278 { HI-YO—Fox-trot Orlando's Orchestra
85c.
- 4279 { DO YOU EVER THINK OF ME?—Fox-trot,
10-in. Hager's Novelty Orchestra
85c.
- 4279 { LEARNING—Fox-trot . Banjo Wallace's Orchestra
10-in. 85c.
- 4280 { MAZIE—Fox-trot Banjo Wallace's Orchestra
10-in. 85c.
- 4280 { BECKY FROM BABYLON—Fox-trot,
10-in. Hager's Novelty Orchestra
85c.
- 4281 { WYOMING—Waltz . Green Brothers' Novelty Band
10-in. 85c.
- 4281 { APRIL SHOWERS BRING MAY FLOWERS—
10-in. Fox-trot Harry Raderman's Jazz Orchestra
85c.
- 4282 { JABBERWOCKY—Fox-trot,
10-in. Joseph Samuels' Jazz Band
85c.
- 4282 { TROPICAL BLUES—Fox-trot,
10-in. Joseph Samuels' Jazz Band
85c.
- 4294 { BROKEN MOON—Fox-trot,
10-in. Joseph Knecht's Waldorf-Astoria Dance Orchestra
85c.
- 4294 { NA-JO—Fox-trot (Saxophone Solo by Rudy
10-in. Wiedeft) Rega Dance Orchestra
85c.
- 4296 { OLD TIME BLUES—Fox-trot,
10-in. Mamie Smith's Jazz Hounds
85c.
- 4296 { THAT THING CALLED LOVE—One-step,
10-in. Mamie Smith's Jazz Hounds
85c.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

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

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.
Branch Offices: Chicago, Ill. Toronto, Can.





A Great Victor Educational Conference

Four Hundred Dealers Attended Gathering in Chicago the Closing Days of March at Which the Value of the Talking Machine as an Educational Medium Was Thoroughly Demonstrated—Mrs. Frances E. Clark in Charge—Noted Educational Experts Deliver Addresses on Important Topics

CHICAGO, ILL., April 5.—The Victor Dealers' Educational Conference held in the Florentine Room of the Congress Hotel on Monday, Tuesday and Wednesday, March 28, 29, 30, was a tremendous success. About four hundred attended this notable gathering, held under the auspices of the educational department of the Victor Talking Machine Co. and the following Victor wholesalers: Badger Talking Machine Co., Milwaukee, Wis.; Beckwith-O'Neill Co., Minneapolis, Minn.; Chicago Talking Machine Co., Chicago, Ill.; W. J. Dyer & Bro., St. Paul, Minn.; Grinnell Bros., Detroit, Mich.; Lyon & Healy, Chicago, Ill.; Putnam-Page Co., Peoria, Ill.; Stewart Talking Machine Co., Indianapolis, Ind.; Toledo Talking Machine Co., Toledo, O.; The Rudolph Wurlitzer Co., Chicago, Ill.

There was a large contingent of Victor dealers from the wholesale centers of Toledo, Detroit, Chicago, St. Paul, Peoria, Indianapolis and Minneapolis. The sessions were featured by a number of notable addresses and an extremely practical and illuminating series of lectures. The latter started with music suitable for a child at the earliest age at which it is possible to appreciate music, and as each program progressed the subjects in hand grew up, so to speak, into a discussion of musical appreciation for adults. Over four hundred records were brought from Camden to be used in the practical demonstrations which formed the major part of the program.

The conference was in charge of Mrs. Frances E. Clark, director of the educational department of the Victor Talking Machine Co. She was accompanied by the following representatives of

and of the innumerable uses to which each type can be put, provided the salesman himself realizes fully the possibilities in each selection. Mr. Wiswell touched on the value of "Everlasting team work from every 'bloomin' soul,'" and of retail merchants interchanging ideas on merchandising Victor products. He enlarged interestingly upon the old saying: "He profits most who serves best," and referred to service as the cause and profit as the effect. At the close of his talk Mr. Wiswell called to the rostrum for personal introduction the heads of the Victor wholesale organizations.

John G. Paine Tells of "Victor Ideals"

John G. Paine, of the legal department of the Victor Co., then delivered a most impressive ora-

tory, but offers a very definite insurance for the future business of the retail Victor dealer. He closed by introducing Mrs. Frances E. Clark, and added that the convention practically marked her tenth anniversary with the Victor Co.

The Victor in the Schools

Mrs. Clark was given an enthusiastic ovation and started in by thanking the Victor wholesalers who had been responsible for bringing together so large a representation of Victor dealers. Her subject was "Our Educational Work—Retrospect—Prospect." She pointed out that this convention was making history because it was the first gathering ever held for such purpose. She said that it was doubtful if such a convention could have been held five years ago, because the



View of Great Victor Educational Conference in Session

tion on "Victor Ideals," during which he explained the ideals which actuate the Victor Co., despite any and all opportunity for immediate gain. He showed how and why Victor policies are established from a long-time viewpoint and how the policies have already demonstrated themselves as successful over the short-time period. Among the Victor ideals to which Mr. Paine referred was that the Victor Co. considers itself successful only when every single Victor dealer is thoroughly successful. He described the Victor production practice of not building to a competitive market, but to a quality ideal, and the lengths to which the Victor Co. goes in order to insure highest quality. He then described interestingly the laboratory of research which is maintained by the Victor Co. at Camden and its modus operandi, incidentally touching upon the Victor method of photographing sound reproduction and thereby reducing its standards to mathematical accuracy. Mr. Paine touched inspiringly on the importance of the Victrola from the standpoint of development and in elevating human emotions. In this connection he showed how the Victor educational department is doing constructive work along this line. He made it clear to all that this educational effort constitutes not only a wonderful service to the American people by way of increasing appreciation of good music from early childhood to ma-

great strides in educational work have all been made within the last half decade. She traced illuminatingly the growth of the Victor educational idea, and explained how the first ideal is to serve the children of America. The second great ideal is to build business for the Victor dealer through educational work in the public schools, by teaching millions of children to think in terms of the Victor. She stated that Victrolas are now used in the public schools of more than 9,000 cities in the United States. She said that no movement ever taken up by the Victor educational department, whether development of folk songs, melodies by old masters, Shakespeare selections, folk dancing or rural school pieces, has been abandoned. On the contrary, the growth in every field has continued and new fields are constantly being developed. At the present time great headway is being made in demonstrating the value of the Victrola throughout the entire school day; i. e., of its playing a definite part not only in musical classes, but in English and penmanship classes, etc., without end. Mrs. Clark explained the initial importance of seeing that people listen to the right selections and of how the entire educational conference aimed to show Victor dealers in a practical way just how to insure that each customer is offered the right type of music, regardless of age, etc. At the close of her talk Mrs. Clark introduced the other members of the educational department who were attending the convention and led in singing two stanzas of "America."

Margaret M. Streeter, of the educational department, next vividly discussed "Rhythm—Free and Suggested Expression," under which subject she touched upon "Individual Interpretation," "Suggested Expression Through Title," "Suggested Expression Through Mother and Teacher" and "Mimetic Play." Throughout her talk Miss Streeter illustrated each point with record demonstrations.

Edith M. Rhetts, of the Victor educational department, closed the morning session with a very interesting talk on "Cultural Hearing."

(Continued on page 88)



Prominent Speakers at Conference

Standing, left to right—John G. Paine, Miss Caroline Hobson, Franklin G. Dunham. Sitting—Miss Margaret Streeter, Mrs. Frances E. Clark, Miss Edith M. Rhetts, Miss Mabel Rich.

the Victor educational department, who also took an active part in the program: Franklin G. Dunham, Miss Edith M. Rhetts, Miss Mabel H. Rich and Miss Margaret M. Streeter.

L. C. Wiswell Makes Address of Welcome

The first session opened Monday morning with an address of welcome by Leslie C. Wiswell, president of the National Association of Talking Machine Jobbers. He explained, by pictorial metaphors, the purpose of this unique gathering and sounded the keynote of the meeting, which was the better understanding of the innumerable types of music available through Victor records

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street
Tel: 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54½ Franklin St.
NEWARK, N. J.

MANUFACTURER OF

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

A GREAT VICTOR EDUCATIONAL CONFERENCE—(Continued from page 87)

Under this subject she covered "Learning to Listen for the Little People," "Just to Hear Beautiful Music," "Training the Ear," "Instrumental Music for Adult Beginners," and "Cultivating Discrimination." Throughout she illustrated these points by record demonstration. There was a luncheon at 12:30.

Monday Afternoon Session

The Monday afternoon session opened with an address on "Songs for Home, Kindergarten and Primary School Use," by Mrs. Frances E. Clark. "Song remains the most convenient vehicle for the expression of musical thought," said she. "If you can begin cultural hearing two years before the child starts in kindergarten you will avoid the problem of monotones. You will have no trouble with a non-singing child. The requirement for a song for a little child," continued Mrs. Clark,



Well-Known Jobbers Attending Conference

Standing, left to right—E. M. Coleman, W. J. Dyer & Bro.; Lester Noble, R. Wurlitzer Co.; R. C. Cron, Traveling Department Victor Co.; F. H. Putnam, Putnam-Page Co. Sitting—Chas. Womeldorf, Toledo Talking Machine Co.; L. C. Wiswell, Lyon & Healy; G. P. Ellis, Chicago Talking Machine Co.; C. H. Grinnell, Grinnell Bros.

"is that it should be short, preferably of one verse or even a couplet, such as

"Jack in the pulpit preaches to-day,
Under the green leaf just over the way."

It is quite necessary, Mrs. Clark insisted, that the first songs of children should be those of which the words are already familiar, such as the Mother Goose Rhymes. The music should be good, and the lyrics too, but the thought of the song should be within the realm of the child's experience. For instance, it would be a grave mistake to teach a song about a threshing machine to little children who had never seen a threshing machine, or a song about geometry or the wars of Julius Cæsar to infants of six or under. The song should be rhythmically strong and should not be pessimistic like the child songs of yore. Children are not interested, as the par-

ents of a couple of generations ago thought they ought to be, in death and decay. They do not even want to hear about the death of flowers.

Some Interesting Demonstrations

A number of demonstrations were then given of how songs are taught in schools with the Victrola. The song is first played for the children. Then its nature is brought out by suggestion and questioning. Then the children are asked to hum the tune more softly than the music of the Victrola, so that the music can be followed. After that they sing it with the Victrola.

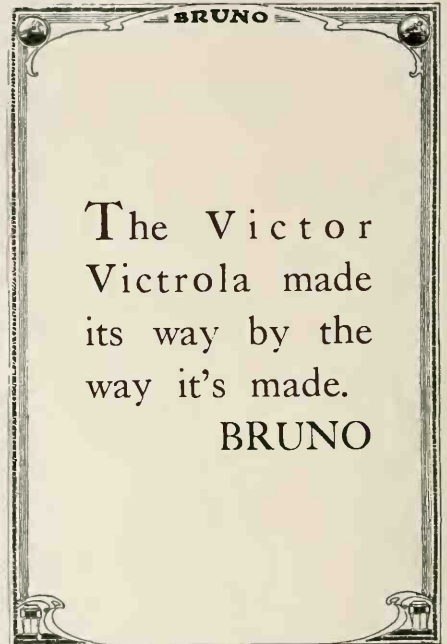
A thrill of sadness went through the audience when Mrs. Clark told her hearers that Jessie L. Gaynor, the famous writer of songs for children, many of which appear on the Victor educational records, died a few weeks ago. Probably many of the audience did not know that Mrs. Riley, to whose lyrics Mrs. Gaynor wrote such beautiful musical settings, lives in Evanston, Chicago's elite suburb. A number of the Gaynor-Riley numbers were played, together with selections from Mrs. Gaynor's delightful operetta, "The House That Jack Built."

Miss Edith M. Rhett's gave her talk, or rather demonstration, on "Cultural Hearing," which had been postponed from the morning session. She demonstrated methods of teaching the children how to hear beautiful music. She quoted the epigram about learning to listen, and listening to learn, and explained the difference. She emphasized the necessity of flooding the consciousness of the child at home with beautiful music, just as it is flooded almost from birth with words. "Ear training" was then demonstrated and the audience transformed itself into a "first-reader" class, telling Miss Rhett's whether the music she was playing was loud or soft and whether it marched or slept.

Miss Mabel H. Rich then finished her "Make Believe" talk and demonstration and pleased her hearers wonderfully with her explanation of the methods she uses. As an example she took Nevin's famous "Narcissus," analyzed it, showed how it got its name, and so on. She also showed how she made the "Midsummer Night's Dream" intelligible to children.

Teaching Orchestral Music

Miss Rhett's gave the attending dealers something to think about by showing how school pupils are taught to know the instruments of the orchestra by means of the Victor instrumental records. A record, featuring a particular instrument in solo, is first played, while at the same



time a chart with a picture of the instrument is shown to the children. Attention is then called to the character of its tone and its use in the orchestra. After the children have heard a number of records, featuring a number of instruments, and have learned to identify them they are asked to write stories, making the instruments impersonate various characters. This not only cultivates the child's imagination, but also tests its conception of the tone character of the instrument.

F. G. Dunham and Miss Hobson Speak

Franklin G. Dunham had for his topic "Readings for Intermediate and Grammar Grades." He told Eugene Field's life story and played a number of his records and told intimate facts regarding the artists who made some of the Victor educational records. For instance, Sally Hamlin, who gives such delightful renditions of the poems of Field and James Whitcomb Riley, is a young girl just out of high school. The audience was thrilled by a record of Riley's own voice in interpretation of his matchless "Out to Old Aunt Mary's." Perhaps Mr. Riley's interpretation was not so fine from an artistic viewpoint as that of some professional readers, but the record is a remarkable human document—the record of a voice long since silenced.

Miss Caroline Hobson, who has charge of the Victor educational department of the Stewart Talking Machine Co., brought the first day's session to a close with her talk on "What Educational Work Means to the Live Dealer." She described many methods of going after the schools on the Victor educational work, told how large sales could be made through the medium of the circulating record libraries and other means, but emphasized the fact that far beyond the commercial value of the work and the dollars to be gained is the satisfaction of doing real good in the world, helping the cause of musical and intellectual enlightenment.

TUESDAY'S SESSIONS

The Tuesday morning session opened with a few words by Mr. Wiswell, after which Mrs. Clark talked upon the subject of "Rhythmic Songs and Games" as bases of study. Mrs. Clark then introduced Miss Streeter, who, with the aid of Miss Rich and Mrs. Clark, demonstrated how the sense of rhythm can be stimulated in the child through nursery songs and little singing games. In these last the assembled Victor people were soon joining, with some embarrassment and with considerable laughter, but with much zest. Miss Streeter then showed how music corre-

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps

THE C. E. WARD CO.
(Well-Known Lodge Regalia House)
101 William Street New London, Ohio
Also Manufacturers of Rubberized Covers and Dust Covers for the Warreroom

Distributors

- BRISTOL & BARBER, INC.
3 E. 14th St., New York City
- YAH & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.
Washington, D. C.
- BECKWITH-O'NEILL CO.
Minneapolis, Minn.
- STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.
- THE REED CO.
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.
- W. D. & C. N. ANDREWS
Buffalo, N. Y.
- SACHS & CO.
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Butte, Mont.
- GRAY & DUDLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.

lates rhythm with drawing and proceeded to cover the subjects of meter sensing and other very interesting topics related thereto.

Miss Rich followed in a talk on "The Project Method," illustrating how a school program can be adjusted to a central idea. Taking Thanksgiving as a typical subject, she illustrated "The Coming of the Pilgrims" (1764), Indians (1844), and so on. She also illustrated the subject of Spring, using a few of the many Victor records which blend with that subject.

Miss Rhett then spoke on "Program and Pure Music," and told of the work she had seen accomplished in the New York Ghetto by the Victor. She showed how music suggests certain qualities, as, for instance, courage (35259), or sorrow (35547).

Mr. Paine was next, speaking on "English Literature for Junior and Senior High Schools," taking Scott's "The Lady of the Lake" as his first subject. He showed how the real atmosphere of the age could be conveyed in a very impressive fashion by the records. Mr. Paine also used the Victor to surround with added interest Milton's "Comus, a Masque," his "Il Penseroso," and some of Shakespeare's plays.

Tuesday Afternoon Session

The afternoon's session was opened by Miss Rich, whose topic was "Making the Most of a Record." Records were played and then Miss Rich, by demonstrations in which she frequently enlisted the assistance of the audience, showed how the records could be used to help in marching, penmanship, gymnastics, mimetics, rhythmic drill, concentration, drawing, nature study, American history, history of music in America, picture study, development of the imagination, etc., etc.

Miss Streeter, in her treatment of music in the rural school, used records illustrating how the Victor is used in group singing. She also demonstrated ideal songs for boys and for girls.

Mr. Paine talked on stabilizing the talking machine market to educational work. He showed how the work of the Victor Co., aided and abetted by the dealer who intelligently follows that work, is creating a demand for machines and records in the homes of children who have had their studies lightened and who have learned to love good music through the agency of the Victor in the school room. He also quoted instances to show that the educational work of the Victor was not merely a means of publicity, but quite an important factor in the dealer's annual profit, especially in the larger cities, resulting in direct sales to schools and to teachers who buy instruments for their homes.

At four o'clock there appeared a class from the Chicago Normal School of Physical Education, which consisted of twenty-five or thirty young women who are training for teaching in the schools. They gave a dozen numbers illustrative of the most typical folk dances of the different nationalities, and they were accompanied, of course, by the Victor with records especially prepared for this class of work.

WEDNESDAY'S SESSIONS

Wednesday morning Mr. Dunham described how music can be correlated to English literature. He gave a brief synopsis of the various periods of English literature, from the Anglo-Saxon to the Victorian, and showed how, by records of the songs written in the different periods or by instrumental numbers reflecting one way or another the atmosphere or customs of the period, the teaching of English can be made vitally interesting to the pupils, who thus actually live the literature of the period, instead of painfully studying it.

Miss Streeter, in "Characteristic Rhythms," had her audience rocking cradles, spinning, galloping, rowing (absolutely making rowing motions to the tune of a lilting Barcarolle). In the second section of her talk metric and dance forms were treated.

Mrs. Clark showed to peculiar advantage in her talk on nationality in music. Selections typical

of the various nations were played, their significance and relative character-forming influence were described, and the development of the folk songs from custom and vocation indicated.

Miss Rhett talked about form in music, touching on such topics as thematic or structural designs, primary song forms, use of variations.

Miss Rich closed the morning session by describing the use of music-memory contests and showing how the Victor was working in co-operation with the Bureau for the Advancement of Music of the Music Industries Chamber of Commerce. Those present were asked to take one of the memorandum pages of their programs and jot down in order the names of ten selections which were played on the Victrola. It was a fair test, as all of these numbers, or at least snatches of them, had been played during the previous sessions. The results were somewhat astounding. Only one person in the audience of several hundred people had been able to name as many as nine of the numbers correctly. She

was Miss Blanche S. Rosebrugh, in charge of the Victor educational department of Scruggs-Vandervoort & Barney. Two or three others had identified six. Mr. Parker, of Milwaukee, was among those who admitted to having called the turn correctly on six numbers, but he 'fessed up to a neighbor that he couldn't recall the title of one of the selections and had jotted down the record number instead.

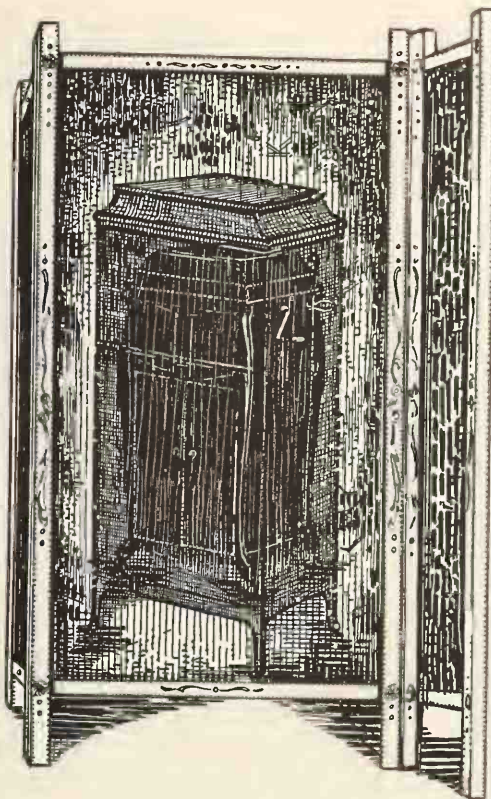
Wednesday Afternoon Session

Wednesday afternoon Miss Streeter talked on "County Institutes." Mr. Dunham had for his subject "American History and Americanization." Miss Rhett illustrated how music history could be taught in lectures, illustrated by records of the music of the different periods.

At this juncture L. C. Wiswell presented to Mrs. Clark a magnificent basket of flowers, a tribute from the ten Middle Western Victor distributors, who, with the Victor Co., were responsible for the conference.

(Continued on page 90)

YOU WOULD NOT



No good merchant would set up a screen in front of the goods he wants to sell.

Don't cloud the superior points of the Victor.
The VICTOR is the biggest thing in the music field

Investigate transportation from Buffalo to your city.—Try our Victor service

BUFFALO TALKING MACHINE CO.

Wholesale Victrola Distributors

BUFFALO, N. Y.

A GREAT VICTOR EDUCATIONAL CONFERENCE—(Continued from page 89)

Mrs. Clark's Closing Talk

Mrs. Clark then made the concluding talk of the conference. She said, in part:

"A long time ago I began to try to secure the approval and consent of the folks down at Camden to put on this conference, because I thought it ought to be done. I felt that we had come to the point where 'if Mahomet could not come to the mountain the mountain must come to Mahomet' and that since Camden was so far from so many places and as everyone could not come such a great distance, the next best thing was for us to come to you. We began to think about it last Summer, and we felt that the beginning ought to be here. Being a good Westerner myself, having come from Indiana, I just knew what kind of folks there were here, and I knew that if I ever wanted to do anything in my life the Middle West was the place to do it.

"Several years ago I began to say that there should be an educational department in the store of every wholesaler. Well, the war came on and stopped everything. Otherwise, I think I should have realized that dream before this. But now it has come. Very many of the distributors are at present giving that service to their dealers, and others are coming just as fast as we can assure them that we can supply the material. I think that nothing could be so great a step forward for the future than just that very thing.

"There are a number of educational departments in the large retail stores. There ought to be four or five times as many. In a large city there should be in your retail store an educational department—someone on that floor who knows how to talk intelligently to a teacher or mother who asks. You cannot hope to reap much value from that department if you do not have someone on the floor equipped to do that work.

"Now, the smaller cities are different. Perhaps the dealer cannot afford to have that person, but in that case, the distributor is certainly confronted with the responsibility of sending to his dealers that kind of service. Most of the distributors

are carrying out the policies of the Victor Co., but some of them have not yet begun to carry on this work and the message to their dealers. It is coming very, very fast, and we look forward in a very short time to seeing every distributor offering this service.

"The only reason we haven't a hundred per cent record is because of the inability of the



Mrs. Frances E. Clark

Victor Co. to supply the material with which to do this work. Now we are coming to it. It has been a frightful situation because of the demand for other records than educational. Now we shall be able to supply educational material in just the quantity you need. A short time ago, in a little conference we had, we were discussing the record situation. It seems the orders for the educational records were not coming in

fast enough. But the distributors, when they came here, were asked about educational records. We were told that they did not seem to feel a very great pressure on that point. Unless you order the records from the distributor in such number as will make him feel that you are behind in them he will, perhaps, just lay it aside for the time being, because he hasn't felt the belief from you other dealers. When they do they are going to register that belief with the Victor factory. Our dealers are asking for these records. I want them to ask for many. If you order just one of each record it doesn't sound so very loud at the factory, because it doesn't sound as loud as 'Dardanella' or others of that sort. Until you make them hear that you want this stuff all my hammering will be in vain. My hands are tied without your support. We can only secure this material in abundance when you help me make a noise about it. The only way to make an effective noise is to register orders. When we get enough orders down there we say, 'Why, look at this. The orders are piling up on this record and that. We will have to get after this.' They are only human down there, and when they see orders for hundreds of thousands of some foolish thing and find a little insignificant order for an educational record or so you can't blame them for having poor eyesight. It is just a matter of business sense. Fortunately, we have the active support of the directors. There is every co-operation there and they want very much to help, but you must help, too.

"I have come to you with this message because there were things to tell you, and we wanted to let you know how to do it. I cannot close without a word of the most heartfelt appreciation of your splendid attitude through these days. To see your faces has been a great pleasure. I must confess that a day or two before it began I looked forward to it with just a bit of stage fright, but you have stood by this thing and your spirit has been wonderful. The girls are just as happy as I am and have never talked to an audience

When a customer walks into your store and says "Gimme" 16950, 51630, etc.—
Do you "fumble and fool" until he's gone—or do you

File Your Records so you can find them for quick sale and service

This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold-Out" Records
OGDEN'S PATENTED RECORD FILING CABINETS AND VISIBLE TAB INDEXES ARE GUARANTEED

MODEL No. 2150 D.O.
2 UNITS ILLUSTRATED

53 inches

38 inches

2150 THIN RECORDS IN EACH UNIT. STOCK FINISHES:
4300 RECORDS IN 2 UNITS. WHITE IVORY & PEARL GRAY
2150 EDISONS IN 2 UNITS. MAHOGANY & OAK
OGDEN SECTIONAL CABINET CO., INC., LYNCHBURG, VA.

LOCKING ROLL TOP PREVENTS DUST AND THEFT, ALSO SUPPLIED WITH SPANISH LEATHER CURTAIN

350 10" OR 10 1/2" RECORDS ON EACH SHELF FILED IN SALES SYSTEM COVERS AND WITH INDEX GUIDES.

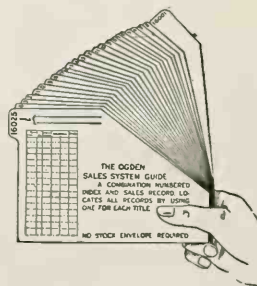
350 10" OR 10 1/2" RECORDS ON THIS SHELF, ALSO 5 SHELVES ABOVE.

SOFT FLAT SUPPORTING SPRINGS PREVENTS WARPING (PATENTED), HOLDS 350 10" OR 12" RECORDS.

10" AND 12" RECORDS FILED ON SAME SHELF HELD FLUSH AT THE FRONT BY PATENTED ADJUSTERS.

Immediate Shipments

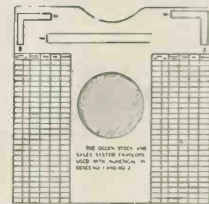
on all models in standard finishes. Light and Golden Oak, Red and Brown Mahogany, Enamels, White, Old Ivory and French Grey.



Visible Tab Paperoid Index

The Tab extends in front of the record with numbers always visible. Used the same as a stock envelope, one for each title, leaving all records in their envelopes. Is used to re-order by and keeps "Sold-out" numbers continually before you.

Shows quick and slow sellers. The best and simplest "Sales and Ordering" index ever devised and rapidly replacing the stock cover because of its many advantages. Fits any filing system, shelving or racks. Printed both sides for right or left hand flat or upright filing.



SALES SYSTEM ENVELOPES keep track of what you sell and what you need—an automatic inventory, showing profitable and slow sellers. Arranged for upright or flat filing and will fit any system.

Sectional Models Fit Any Size Stock and Help You Grow.



A GREAT VICTOR EDUCATIONAL CONFERENCE—(Continued from page 90)

so receptive. It has just been one great joy to me."

Mrs. Clark then called on each of "her girls" in turn. They were: Miss Golda Airy, of Koerber-Brenner, St. Louis; Miss B. Rosebrugh, of Scruggs-Vandervoort & Barney, St. Louis; Miss Caroline Hobson, Stewart Talking Machine Co., Indianapolis; Miss Stein, Lyon & Healy, Chicago; Miss Laura M. Donaldson, W. J. Dyer & Bro., St. Paul; Miss M. Jardine, Mickel Bros., Omaha; Miss M. A. Cloud, Putnam-Page Co., Peoria; Miss Irma Torgerson, Badger Talking Machine Co., Milwaukee; Mrs. Nora H. Meeker, teacher of music appreciation in city schools, Detroit, and Miss Florence McMahon, Baldwin Victrola Shop, Cincinnati.

Miss Jardine said: "Up until about three years ago in Omaha schools we took in \$15,000 for educational records and Victrolas. Since that time there has been quite a shortage, but things are clearing up wonderfully now."

Miss Meeker said: "I am finishing my third year as a teacher of music appreciation in the great city of Detroit. As a result of the work which I have done for Grinnell throughout the State of Michigan I was only able to devote part of my time to Detroit. Last year, after a campaign quietly carried on without any professional backing, I was able personally to get the great orchestra of Detroit with the biggest backer interested in this work. This person asked me how much money I needed to make the children's concerts possible. I told him I needed \$5,000, and he said, 'Here it is.'"

Miss Hobson said: "I happened to be in the office of Mr. Burr, supervisor of Indianapolis schools, after the La Scala concert. He said, 'Last night I said to Mrs. Burr that four years ago, when that girl used to dodge my footsteps, I used to think it a commercial proposition. Several years ago I couldn't fill a house. Two years ago conditions were better and this year I have attended no concert where people haven't been standing in the back—tickets being sold long before the concert. This is simply because the school children have carried back the story to their people. The house is just packed now and many children are there. Not only is the theatre packed, but I noticed that all those people seem to listen with some degree of intelligence that I never noticed before. The dealers play a large part in educating all these people in cities and rural districts.'"

Miss Cloud said: "I am sorry that I am not, at present, doing educational work, but it has

great possibilities. I hope that the work can be made of commercial value. It offers a great deal to the child and brings the dealer in touch with the home. It is a fine thing altogether, and it is a very splendid thing for us all to accomplish and realize."

Miss Donaldson, who is one of the team, said: "I have gone into this work with a great love. Once every two weeks I meet with the Association of Blind People of St. Paul. That is something I was afraid to do at first. I had the thrill of actually seeing them dance through the work I was able to do. I always felt so sorry for these people to think they had to be led and watched and pushed into place, so when they got up and danced I had the biggest thrill I think I ever had from my work."

Miss Airy said: "The work has always held a great fascination for me. A number of years

ago I was an eighth-grade teacher, and we bought a Victrola. We were very proud of it. I was put on the music committee to help get the records. We had a dealer in the town who had been there for years and ought to have known about educational work, although it was still in its infancy then. We couldn't find anything but a catalog and we pored over it and tried to find something. When I got into this thing I discovered how much teachers wanted these things, although my work is not strictly educational."

Miss Stein said: "I have had but two years' service, devoted entirely to the local service. We have not been able to do much, owing to various conditions, political and otherwise, here in Chicago. We have one of the largest and one of the hardest territories to cultivate."

All the others expressed their enthusiasm for the work and the results to be attained.

BANQUET IN HONOR OF THE EDUCATIONAL DEPARTMENT

Wednesday evening, in the Gold Room of the Congress Hotel, a banquet was given in honor of the educational department of the Victor Talking Machine Co. and the Victor dealers. The

Wiswell announced that this banquet would be unique in that there would be no speaking. This was greeted with applause, which grew in volume as the Victor artists were introduced. Lambert



Left to right (head table)—C. J. Schmelzer, Lester Noble, R. S. Cron, Miss Caroline Hobson, L. M. Willis, Miss Margaret Streeter, H. S. Goldsmith, Chas. Womeldorf, Lambert Murphy, Mrs. Frances E. Clark, L. C. Wiswell, Miss Mabel Rich, E. M. Coleman, Miss Edith M. Rhetts, C. H. Grinnell, F. H. Putnam, George Stewart, G. P. Ellis.

guests numbered about 500. They were seated in small groups at round tables. At the speakers' table were the representatives of the distributors and members of the faculty.

At the close of the very excellent dinner Mr.

Murphy, the famous tenor, who was in the city to sing with the Chicago Symphony Orchestra at its Friday and Saturday concerts, was heard in a group of songs. Mr. Murphy's appearance was especially welcome because of the excellent work he has done in making Victor educational records. He sang "Kathleen Mavourneen," "I Hear a Thrush at Eve," "Christ in Flanders" and "When the Roses Bloom." Sophie Braslau, the famous grand opera contralto, who was brought to Chicago through the courtesy of the Victor Co., sang "The Robin Woman Song" from Charles Wakefield Cadman's "Shanewis," "The Habanera" from "Carmen" and "The Greatest Miracle of All."

The Imperial Quartet of Chicago, whose Victor records have become decidedly popular, sang McDermid's "Land of Mine," "Way Down Yonder in the Cornfield," a novel interpretation of a church organ and Carrie Jacob Bond's "Perfect Day."

Mr. Murphy sang "Macushla" and "There Is No Death." Sophie Braslau closed with a wonderful rendition of the "Eli-Eli" and as an encore sang "The Sweetest Story Ever Told." The music during the banquet, and for the dancing which followed, was furnished by Benson's Orchestra, the Chicago organization which has made a number of Victor records.

Those present at the business sessions and banquet were:

R. E. Agnew, Lyon & Healy, Chicago; J. A. Arnold, Kay-Graham Music Co., Portsmouth, O.; J. M. Alden, Alden Music Store, Hibbing, Minn.; Golda Airy, Koerber-Brenner, St. Louis; Orpha Anderson, West Music Co., Joliet, Ill.; Mrs. J. F. Boyer, J. F. Boyer Music House, Elkhart, Ind.; Miss Beecher, Lyon & Healy, Chicago; W. F. Barringer, Barringer's, Kokomo, Ind.; O. G. Brown, Brown Music Co., Viroqua, Wis.; Miss Benson, Music Dept. Public Schools, Chicago; Abel Burman, A. Burman, Chicago; Loreta Brown, Macauley & Nevers, Chicago; Raymond Bill, Talking Machine World, New York; Charles M. Bent,

(Continued on page 92)

ARGUS SERVICE

MOTORS, TONE ARMS, REPRODUCERS, NEEDLES AND SPRINGS

CANNOT BE EXCELLED—CAREFUL AND PROMPT IN EVERY DETAIL

Specialists in EDISON AND PATHE SAPPHIRE AND DIAMOND POINT NEEDLES

OUR PRICES WILL INTEREST YOU

WRITE TODAY



THE ARGUS PHONOGRAPH SUPPLY CO. 30 EAST 23d ST., Tel. 1749 Gramercy NEW YORK CITY

Service Shop, Chicago; Erma Wilson, Teacher, Ft. Wayne, Ind.; Alice Lucy Wells, Indianapolis, Talk. Mach. Co., Indianapolis; Frank H. Walter, Morris Sanford Co., Cedar Rapids, Ia.; H. B. Wiegand, Wiegand Bros., Racine, Wis.; H. H. Wright, Wright's Music Store, Wausau, Wis.; H. W. Weiland, Fuller-Ryde Music Co., Indianapolis; J. M. Willis, Beckwith-O'Neill Co., Minneapolis; Mrs. E. C. Werner, Jury Rowe Co., Jackson, Mich.; C. C. Warner, C. C. Warner, Milwaukee; T. E. Weir, Weir Music Shop, Muncie, Ind.; Patricia Wintz, Adam Schaaf, Chicago; L. J. Will, Hart & Will, Iron Mt., Mich.; M. Winheid, Geo. H. Ben, Chicago.

Regina Zobel, Grinnell Bros., Detroit.
 J. A. Moran, Ramsey Drug Co., Devil's Lake, N. D.; Mrs. V. V. Greene, Rud. Wurlitzer Co., Chicago; A. W. Deas, Unit Cons. Co., Philadelphia; Mrs. H. G. Seidomridge, Lyon & Healy, Chicago; J. M. Fay, J. M. Fay & Son, Fulton, Ill.; Walter B. Fulghum, W. B. Fulghum, Chicago, Ill.; Walter B. Fulghum, W. B. Fulghum, Richmond, Ind.; Geo. Cheate, Music Shop, Springfield, Ill.; Mollie Friedrich, Hyde Park Music Shop, Chicago; Mrs. J. W. Meagher, Forbes Meagher Music Co., Maconson; Mrs. A. Burman, A. Burman, Chicago; H. O. Hartley, H. O. Hartley, Galva, Ill.; William Hardt, Hardt Art Store, Winona, Minn.; K. E. Davis, Music Trade Indicator, Chicago; K. L. Berry, R. L. Berry Co., Springfield, Ill.; K. Belmont, Hassmer Bros., Chicago; Mr. and Mrs. Bell, Chicago; E. A. Cleveland, Cleveland Music House, Beloit, Wis.; Ed. M. Schultz, Lyon & Healy, Chicago; Harry Seitz, Ironmonger, Henry, Ill.; A. R. Stone, Stone, Chicago; Simon Sachs, Sachs Music Shop, Harvey, Ill.; W. C. Larrew, Knox, Ind.; J. C. Snyder, Mt. Pleasant, Ill.; Mildred Payne, Lyon & Healy Service Shop, Chicago; Arthur Panke, West Side T. M. Co., Chicago; O. Q. Robinson, La Grange T. M. Co., La Grange, Ill.; Mercedes M. Harde, L. & H. Shop, Chicago; Ralph Bisehoff, Macauley & Nevers, Chicago; Martha Shotts, A. T. Forsen & Son, Chicago; Mrs. Drummond, Diehle-Drummond Co., Jamesville, Wis.; Florence Snyder, Diehle-Drummond Co., Jamesville, Wis.; Edw. Nevers, Macauley & Nevers, Chicago; Mrs. A. Witzel, Witzel Piano Co., Chicago; H. W. Hartley, H. W. Hartley, Galva, Ill.; Mrs. Frank O'Connor, Pontiac Music Shop, Pontiac, Ill.; Fay Liewelynn, Fay T. M. Co., Fulton, Ill.; Lillian Tobler and Mrs. Lillian Beck, Adam Schaaf, Chicago; Mrs. L. M. Willis, Beckwith-O'Neill Co., Minneapolis, Minn.; Mrs. W. E. Haley, J. Haley & Son, Arcola, Ill.; Mrs. Hans Schoessing, K. Wurlitzer Co., Chicago; Mrs. J. P. Ryde, Fuller-Ryde Music Co., Indianapolis, Ind.; B. Lampe, Mrs. W. L. Geissler, Mrs. T. W. Williams, Chicago T. M. Co., Chicago; Bernice Krolck, E. Krehma Co., Chicago; Mrs. G. L. Kramer, Kramer Music House, Crown Point, Ind.; Mrs. Lewis J. Hogle, Norling Music Shop, Chicago; H. P. Norling, Norling Music Shop, Chicago; L. F. Boedeker, Reicher Piano Co., Chicago; A. E. G. Witzel, Witzel Piano Co., Chicago; Miss Ruth Pouley and Blanche Stecker, Cable Piano Co., Chicago; L. Simon and Mabel L. Kehoe, Simon Bros., Gary, Ind.; Mrs. Otis Bigelow, Otis Bigelow Co., Dowagiac, Mich.; F. C. Clark, Lyon & Healy, Chicago; G. W. Macauley, Macauley & Nevers, Chicago; Roy Miller, Theo. J. Miller & Son, Dixon, Ill.; Roy H. Baker, C. H. Baker & Son, Dwight, Ill.; Roy E. Schmidt, Theo. J. Miller & Sons, Dixon, Ill.; Helen Blair, Benjamin Temple of Music, Danville, Ill.; C. C. Christianson and Mrs. C. C. Christianson, Christianson Bros. Co., Racine, Wis.; J. J. Stasulianis, A. E. Stasulianis, Chicago; A. B. Glick, Glick's Music Store, Chicago; G. W. Macauley & Nevers, Chicago; Miss Aylea Scheffl, Scheffl & Sons, Milwaukee, Wis.; J. T. Mitchell, North Shore T. M. Co., Evanston, Ill.; Mrs. Oscar Scheffl, Scheffl & Son, Milwaukee, Wis.; C. W. Lockhart, Melion Drug Co., Melion, Wis.; Dorothy B. Hallett, Asst. Supervisor of Music, Cicero, Ill.; B. Winfred Smith, Asst. Supervisor of Music, Cicero, Ill.; H. A. Ahrens, T. J. Miller & Sons, Dixon, Ill.; Ben Dvorak, Ben Dvorak's, Forest Park; Mildred Laurel, J. M. Losey, Plymouth, Ind.; Scott Kingwill, Chicago.

and also a Victor dealer at Gary, bobbed up as an inventor during the convention, demonstrating a new reproducing device to his friends.

Gus Mayer, of the Unit Construction Co., of Philadelphia, attended the conference and took great pride in explaining to those in attendance the method of Unico booth construction as demonstrated by the handsome two booths in the Florentine Room, where the convention was held. The booths were on either side of the entrance and were used to display the various apparatus, equipment, charts, literature, etc., used in connection with the Victor propaganda in schools.

J. B. Ryde, formerly of the talking machine department of Lyon & Healy and now with the Fuller-Ryde Music Co., of Indianapolis, was not only an interested listener during the sessions, but spent much time socializing among the 400 dealer delegates, knowing at least 399 of them personally.

R. K. Hellyer, assistant manager of the talking machine department of the Linn & Scruggs Co., the big department store of Decatur, was not looking particularly blue.

Bert Moran, of Devils Lake, N. D., was one of the interested listeners, attending all the sessions of the conference. When it was discovered that he had sold Victrolas and records and started the Victor educational propaganda in every school in his own county and all but one in an adjoining county, and was also starting a campaign in several other counties, he became one of the heroes of the convention.

POWER OF MUSIC ILLUSTRATED

Talking Machine Exerts Restraining Influence on Incurrigible Ohio Boys

COLUMBUS, O., April 4.—The power of music over the human soul is illustrated in a wayward young colored boy, now being cared for by the State Bureau of Juvenile Research. This child, only nine years old and already having a record of three arrests for truancy from school and running away from home, sits for hours beside the talking machine, quiet and well behaved, a condition which prevails at no other time during his waking course.

This boy spent three months in the juvenile detention home and finally he was sent to the Bureau of Juvenile Research for scientific study of his case. The most distressing thing about him was that he took no interest in wholesome things. Stories failed to arouse enthusiasm and he took no part in games, unless especially enjoined to do so.

One day it was noticed that the child liked music and he was given unrestrained access to the talking machine. At times he would sit for hours, playing one piece after another. Although unable to read he can pick out his favorites. The prime one is the Barcarolle from "Tales of Hoffmann."

NEW ENGLAND BUSINESS IMPROVING

M S & E, Sonora distributor in Boston, Mass., recently wrote to the Sonora sales offices in New York, in which it stated that business in its territory is now on the up-grade, a noticeable improvement having taken place recently. The new model Etude has met with immediate favor, and the portable at \$50 is being ordered in large quantities by Sonora dealers throughout New England.

This concern further states that it has received many applications for Sonora agencies during the past few months, and, judging from all indications, this well-known line of phonographs is rapidly enhancing its prestige in this important territory.

Otto Look has opened a new talking machine shop in Appleton, Wis. He will hold a formal opening of establishment early this month.

TURN TO THE NEXT PAGE AND THEN

CONVENTION NOTES

Mrs. Frances E. Clark celebrated the tenth anniversary of her assumption of the directorship of the Victor educational department on Friday, April 1. Naturally, she would have preferred to have spent the day at her desk at the Victor plant at Camden, but still she was quite satisfied that it found her engaged in one of the many musical activities of which she is so fond.

On Thursday, after the close of the convention, she stayed in Chicago, resting a bit, chatting with some of her friends and conferring with her faculty associates regarding plans for the future. In the evening she left for Cincinnati, where she talked before the Ohio division of the National Federation of Music Clubs, the educational department of which she heads.

Saturday she left Cincinnati for St. Joseph, Mo., where she will address the National Association of Music Supervisors, of which she was the founder and the first president.

Some idea of the extent of the Victor educational work in the schools can be gained from the fact that it is now being prosecuted in no less than nine thousand cities, towns and villages in the United States.

H. C. Petersen, who is a registered pharmacist

STOP THIEF!

Sound Box Insurance at Small Cost

Lock the Sound Boxes on the Victrolas in your store with the M & C Invisible Sound Box Lock (Protected by Patent) so that they cannot be stolen.

Takes but a minute to put on. Will not interfere with the tone. Can be used on both No. 2 and Exhibition Sound Boxes.

Order From Your Jobber Today

E. BAUER

Manufacturer

723 North 26th St., Philadelphia, Pa.

STOP!
PLEASE.
THANKS.



My name is **Service.**

I have been in business successfully for several years, but to my recollection I do not remember having had the pleasure of meeting you.

The work I do is to show you how to build up your business. I am furnishing many talking machine dealers, and I can furnish you, with the kind of advertisements that produce results. I can let you in on some real good, live ideas for trimming your windows (the kind that make people stop); supply you with good, tested merchandising ideas (which always make the one-time caller a repeater), and write for you a few letters every month that will keep your old cash register tinkling.

And I do all this for a few cents a day, on a yearly basis, and only work for one dealer in each city, regardless of the population.

Now, why can't I work for you? Clip the attached coupon and send it to me.

I thank you.

S E R V I C E

The Talking Machine World Service,
 373 Fourth Ave.,
 New York City

Gentlemen:

How much will it cost me to secure the Talking Machine World Service for my city? Send a few samples of your work.

I sell the following machines:

The population of my city is

NAME

ADDRESS

ACTIVITIES OF LOCAL DEALERS

Victor Retailers Opening New Stores in Greater New York—Planning Important Expansions

There has been considerable activity in the local Victor trade during the past few weeks in connection with the opening of new stores, the enlargement of present establishments and the installation of new accounts. All of the Victor dealers in the metropolitan district who have visited the Victor wholesalers have spoken enthusiastically of the business outlook in their respective territories, emphasizing the fact that there is plenty of business available provided they adopt aggressive means for going after it.

The New York Band Instrument Co., which recently opened a very attractive store at Fourteenth street, near Union Square, has become a Victor dealer and is planning an energetic campaign in behalf of Victrolas and Victor records.

F. F. Herman, who has been conducting a very successful Victor establishment at Stapleton, S. I., will open about June 1 a new Victor store at Port Richmond, S. I., which promises to be one of the most attractive retail establishments in that noted residential section.

The Tusting Piano Co., of Asbury Park, and Red Bank, N. J., will open about June 1 a new establishment at Long Branch, N. J., which will feature the Victor line exclusively. This company is one of the best-known retailers in the East and has been exceptionally successful in developing a profitable Victor clientele.

M. Rappaport, 9309 Jamaica avenue, Woodhaven, L. I., has added two new booths to his store, and it has been rumored that Mr. Rappaport's recent graduation from the Victor Red Seal School has resulted in sufficiently increased sales to warrant this extra equipment.

Jedlicka Bros., Bay Shore, L. I., fully realize the value of an attractive establishment, and at the present time plans are under way whereby these progressive Victor dealers will secure a new store more centrally located in the business section of the town. Particular attention will be given to the equipment of this establishment in order that it may attract the favorable attention of the store's clientele.

James B. Russo, of 87 Havemeyer street, Brooklyn, has just completed the erection of a new building adjoining his present location and is moving into it at this time. In his new home Mr. Russo will have ample facilities to take care of his fast-growing Victor business.

Adam B. Tisch, well-known Victor dealer of Elmhurst, L. I., spent the Easter holidays in Bermuda recuperating from the activities of the past few months and getting into shape for the Spring and Summer business.

ARTISTIC EXHIBIT WINS FAVOR

U-Sav-Your Mfg. Co. Makes Cleverly Arranged Display at Automobile Show in Boston

BOSTON, MASS., April 1.—The U-Sav-Your Mfg. Co., of Warren, Mass., manufacturer of the U-Sav-Your cleanser and dressing, was among the exhibitors at the annual Automobile Show in this city.

A distinguishing feature of this exhibit was an electric fountain with a lighted revolving globe which bore the inscription "U-Sav-Your, the Finest Cleanser and Dressing in the World." In addition to the products a piano board was shown which was almost 100 years old and which looked entirely new due to its treatment with U-Sav-Your dressing.

A bulletin board entitled "The Silent Policeman," which carried a number of testimonial letters to the efficiency of the U-Sav-Your polish also attracted much attention. Five attendants were on hand at all times and the exhibit was the center of much attraction.

The A. B. Clinton Co., of Hartford and New Haven, Conn., will open in the course of the next few weeks a new establishment at Waterbury, Conn., featuring the Victor line.

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, Mass., April 6.—Warm, bright, sunny days should play their part in stimulating business, which has been not much better than fair for a number of weeks, though this situation applies more to the demand for machines than to the records, which have sold pretty well. New styles of machines which some of the companies have been putting out have excited more or less curiosity, but actual buyers have not been forthcoming. However, a better situation is looked for within the next few weeks.

Clever Little Periodical

The talking machine business here is interested in perusing the second issue of The Wandering Minstrel, which has just been put out. This little periodical aims to keep the trade informed on matters touching the talking machine and the piano business. This second issue is an improvement upon the initial number and is of a far more dignified appearance. On one page readers are urged to arrange for the use in their respective territories of the motion pictures taken at Nantasket last Summer on the occasion of the sessions of the New England Music Trade Association and one of the members is quoted as saying:

"Brother members should get in touch with their local moving picture houses and urge them to put on the interesting films taken at Nantasket. They picture the dealers and their wives plainly in that day's event and showing these films is a big boost to the local dealer in every town. 'Say! We all saw you in the moving pictures! My! They were good!' is what they say at home, and it's the best kind of advertising and costs nothing."

Displaying Upright Period Models

In the Vocalion headquarters in Boylston street here there is an exhibition of the new Vocalion line of upright period models and they have been attracting a great deal of attention, Mr. Wheatley reports. He also says that the "Red" records are meeting with an excellent response from the buying public.

Pathé Line With Bates Piano Co.

Stephen A. Colahan, now with the wholesale department of the Pathé, signed up within a few days the Bates Piano Co., of Worcester, a large

Steinert Service Serves

Have you made use of our Educational and Personal Service Bureau? Let us help you with Practical Store Ideas. Promotion of Educational Work in the Schools a Specialty. At your command—anywhere in New England.



An unsurpassed Record Stock enables us to give the New England Victor Dealer—most complete and quickest Record Shipments. Build up your Record Stock now—through our Back Order Record Service. Back Order Record Forms—sent on Request.

M. STEINERT & SONS

VICTOR WHOLESALERS

35 Arch Street :: :: :: :: :: Boston

house, which placed a large initial order of Pathés. Another who has signed up some good contracts is A. D. Ogden, the Hallet & Davis New York State man. Mr. Ogden states that he sees an improvement in talking machine business in his territory.

Vocalion Music by Radio

A Vocalion was used to excellent advantage a few nights ago in Lowell on the occasion of the second annual dance of the Lowell Radio Club, which was held at Associates Hall in that city. The Vocalion was set up in the club rooms and by a radio connection the music was for-

warded over to the dance hall. This is the second time this club has utilized this device, and when it was first tried out about a year ago it was unique in that it was the first time it ever had been tried in the country. Since then, however, it has been used in other places. Manager Wheatley received a copy of the Lowell Sun to-day, in which this is said: "So clear and true were the musical notes that it was difficult to realize that the music was not actually being produced by an orchestra in the hall."

Readjustment of Prices Working Well

Manager Fred E. Mann, of the New England department of the Columbia Co., says that the readjustment of prices has worked well in this territory and that sales have been stimulated to a surprising degree; also that the retired record plan has proved a good move for the company and that it will be only a few weeks before practically all of the records affected by this plan will have been disposed of.

Talks on Merchandising

Mr. Mann lately spent two days at Dartmouth College, where he gave a couple of talks on merchandising before the senior class in marketing of the Amos Tuck School of Business Administration, in which he showed the necessity of changing one's system to meet the constant change in methods of doing business. Shortly before Mr. Mann went up there to speak George W. Hopkins, general sales manager of the Columbia Co., gave a talk on the sales and advertising program in vogue with the Columbia Co.

Hammond's Tribute to the Puritan

"Truly a Musical Instrument" is the heading on a circular which is being put out by the Puritan and which has a special appeal locally because the writer of the testimonial is well known around Boston, where his family has a large estate at Gloucester. Reference was made in an earlier issue of The World to the tribute that John Hays Hammond, Jr., had paid to the Puritan, but here is the exact phraseology of the communication sent by this brainy and successful young man, who already enjoys a big reputation in the scientific world:

"I wish to tell you how pleased I am with
(Continued on page 96)

EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"

CONCENTRATION to-day is proving most profitable.

The Victrola and the wonderful repertoire of Victor records will enable you to please all your customers. You need nothing else!

Eastern Talking Machine Co.
85 Essex Street
Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 95)

the purchase which I made of your Puritan phonograph. I myself was proceeding with the development of a self-contained phonograph having a larger type of horn than I found in the present commercial types. In your phonograph I found my problem solved. The tonal beauty of the instrument is a source of great pleasure to us. The elimination of practically all of the frictional sounds and the amplifying of the musical tones are such that it is truly a musical instrument and not the noisy travesty which I have found the average phonograph to be."

An Enterprising Rutland Dealer

J. G. Pollard, manager of the United Talking Machine Co., of Rutland, Vt., was in town a few days ago. He is an exclusive Columbia dealer and one of the big ones who use the sell-by-truck plan of doing business. He reports business as especially good in his territory and beginning early in April he plans to operate three trucks instead of one as formerly. Mr. Pollard, who was accompanied to Boston by his son, is one of the most hustling Columbia dealers in the New England field.

A Valuable Acquisition

George P. Donnelly, who is in charge of the internal organization of the Boston Columbia wholesale headquarters, has from every point of view proved a great acquisition to the Columbia forces. He has been associated with the Columbia interests for a great many years and before coming back to Boston was in charge of the Portland branch, which subsequently became consolidated with Boston. Mr. Donnelly is one of the best-versed men in the talking machine industry herabouts and he is thoroughly familiar with symphonic and operatic music, which makes him a strong factor in the local organization. Moreover, he is popular with all the attachés of the company, which counts for much in meeting with success.

The Tone-A-Phone Greatly Interests

Frank R. Humphrey, acting in the interests of Vitalis Himmer, Jr., of New York, gave two demonstrations of the Tone-A-Phone in this city a few days ago. One was at the Tremont Theatre, where a Victrola is used in one of the scenes of "Call the Doctor." The demonstration was given between performances and there was general approval of the merits of the attachment. The other demonstration was in a dance hall in the Back Bay and by the use of this Tone-A-Phone the music was greatly intensified. It is planned to open offices here in Boston.

Attends Teachers' Convention

Miss Grace Barr, of the educational department of M. Steinert & Sons, spent several days

HORTON-GALLO-CREAMER CO

NEW HAVEN



CONNECTICUT

VICTOR SERVICE SPECIALISTS

We do not think *for* the dealer, but we are ready to think *with* him in the planning of his sales campaign.

the latter part of March in Augusta, Me., whither she went to attend the Teachers' Convention in that city. Miss Barr made a deep impression by the informing talks which she gave touching the educational advantages of the Victrola.

G. L. Richardson a Visitor

A recent Boston visitor was G. L. Richardson, the Victor representative in Maine, New Hampshire and Vermont, who spent several days here renewing acquaintances and making new friends.

Seen on the Famous Boardwalk

A. M. Hume, head of the Victor Shop of A. M. Hume Music Co., Victor distributor, spent a few days, with his wife, at Atlantic City the middle of March. Both the rest and change were very beneficial to Mr. Hume.

Opens Many Brunswick Accounts

Harry Spencer, head of the wholesale department of the Brunswick, sees a busy season ahead with his proposition, which is rapidly making friends all along the line. Recently he has

opened some very good new accounts in the New England territory.

Wallace Brown a Visitor

Wallace Brown, wholesale manager of the Vocalion at the New York office, spent a day here lately, the guest of Manager Wheatley, of the Boston Vocalion headquarters.

Some Columbia Brieflets

J. A. Marshall, assistant manager of the Dealer Service department of the Columbia Graphophone Co., was in town for several days the end of March and was entertained while here by Manager Mann. He came here from Winchendon, where he had been in connection with a deal for the increased production of Si Am So, the shimmying doll, which has caused such a sensation and which is made at the Converse toy shops in that town.

One of the valued attachés of Manager Mann's staff at the Columbia Co. is John J. Moore, Jr., who, thanks partly to a course in business administration at Dartmouth, is proving himself



DITSON SERVICE

Has back of it years of successful experience and an understanding of dealer problems that will make the road smoother during the coming months.

VICTOR EXCLUSIVELY

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

highly efficient. He has specially sound opinions as to the value of system and co-operation and he is proving himself the right man for the right place.

Reports Business Coming Along Satisfactorily

Hovey Dodge, of the Eastern Talking Machine Co., returned from a visit to the Victor plant at Camden, N. J., a few days ago and he reports business there as coming along well, with an appreciable increase of orders, a good portion of which is being sent over by the Eastern Co. Herbert Shoemaker took advantage of a couple of warm days the middle of March to survey the Charles River and when Spring is actually upon us one may always be sure just where to find him if he is not at his desk, for a scull on the river will look mighty inviting on warm days.

Hearty Welcome for Visiting Jobbers

The executive meeting of the National Association of Talking Machine Jobbers, which is scheduled to be held this week at the Copley-Plaza, has aroused considerable interest from the talking machine jobbers of this city and vicinity. Following the business sessions, which will be presided over by President Leslie Wiswell, the visitors will be entertained at a party at the Colonial Theatre, the hosts being the three Victor jobbers here, M. Steinert & Sons Co., Eastern Talking Machine Co., and the Oliver Ditson Co. The story of the gathering will appear in another part of this issue of The World.

A. W. Chamberlain Opens "Supply" Depot

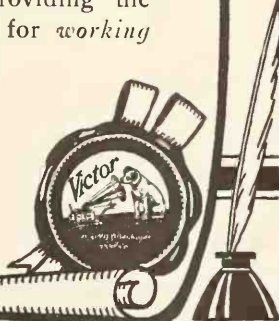
It will come as a genuine piece of news to the New England trade to learn that A. W. Chamberlain, familiarly known to the trade as "A. W.," has severed his connection with the Iver Johnson Sporting Goods Co., where he was manager of the talking machine department for nearly five years, and will hereafter represent certain manufacturers of accessories here in New England. Mr. Chamberlain has taken quar-

*Building More Sales
for the Victor Dealer*

We consider it vital that each Victor dealer client of ours scour every nook and cranny of the territory in which he operates for new business.

Cressey & Allen service to Victor dealers of New England makes a special point of providing the retailer with practical ideas and plans for *working outside of the store* for new Victrola buyers. Try us.

CRESSEY & ALLEN
PORTLAND, MAINE



ters at 26 Broad street, where he will be factory representative for Schloss Bros., of New York, manufacturers of record cabinets and also player roll and music cabinets; the New York Album & Card Co., manufacturer of record albums; the Record Envelope Co., of Rumford,

Me., which makes delivery record envelopes; William I. Schwab, of Providence, R. I., maker of "Dustoff" record cleaners, and Wade & Wade, Chicago, manufacturers of needle cutters. All of these are concerns widely known in the
(Continued on page 98)

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

Not Everyman Can Become a Brunswick Dealer

THE increasing demand for The Brunswick is due primarily, of course, to its exclusive advantages over other phonographs—its all-record reproducer, and its all-wood tone chamber, for examples—its finer tone and beautiful cabinet work.

But there are other reasons for Brunswick success. One of them is the fact that from the first The Brunswick has been treated as a high-class musical instrument, which it is, in every sense of the word. So the new Brunswick dealer is not compelled to enter into any cut-price or easy payment schemes to force sales which reduce his profits. A dollar in the bank is worth two on the books.

And Brunswick dealers are selected with the same care that is used in selecting materials and methods in Brunswick factories. They must measure up to certain requirements and one of them is that they fully understand and appreciate this basic Brunswick policy.

KRAFT-BATES & SPENCER, Inc., 1265 Boylston Street, BOSTON, MASS.
NEW ENGLAND DISTRIBUTORS

Steel Needles Albums Record Brushes Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 97)

WHY

did A. W. select the Schloss Cabinet and New York Album lines to represent in New England?

BECAUSE

his 22 years' experience in the business tells him they are absolutely the best. Write for catalogue and prices. Remember, factory representative means

FACTORY PRICES

A. W. CHAMBERLAIN

26 Broad St., Boston Tel. Fort Hill 4811
Factory representative for New England

trade and Mr. Chamberlain assures everybody they will get 100 per cent service.

Mr. Chamberlain has an enviable record in the talking machine business and his twenty-two years' experience has brought him into the closest touch with the leading talking machine dealers in this territory. He entered the business in 1898, going with the Iver Johnson Co., and after four years with this house traveled for a year in the interests of the Zonophone. He then associated himself with the late Elton Taft at the Eastern Talking Machine Co., Victor wholesaler, during his fourteen years with that house. Mr. Chamberlain was assistant manager and later wholesale manager. About five years ago he returned to the Iver Johnson Co. Mr. Chamberlain has the best wishes of a host of friends.

PROOFS OF BUSINESS BETTERMENT

Boston, Mass., April 2.—An increasing demand for Perfection reproducers has been experienced by the New England Talking Machine Co., manufacturers of this line, at their headquarters in this city. These demands have been received from widely separated parts of the country and are evidence that the betterment in general business conditions is not confined to one locality, but is country-wide in scope.

NEW QUARTERS FOR GREY GULL

Enlarged Record-making Plant Now Occupied on Macallen Street, Boston

Boston, Mass., April 6.—The factory of Grey Gull Records, Inc., has been moved from its former location on Wareham street to Macallen street, this city. This move will provide greatly increased facilities for the manufacture of Grey Gull records and was made necessary by the steadily increasing demand for this product. The new quarters will also allow the entire process of manufacture to be conducted under one roof. The executive offices will remain at 295 Huntington avenue.

INTERESTING ACCESSORY CATALOG

Volume Issued by Lansing Sales Co., of Boston, Contains Large Line of Specialties

One of the largest and most attractive catalogs of talking machine and piano accessories has just been issued by the Lansing Sales Co., of Boston, Mass. As the binding is of a loose-leaf style it will be possible for the Lansing Sales Co. to add to this catalog, from time to time, as new accessories are added to its already large list.

A photographic reproduction of the Lansing Building, at Elliot and Warrenton streets, appears on the cover. On the first page following the introduction is the personnel of the Lansing organization, showing photographs of A. J. Cullen, president; Henry Smith, New England representative, and R. G. Lipp, secretary and manager.

Among the accessories listed are: "Nyacco" record albums, "Lansing" khaki moving covers, the "Fitzall" adjustable strap, "Lansing" piano covers and wareroom covers for talking machines, the "Electora," Universal Display Fixtures, piano and player benches, record cabinets,

**Your Guarantee
Mr. Dealer**

**LANSING KHAKI
COVERS**

*For All
Phonographs*

Unqualified Endorsement
of Biggest Manufacturers
and Dealers



Slip
and Rubber
Covers
for
Phonographs

Slip
and Rubber
Covers
for
Pianos

Factory Representatives:

L. A. SCHWARZ, 1265 Broadway, New York City.
BRUNSWICK-BALKE-COLENDER CO., 623-633 So. Wabash Ave., Chicago, Ill.
ALL-IN-ONE PHONOGRAPH CORP., 21 East Van Buren St., Chicago, Ill.
WALTER S. GRAY CO., 942 Market St., San Francisco, Cal.



**Eliot and Warrenton Sts.
BOSTON, 11, MASS.**

Reflexo and Victrolene polishes, All-In-One products, Jones-Motrolas, Hall fibre needles, Brilliantone and Reflexo steel needles, Pathé sapphire needles, Edison points and Liberty semi-permanent needles, Tonofone needles, Lesley's repair outfits and Q R S player rolls.

An innovation in filing cabinets for the dealer is found in a sectional rack put out by the Lansing Co. for both music rolls and talking machine records. The partitions are so placed that rolls or records may be filed in the same cabinet.

GETTING MAXIMUM RESULTS

Efficiency is the ability to get the maximum results at a minimum cost in money, time and effort.

"Nameplates With a Personality"

For Manufacturers and Dealers of Talking Machines, Phonographs, Musical Instruments, etc.

E. V. YUELL CO., Malden, Mass.

*When You'll Think of Nameplates
You'll Think of Yuell.*

**The "Perfection" Universal Ball-Bearing Tone Arm
No. 6 With New Pur-i-tone Reproducer (attached)**



Set in position for playing "lateral" cut records



Set in position for playing "hill and dale" records with diaphragm facing front of machine

The "Perfection" Universal Ball-Bearing Tone Arm No. 6 with New Pur-i-tone Reproducer attached plays Victor, Columbia and all other makes of disc records on all types of Edison Disc Machines, producing with clarity and volume of tone excelled by no other attachment. This attachment is manufactured in Gold, Nickel and Oxidized finish (William & Mary) with the best of India Mica Discs.

WRITE FOR DESCRIPTIVE CATALOG AND PRICES

Manufactured by

**New England Talking Machine Co.
16-18 BEACH STREET BOSTON, 11, MASS.**

DISTRIBUTORS:

CALIFORNIA
San Francisco—Walter S. Gray Co.
COLORADO
Denver—Denver Dry Goods Co.
GEORGIA
Atlanta—Phonographs, Inc.
IOWA
Des Moines—Harger & Blish
MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MISSOURI
St. Louis—Silverstone Music Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan

OHIO
Cleveland—The Phonograph Co.

PENNSYLVANIA
Pittsburgh—Buehn Phono. Co.
Philadelphia—Girard Phono. Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes Co., Inc.

Factory Representative—Louis A. Schwarz
1265 BROADWAY, NEW YORK, N. Y.

No Red Tape About Getting Grey Gull Records

Order *what* you want, *when* you want, and *no more than* you want.

Sell the records *fast*, and order more as you need them. Don't carry a large stock, and turn over your investment *quickly and often*. Get in early with the hits. Retail at 85 cents for the *entire* list without exception. Handle any phonograph you want.

These are the policies that are bringing big profits to Grey Gull dealers. They are based on sound merchandising principles. You can get all the records you want for immediate delivery from the distributors listed below. Send in an order today.

Grey Gull Records are one of the few makes which are recorded and manufactured *complete in one plant*. That insures Quality, Service and PERMANENCE. Pick out a few of the good numbers in the following list and send in a trial order at once.

Distributors

Associated Furniture Manufacturers
1209 Washington Ave.,
St. Louis, Mo.

Joseph Barnett & Co.
218 Fourth Ave., East,
Cedar Rapids, Iowa

Capital Paper Company
South St.,
Indianapolis, Ind.

Chapman Drug Co.
Knoxville, Tenn.

Cole & Dunas Music Co.
54 W. Lake Street,
Chicago, Ill.

Excelsior Music Co.
Cape Girardeau, Mo.

Fuller Phonograph Co.
101 N. Water Street,
Wichita, Kansas

Grey Gull Records, Inc.
295 Huntington Ave.,
Boston, Mass.

National Phonograph Co.
518 Penn Avenue,
Pittsburg, Pa.

Richardson Drug Co.
Omaha, Neb.

Scott Weighing Machine Co.
Topeka, Kan.

T. & H. Specialty Mfg. Co.
Charleston, W. Va.

United Music Stores
619 Cherry Street,
Philadelphia, Pa.

Dance Hits

- | | |
|--|---|
| DO YOU EVER THINK OF ME?—Medley Fox-trot.
Al Starita and His Society Orchestra } L-1058
10-in. 85c. | UNDERNEATH THE DIXIE MOON—Fox-trot,
Ray Miller and His Black and White Melody Boys } 85c. |
| MY MAMMY—Fox-trot.....Joe Onovan's Trio } L-1054
10-in. 85c. | MY LITTLE BIMBO DOWN ON THE BAMBOO ISLE
—One-step.....Krueger's Melody Syncopators } 85c. |
| WANG WANG BLUES—Fox-trot,
Al Starita and His Society Orchestra } L-1055
10-in. 85c. | SAXOPATION—One-step.....Krueger's Melody Syncopators } 85c. |
| BRIGHT EYES—Fox-trot...Bennie Krueger's Orchestra } L-1045
10-in. 85c. | TOODLES—One-step... Jos. Samuels Music Masters } 85c. |
| ROSE—Fox-trot (With Vocal Chorus by Ernest Hare),
Banjopators } L-1041
10-in. 85c. | LOOK WHAT YOU'VE DONE WITH YOUR DDG.
GDNE DANGERDUS EYES—Fox-trot (With Vocal
Chorus by Ernest Hare).....Banjopators } 85c. |
| LOOK FOR THE SILVER LINING—Fox-trot,
Ray Miller and His Black and White Melody Boys } L-1050
10-in. 85c. | NIGHTINGALE—Fox-trot,
Ray Miller and His Black and White Melody Boys } 85c. |
| SPREAD YO' STUFF—Fox-trot,
Bennie Krueger's Orchestra } L-1046
10-in. 85c. | HOME AGAIN BLUES—Fox-trot,
Bennie Krueger's Orchestra } 85c. |
| MAKE BELIEVE—Fox-trot,
Ray Miller and His Black and White Melody Boys } L-1049
10-in. 85c. | OARLING—Fox-trot,
Ray Miller and His Black and White Melody Boys } 85c. |
| PALESTEENA—Fox-trot (With Vocal Chorus by
Ernest Hare).....Banjopators } L-1040
10-in. 85c. | MY HOME TOWN IS A ONE HORSE TOWN—Fox-
trot (With Vocal Chorus by Ernest Hare),
Banjopators } 85c. |
| I NEVER KNEW—Fox-trot (With Vocal Chorus by
Ernest Hare).....Banjopators } L-1053
10-in. 85c. | SWEET MAMMA (Papa's Getting Mad).....
Krueger's Melody Syncopators } 85c. |
| MARGIE—Fox-trot.....Selvin's Novelty Orchestra } L-1036
10-in. 85c. | BIDDY—Fox-trot.....All Star Trio } 85c. |
| I'VE GOT THE BLUES FOR MY OLD KENTUCKY
HOME—Fox-trot.....Banjopators } L-1034
10-in. 85c. | CARESSES—Fox-trot.....Banjopators } 85c. |

Song Hits

- | | |
|--|--|
| I USED TO LOVE YOU, BUT IT'S ALL OVER NOW,
Sung by Charles Harrison } L-2049
10-in. 85c. | NOW I LAY ME DOWN TO SLEEP,
Sung by Charles Harrison } 85c. |
| MY MAMMY.....Sung by Ernest Hare } L-2046
10-in. 85c. | HAPPY HOTTENTOT.....Sung by Patricia } 85c. |
| DRIFTING APART.....Sung by Charles Harrison } L-2050
10-in. 85c. | ANGELS (We Call Them Mothers Own Here),
Sung by Charles Harrison } 85c. |
| SOLDIERS OF ERIN.....Sung by Hugh Donovan } L-2051
10-in. 85c. | WRAP THE GREEN FLAG AROUND ME, BOYS,
Sung by Hugh Donovan } 85c. |
| BRADWAY ROSE.....Sung by Charles Harrison } L-2043
10-in. 85c. | BLUE DIAMONDS.....Sung by Henry Burr } 85c. |
| FEATHER YOUR NEST.....Sung by Charles Harrison } L-2044
10-in. 85c. | WHEN HE GAVE ME YOU (Mother of Mine),
Sung by Henry Burr } 85c. |
| OLD PAL (WHY DON'T YOU ANSWER ME),
Sung by Charles Hart } L-2035
10-in. 85c. | PRETTY KITTY KELLY.....Sung by Charles Hart } 85c. |
| HIAWATHA'S MELODY OF LOVE,
Sung by Charles Hart and Louise Terrell } L-2034
10-in. 85c. | TRIPOLI.....Sung by Charles Hart and Louise Terrell } 85c. |

Standard Songs

- | | |
|--|---|
| OLD BLACK JOE.....Sung by Ernest Hare } L-2045
10-in. 85c. | ANNIE LAURIE.....Sung by Louise Terrell } 85c. |
| WHEN YOU AND I WERE YOUNG, MAGGIE,
Sung by Charles Hart } L-2021
10-in. 85c. | A PERFECT DAY.....Sung by Henry Burr } 85c. |
| MY WILD IRISH ROSE.....Sung by Charles Hart } L-2039
10-in. 85c. | HOME TO OUR MOUNTAINS (From Il Trovatore),
Sung by Hart and Terrell } 85c. |



INCORPORATED

295 HUNTINGTON AVENUE, BOSTON, MASS.



You'll find thirteen a lucky number if you stock up big with Al Jolson's latest song hit "Ding-a-Ring a Ring," in which he lays claim to thirteen brides. A real Jolson song—which means big sales. A-3375.

Columbia Graphophone Co.
NEW YORK

EDISON MOOD TEST AT HARVARD

Psychology Classes of Both Harvard and Radcliffe Listen to Series of Re-Creations

BOSTON, MASS., April 6.—An interesting experiment to determine just what effect talking machine records may have upon changing moods was conducted a few days ago at Harvard University under the direction of the F. H. Thomas Co., Edison distributor in this city, acting for the Edison Laboratories. The advanced classes in psychology of both Harvard and Radcliffe Colleges (women), under the leadership of Professor Langfeld, met in the laboratory in Emerson Hall to listen to a series of Re-creations as played on an Edison instrument. Those present were expected to make a note of the changes of mood that might be caused by the records. This experiment was similar to those conducted in various colleges to determine what sort of music may be used in the treatment of neurotic patients and what reactions may be expected from them. Each person in the room was provided with "Mood Change Charts," on which they were asked to indicate their moods before the experiment began, serious or gay, worried or carefree, depressed or exhilarated, nervous or composed, fatigued or unfatigued, sad or joyful. They were also asked to note the kind of music they wanted to hear, joyous, weird, dreamy, soothing, exciting, etc. Such questions as time of day, condition of weather, place of experiment were to be answered.

Following was the program played: "The Black Man," by Sousa, played by a brass band; Bruch's "Kol'ndrei," played on the 'cello by Lauri Kennedy, with piano accompaniment; Smalle's "Sweet Love," played by Lenzbergs' Riverside Orchestra; Lieurance's "By the Waters of Minnetonka" and "Lullaby," sung by Frieda Hempel, and Bigelow's "Our Director March," played by Conway's Band.

Following each Re-creation the class was asked to note any change of mood experienced by

each one as the piece was being played. The point also was made that different programs or individual pieces may affect different people in different ways and this was especially marked in the case of "Our Director," which would have a distinct effect at Harvard as it was written by a Harvard man. Another thing brought out was that different music must be played to educated and uneducated people to obtain the same effect. It is aimed to try these experiments on various groups all over the country and the results are to be sent to the Edison Laboratories for tabulation, and an attempt will be made to develop some standard laws of psychology out of this experimentation.

IMPORTANT POST FOR MOREY

The general sales department of the Columbia Graphophone Co. announced last week that H. I. Morey had been appointed assistant manager of the company's branch in New Haven, Conn. Mr. Morey was recently a member of the firm of the White-Morey Music Shop at New Rochelle, N. Y., but he sold his interests in this company to Mr. White and rejoined the Columbia organization. He is one of the veterans of the Columbia staff, having been associated with the company for many years.

NEW FILE AND ALBUM ARRANGEMENT

The Peerless Album Co., which recently moved into its new home at 636 Broadway, New York City, announces a new file and album arrangement particularly manufactured for Victrolas. This product has been designed with great care to fit into the portion of the cabinet reserved for records and the file and albums are readily inserted without marring it, becoming practically a permanent addition to the instrument.

Following the preliminary announcement of the completion of this product the orders received demonstrate that the trade is receiving this new offering very favorably.

CO-OPERATING IN TAX FIGHT

Talking Machine Interests, Particularly the Wholesalers, Active in the Support of the Music Industries Chamber of Commerce

According to the officials of the Music Industries Chamber of Commerce, the members of the talking machine trade, and particularly the jobbers and distributors, are co-operating most heartily in the fight against the continuance or possible increase of excise taxes on musical instruments in the forthcoming amended War Revenue bill. One of the chief arguments offered by the Chamber against the continuance of excise taxes and the substitution of a general commodity sales tax in their stead is that musical instruments are sold, in most cases, on instalments and that frequently the first payment received from the customer is less than the tax collected by the Government, leaving the merchant to hold the bag, as it were. In gathering data to support that argument to the fullest extent the talking machine wholesalers have proven most energetic and have obtained through their dealers facts and figures of a character that cannot be overlooked by those charged with the framing of the new law.

In the present fight against possible discrimination against the music trade interests in the forthcoming new Federal tax bill the various divisions of the music industry, talking machine, piano, band instrument and other interests are working together as one solid unit and it is believed that the presenting of a solid front, together with the endorsement of the commodity sales tax plan to replace excise taxes, will go far to insure success for the industry in protecting all its members.

DOEHLER CAPITAL INCREASED

The Doehler Die Casting Co., of Brooklyn, N. Y., has increased its capital stock from \$1,000,000 to \$1,500,000.



SERVICE WINS



EVERHART & BROWN

Large Southern Distributors for

Okéh Records

1705 EAST BROAD STREET

RICHMOND, VA.



The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., April 6.—The talking machine business in Philadelphia during March was rather disappointing; but it generally is, coming as it does a sort of between seasons and affected by the Lenten period. It was generally no worse than last year, so consequently there is little of which to complain. The dealers generally are in good humor and are looking philosophically at the situation and believe it is going to break for the better in a very short time.

Wurlitzer-Philadelphia Talking Machine Co. Deal

The most interesting piece of news that has developed at this writing is the announcement that the Rudolph Wurlitzer Co., which for some years has been established at 1017 Chestnut street, where it handled Wurlitzer pianos and players, as well as harps, etc., has purchased the talking machine business of the Philadelphia Talking Machine Co., at present at 809-811 Chestnut street, to which location it moved about a year ago from Fourth street. The announcement came as a complete surprise to the trade. It was effected on Monday evening of this week. The firm will conduct the two stores for the present. The middle of June the Wurlitzer lease expires at 1017, but the firm is likely to renew it.

At 809-11 Chestnut street S. W. Toth, manager of both establishments, said the Wurlitzers will handle pianos, harps, musical merchandise of every description but sheet music, and talking machines. At the 809-11 store Mr. Friedberger handled an extensive line of machines, including Columbia, Brunswick, Sonora and a number of other makes, as well as pianos. All this stock that went with the purchase will be disposed of as soon as possible, when there will be nothing but Wurlitzer products sold there and the place will be conducted as a Victor estab-

lishment in its talking machine end. Howard Wurlitzer was here and assisted in the purchasing. This is one of the finest store rooms devoted to the musical business in Philadelphia, and with the fine line at the command of the Wurlitzer Co. it will no doubt have one of the most attractive musical stores in this city.

Many New Vocalion Dealers

The Philadelphia Show Case Co. had a fairly satisfactory business in March. During the month a number of new accounts have been added to its already long list of dealers in the Vocalion machines and records and the Melodee rolls. Included in the list are the Keystone Talking Machine Co., Seventh and Morris streets, Philadelphia; Steele & Harrison, Johnstown, Pa.; Hunter Music Co., Dayton, O.; R. H. Brunner, Lancaster, Pa., and C. & J. Campbell, of 3330 Germantown avenue. C. H. Tracey, of the wholesale department of the Vocalion Co., was a recent visitor. T. P. Radcliffe, of the Aeolian Co., accompanied by Manager Burkart, was also here and went from store to store where the Vocalion is handled, and gave the sales force a complete insight into the mechanism of the machine and its workings. He is the head of the Aeolian Co.'s record department. Other visitors were Wallace Brown and Oscar Ray, from the office of the Melodee Music Roll Co.

Will Handle Talking Machines

There has been some moving about recently and several stores have added considerably to their business space. Hafner & Sutphin, at present located at 149 North Ninth street and extensive importers of musical merchandise, have leased and are renovating the large store at 925 Arch street, which they will occupy on April 15, or thereabouts. They expect, also, to handle

talking machines, for which they have built a number of attractive booths.

Rihl Brothers, of 424 East Girard avenue, have just been established as exclusive Victor dealers by the Penn Phonograph Co. and H. A. Weymann & Son.

A Visitor From Texas

W. G. Walz, one of the most progressive of Texas talking machine men, located at El Paso, was in Philadelphia several days recently, calling on the jobbers here. He is an extensive Victor dog distributor and also handles the Victor operatic figures.

Victor Dogs Grow in Popularity

T. W. Barnhill, the head of the Penn Phonograph Co., reports that the Victor dog business of the firm has been very good, and they have placed several additional girls on the force of decorators. The Koerber-Brenner Co., of St. Louis, Mo., has been doing a splendid business with the Penn operatic figures and during the past week it has sent in three orders for complete sets. Both Mr. Barnhill and Mr. Miller attended the distributors' meetings held in Boston on April 7 and 8.

During the month Mr. Barnhill was absent from business for about ten days, during which time he was in a hospital following an operation, the removal of his tonsils.

Penn Co. Opens Many New Accounts

During last month the Penn Phonograph Co. supplied the stock for a new Victor firm at Chester, Pa., to be located at Fourth and Edgemont street by the E. V. Martin Co., who has a chain of stores in this city. The firm has also opened new accounts as follows: Zerfoss & Berg, of Red Lion, Pa.; Maxwell's Furniture

(Continued on page 102)

Now Is Your Opportunity

to put your house in order and your buying on a business basis.

VICTROLAS and VICTOR RECORDS are coming more freely from the factory, making it possible for the Jobber, who is willing, to carry stock and give his Dealer real service.

Embrace the Opportunity to tie up right. We are ready to aid you in making this your biggest Victor Year.

The Louis Buehn Company

OF PHILADELPHIA

TRADE NEWS FROM PHILADELPHIA
(Continued from page 101)

Store, of Renova, Pa., and Barclay Aspell, who has a music store at Ardmore.

Now Vice-president Beach

H. A. Beach, head of the traveling department of the Victor Co., has resigned this week and has assumed the vice-presidency of the Unit Construction Co., Fifty-second street and Gray's Ferry road.

Price Bros. Open Victor Department

Price Brothers, music dealers, of Minersville, Pa., have opened up a Victor department. Herman Cole, 6018 Market street, has considerably enlarged his store, adding ten new booths, making sixteen in all. He has been enjoying a very good business.

Adds the Brunswick Line

The last week in March Gimbel Brothers' talking machine department took on the Brunswick machine and is advertising it heavily.

Louis Buehn Co. News

Louis Buehn, of the Louis Buehn Co., spent last week on a motor trip, visiting dealers in the central part of the State as far west as Altoona. The Buehn Co. reports that it found business rather quiet during the Lenten period, but its stock of Victor records is now starting to come through in good shape, and it reports that it has been able to accumulate a small quantity of Victrolas of certain styles.

The Buehn Co. reports the development of an account which was formerly operated in connection with the Princeton University store, at Princeton, N. J., but which has now been moved to Nassau street, and is to be known as the Princeton Music Shop, individually and distinctively. There are many artistic touches about the new place, which is conducted by B. F. Bunn, which were given to it by a corps of professors in the Princeton College art department. Hartman & Lanshe is another firm that the Buehn Co. has been supplying with stock to be placed in their new building at Tenth and Hamilton street, Allentown, where the Victor line will be handled under the careful and capable supervision of General Manager Fred Lanshe.

Mr. Buehn is arranging for a trip which will extend as far as the Pacific Coast this Summer and will start in time to attend the national jobbers' convention.

Blake & Burkart have somewhat changed the makes of machines that they have been handling. They have given up some lines and have taken the handling of the Aeolian-Vocalion. They will continue the Sonora. Mr. Scott, of the Amberola department of the Edison Co., was a recent visitor, also Mr. Langford, of the Vocalion Co. Blake & Burkart report that they had the biggest March business in their history, and if the next three months will be as good as the three months just passed they will be well satisfied. L. A. Colison has joined the outside force of the firm. He was recently connected with the Blackmore firm, on North Broad street.

C. N. Eastman in Charge

Clifford N. Eastman, formerly of the John Elliot-Clark Co., of Salt Lake City, Utah, has been made the manager of the newly established Victor store which was recently opened at 866 Main street, Darby, by Charles G. Martin, who has a chain of stores in this city. Mr. Eastman was one time connected with N. Snellenburg's talking machine department previous to going West, Philadelphia being his home.

WE Will Buy for Cash
Job Lots of Machines,
Records, Motors, Tone
Arms, Parts, and Every-
thing in the Talking Ma-
chine Line.

Keen Talking Machine Supply Co.
49 N. 10th ST., PHILADELPHIA, PA.



(Half Size)

Questionnaire

VICTROLA DEPARTMENT

R. L. FOORD FURNITURE CO., Wilmington, Delaware

Do you own a Talking Machine (yes or no).....
 What Make

Is it in good playing condition (yes or no).....
 Is your Talking Machine in active use (yes or no).....
 Have you ever thought of exchanging it for a newer or larger model (yes or no).....
 Do you receive the Victor Record Supplement each month (yes or no).....
 Have you ever thought of buying a Victor Victrola (yes or no).....
 Name

Address

City

The questionnaire shows you who has a Victrola; who has not a Victrola; who has the desire for a Victrola; who has a machine of another make and wishes to exchange it in part payment for a Victrola; whose name is not on your mailing list for the monthly supplement, but wants it there.

OPPORTUNITY

The Victor dealer enjoys an opportunity at this time such as no other talking machine dealer has. He has back of him a factory and organization whose finished product is recognized everywhere as the best. During the last three years many new machines and several makes of records have been placed on the market. Some have survived, others have fallen by the way-side. The opportunity which is now afforded you is to bring the owners of all these other machines under the Victor banner and to make good Victor customers of them.

How to do this in the most effective way would be a problem if the Penn-Victor dog had not solved the question for you. Before telling you about it, it was tried out in a number of instances and the results have been surprising.

What you want is to get as many talking machine users acquainted with you as possible. Very good. The thing to do is to get them in your store, and you to get acquainted with them. How? That's easy! Here is the plan,—

FIRST—Order 500 or more Penn-Victor dogs with your name cast in the pedestal at no extra cost.

SECOND—Have printed questionnaires as per illustration.

THIRD—Advertise in your home paper, or by any other plan which seems best, announcing that you will give away absolutely free to every person calling at your store on certain dates a plaster paris reproduction of the dog in the Victor trade-mark.

You may be sure the public will respond. When a person enters your store hand him or her a questionnaire, saying: "Please fill out the card and present it at (specify the place) and receive your dog." Have plenty of small sharpened lead pencils handy so there will be little delay in filling out the questionnaire.

The questionnaire gives you just the information you desire and provides many prospects for Victrolas.

One dealer gave 5,000 dogs away and did as much business in the first three days of the month as during all the corresponding months in the previous year. Another dealer of whom we know did \$3,000 in three days. He gave 3,500 dogs away and did nearly \$1 worth of business for each dog.

The dog is a binder between the prospect and you, making it easy for your canvasser when he calls at the home to secure a hearing. The Penn-Victor dog is a little missionary, and has been doing good work in the home all the while spreading Victor propaganda. Shall he work for you? It's for you to say. Place the order at once and prove our assertions.

- Albany, N. Y. Gately-Haire Co., Inc.
- Atlanta, Ga. Eliza Talking Machine Co.
- Baltimore, Md. Cohen & Hughes.
- Birmingham, Ala. E. F. Droop & Sons Co., Inc.
- Boston, Mass. Talking Machine Co.
- Oliver Ditson Co.
- Eastern Talking Machine Co.
- The M. Steiner & Sons Co.
- Brooklyn, N. Y. American Talking Machine Co.
- G. T. Williams Co.
- Buffalo, N. Y. Buffalo Talking Machine Co.
- Burlington, Vt. American Phonograph Co.
- Butte, Mont. Orton Bros.
- Chicago, Ill. Chicago Talking Machine Co.
- Cincinnati, O. Ohio Talking Machine Co.
- Cleveland, Ohio. Cleveland Talking Machine Co.
- The Eclipse Music Co.
- The Knight-Campbell Music Co.
- Denver, Colo. Elмира Arms Co.
- Elmira, N. Y. Elмира Arms Co.
- El Paso, Tex. W. O. Waik Co.
- Honolulu, T. H. Bergstrom Music Co., Ltd.
- Indianapolis, Ind. Seward Talking Machine Co.
- Jacksonville, Fla. Florida Talking Machine Co.
- Memphis, Tenn. Houck Piano Co.
- Kansas City, Mo. J. W. Jenkins Music Co.
- Milwaukee, Wis. Badger Talking Machine Co.
- Minneapolis, Minn. Beckwith-O'Neill Co.
- Mobile, Ala. Wm. L. Reynolds.

- New Haven, Conn. The Horton-Gallo-Creamer Co.-
- Newark, N. J. Collings & Co.
- New Orleans, La. Phillip Werlein, Ltd.
- New York City. Emanuel Blout.
- C. Bruno & Son.
- Charles H. Ditson Co.
- Knickerbocker Talking Machine Co.
- New York Talking Machine Co.
- Ormas, Inc.
- Silas E. Pearsall Co.
- Louis A. Schwarz, Inc.
- Mickel Bros.
- Omaha, Neb. H. A. Weymann & Son.
- Philadelphia, Pa. W. F. Frederick Piano Co.
- Pittsburgh, Pa. Cressay & Allison, Inc.
- Portland, Me. The Corley Co.
- Richmond, Va. E. J. Chapman.
- Rochester, N. Y. Keerber-Brenner Co.
- St. Louis, Mo. W. J. Dyer & Bro.
- St. Paul, Minn. The Toledo Talking Machine Co.
- Toledo, Ohio. Cohen & Hughes.
- Washington, D. C. E. F. Droop & Sons Co.
- Robt. C. Rogers Co.

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.

PENN PHONOGRAPH COMPANY, Inc.

Victor Distributors—Wholesale Only

913 ARCH ST.

PHILADELPHIA, PA.

TRADE NEWS FROM PHILADELPHIA
(Continued from page 102)

J. E. Widener, whose home is in Boston, was a Philadelphia visitor at the end of the month, going over a Spring campaign with Manager Ferrot, who is the local Widener representative.

Close Many Important Cheney Deals

G. Dunbar Shewell reports that his Cheney business is considerably better than it was and has just closed several important deals. A recent visitor was Richard McCoy, of the Cheney Talking Machine Co.

Fox Pleased With the Outlook

Harry Fox, the head of the Philadelphia-Emerson Co., is well pleased with the business he has been able to do in this territory and feels that he has reason to be proud of the way the dealers have supported and stood by him under rather trying circumstances recently, showing that they had absolute faith in him, as well as in the Emerson. Mr. Fox says: "The dealers handling our line are giving us wholehearted support and are rooting just as strong for Emerson now as they ever have done, because of the splendid wearing qualities of the records that the Emersons have put out recently. They more than come up to the best records on the market by actual test."

Irving Labe, the Emerson traveling representative in eastern Pennsylvania, has put in some very good work, although a comparatively new man in the phonograph industry, and in a very short time, Mr. Fox says, he feels confident that he will be ranking among the best, because of his sales tactics and diplomacy with the dealers. Joseph Wexler, the firm's Philadelphia representative, who has been with the local Emerson company since its organization, is still putting in faithful, conscientious service and "his smile is still winning them," says Mr. Fox.

Rihl Bros. Open Victor Department

Rihl Bros., of 424 East Girard avenue, this city, on April 1 opened a completely equipped Victor department. This enterprising firm is well and favorably known and will devote particular attention to intensive selling. The opening was well attended and many compliments were received by the management on the attractive appearance of the department.

Granby Display at Adelphia Hotel

The Granby phonograph, made by the Granby Phonograph Corp., of Norfolk, Va., is growing more popular in this State. For several weeks past the entire Granby line has been on display at the Adelphia Hotel, of this city. H. H. Schu-

BUSINESS IS GOOD

For the Dealer Who Goes After It With

**OKeh
Records**

Deliveries Are Good for the Dealer Who Orders From

SONORA COMPANY
OF PHILADELPHIA

1214 Arch Street - - - Philadelphia

maker, E. C. Howard and Harry Coplan, of the Granby Phonograph Corp., are in town and are co-operating with A. J. Heath & Co., the local distributors in the promotion of Granby sales in this territory.

N. Stetson & Co. Handle the Clayola

N. Stetson & Co. have undertaken the handling here of the Clayola, an electric machine, which they are advertising and which is a most attractive-looking talking machine which they sell at \$125.

Will Conduct Both Stores

Mr. Wolpert, of the Variety Stores, 1935 South street, has purchased the store of Sig-mund Haesh, of 2017 South street. He will conduct both stores and will feature music exclusively at the 2017 South street store.

Co-operating With Pathé Dealers

Walter E. Eckhardt has been working like a beaver in an effort to thoroughly develop all the Pathé dealers so that they will get the full benefit of this wonderful "talker." He has been

getting out a series of letters and trade articles which he has sent to all the Pathé dealers, and which they have no doubt found invaluable in their study of trade promotion. The local Pathé firm has opened several very attractive accounts recently. Mr. Eckhardt says: "These electric machines of ours, the Actuelle, are creating quite a furor in the trade, while the new Actuelle records are coming through perfectly wonderful. We are seeing a very marked and definite trend upward in business and we feel that the dry spell is about over. I believe business is to be had if the merchants will put forth the proper effort to secure it, but the slogan is "work."

Columbia Dealers Discuss Sales Plans

The Columbia Co. has been doing some effective work the past few weeks. On March 19 it held a meeting here of all its salesmen, which was largely attended and at which March and April sales plans were discussed. Robert Porter, sales manager of New York, came over to address the men. During March Manager Cummin visited practically all of the Columbia dealers in the nearby towns and in a very short time he expects to be able to say that he has gone to every one of the Columbia dealers in his territory.

J. W. Taylor, city salesman of the Columbia Co., resigned his position on April 1 and has assumed the management of the Walton Hotel in this city.

Opens Exclusive Columbia Shop

The Snyder Music Co., of Wilkes-Barre, opened an exclusive Columbia shop on March 25. The Van Veen Co., of this city, is responsible for the beautiful store which the company is presenting for public convenience.

Mr. Schwartz, the enterprising dealer of Rox-borough, recently bought a new Packard touring car.

Everybody's Talking Machine Co. News

Everybody's Talking Machine Co., 38 North Eighth street, is packing its new mainsprings in individual cartons, which fact is being received with great favor by the dealers. It is at present engaged in making extensive alterations in the way of shelving facilities, etc., to

(Continued on page 104)



WEYMANN 1108 CHESTNUT ST. PHILADELPHIA, PA.
ESTABLISHED 1864

*Victor
Wholesale
Distributors*

Victor Supreme

The Victor dealer who devotes his entire energy to the advancement of Victor merchandise in his Talking Machine Department will find that in turn, his entire business will be greatly benefited.

At Your Service

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

**Q.R.S.
PLAYER-
ROLLS**

**WEYMANN
KEYSTONE STATE
STRING
INSTRUMENTS**

Keystone Die-Casting Co.
Norristown, Pa.

ALFRED C. RANTSCH
Pres. and Gen. Sales Mgr.

E. J. W. RAGSDALE
Treas. and Gen. Mgr.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 103)

handle its largely increased stock and the new novelties it is adding. It has gotten out a new repair tool for the Columbia sound box, which will make it quite easy to repair the box. This device is about to be put on sale.

The long-promised catalog of the company will be ready to be mailed about the same time. This house has a large stock of "Honest Quaker" mainsprings for machines and is receiving orders from all sections. It is preparing for a big business in the Fall. William Phillips, of the Wm. Phillips Phono Parts Co., New York, was a visitor this week and another visitor was Paul Baerwald, general sales manager of the General Phonograph Corp. P. Grabuski has just gotten home from a very extensive trip through the South and has brought with him a number of orders. The coming week he will start on a trip through Pennsylvania, Ohio and Indiana.

The United Music Stores Co., 619 Cherry street, reports an excellent business. Recently it placed on the street a large truck for delivery purposes, on the side of which is painted in gold

letters, "Connorized and Pianostyle Music Rolls. 'It Pays to Advertise.'" The firm notes a considerable increase in its out-of-town business and especially in foreign records. The company reports a big increase in the sales of the Brilliantone needles and it has been getting very good results with the Grey Gull records, which line is handled exclusively, here. This company had a large booth at the Real Estate Building Exposition, which was held at the First Regiment Armory March 28 to April 2 inclusive.

Good Call for Cirola Phonographs

A. J. Heath & Co. report that their business has been very good both in Okeh records and Cirola machines. The Mamie Smith and other Okeh records have been going especially well.

Showing How Records Are Made

The Emerson Philadelphia Co. is making a very handsome window display, in which the process of making an Emerson record is featured. It is a most educational exhibit that never fails to attract large crowds.

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

CABINET SALES SATISFACTORY

H. C. Naill, of Geo. A. Long Cabinet Co., Discusses Business Situation—Console Cabinets Become Popular Throughout the Country

H. C. Naill, of the Geo. A. Long Cabinet Co., Hanover, Pa., manufacturer of Long cabinets, was a visitor to New York recently, prior to his departure for a short Western trip. While here Mr. Naill made arrangements whereby the Geo. A. Long Cabinet Co. will display a complete line of Long cabinets at the New York Furniture Exchange, 469 Seventh avenue, which will open on April 18.

In a chat with The World Mr. Naill stated that the demand for the new console cabinets recently introduced by this company was steadily increasing, and that dealers in all parts of the country were evincing the keenest interest in these distinctive cabinets. The Long factory is now in a position to produce these cabinets in quantities, and judging from the enthusiastic reception accorded these new types they are meeting with a ready sale everywhere.

Referring to the general business situation Mr. Naill stated that there was a noticeable improvement in the leading trade centers, and that those manufacturers and merchants who were sufficiently progressive to go after business along practical lines were producing satisfactory sales totals. Here and there dealers complained that business was below normal, but many of them admitted that they had not yet adapted themselves to present conditions, but were waiting for business instead of utilizing all the means at their command to bring customers into their establishments.

USES ATTRACTIVE MOTOR TRUCK

Philadelphia Show Case Co. Combines Advertising With Delivery Service

The Philadelphia Show Case Co. of Pennsylvania, Philadelphia, Pa., distributor of Vocalions and Vocalion Red records throughout Pennsylvania,



Used for Vocalion Service in Quaker City reports an increasing demand for Vocalion Red records and has installed special delivery facilities to keep the dealers well supplied with these records. The company uses in Philadelphia a large automobile truck bearing on the sides, "Vocalion Red Records Are Best," with a replica of the record. The truck is most attractive in appearance and represents an excellent advertisement.

Some men object to calling business a game. We like that description of it. When our office ceases to seem a playground we shall think we belong elsewhere.



—A. J. HEATH & CO.

Distributors for

Okeh Records

The Record of Quality

Our superior service guarantees the quickest delivery possible of latest hits.

We are well equipped to take care of and satisfy new dealers. Write for our proposition, it offers big profits to the ambitious dealer.

A. J. HEATH & CO.

PHILADELPHIA, PA.
27 South Seventh Street

BALTIMORE, MD.
110 Calvert Street

JAMES A. CRABTREE TO EUROPE

President of International Mica Co. to Make Observations of Conditions Abroad for Benefit of the Industry—Sails on April 22

PHILADELPHIA, PA., April 4.—James A. Crabtree, president of the International Mica Co., of this city, and family, will sail on the "Haverford," April 22, to spend the Summer traveling in Europe. About this time last year, when the reconstruction period just started, Mr. Crabtree covered the Continent in the interests of the talking machine and electrical industries, for which industries the products of the International Mica Co. are mostly manufactured. At that time he placed his services at the disposal of the talking machine trade for any product investigations and quotation comparisons that might be of interest to the "Imico" clientele and



James A. Crabtree

the talking machine manufacturers in general, and received numerous requests for information relative to the market conditions and foreign products, which he was able to obtain by personal investigation. This was such a tremendous success and the information transmitted to the trade was found to be so valuable that the International Mica Co. has again placed Mr. Crabtree at the disposal of the talking machine industry to assist them in any way possible and to obtain any information desired which is procurable in any of the following countries: England, France, Belgium, Germany, Switzerland and Spain—which countries will be covered by him.

Mr. Crabtree and family will probably return about September 1, at which time he will make a general report on conditions. Specific requests for information, however, will be given immediate attention through the company's office in this city.

An easy manner indicates reserve power. To the casual onlooker the man who smiles always seems the winner. The psychological effect of this is obvious.



THE BIG ADVANTAGE

of the

"Pathé Dealer"

over the other fellow insures the lion's share of the business and coupled with Interstate co-operation and sales plans rapidly develops a leadership that commands the respect of your clientele and competitors. May we serve you for "Better Profits", "Better Product", "Better Business"?

Write today

INTERSTATE PHONOGRAPH Co. Inc

1026 CHESTNUT ST., PHILADELPHIA, PA.
1018-1024 WABASH AVE., CHICAGO, ILL.

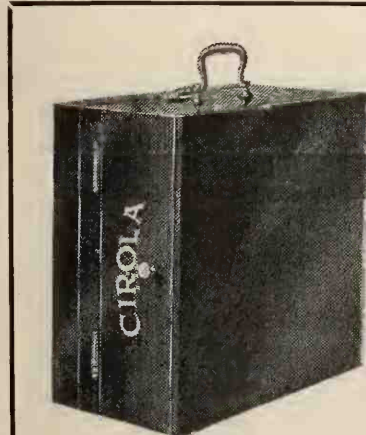
THE RAINBOW RECORD MAKES DEBUT

Rodeheaver Record Co. of Philadelphia Placing First Releases on the Market

PHILADELPHIA, PA., April 4.—The first releases of the Rainbow record of the Rodeheaver Record Co., this city, have met with much favor. As stated, this new record is not an effort to enter into competition with records already in existence. For the present, at least, the recordings will be confined entirely to sacred songs, largely the gospel songs which are used in the present-day evangelistic meetings, Sunday schools, young people's societies, religious conventions and Sunday evening services. Arrangements have been made to have evangelistic singers of the country make records of their

particular songs which they are using in their meetings. In addition to the gospel songs great oratorio numbers and sermons of leading preachers will be recorded. Thus little churches in out-of-the-way sections which do not have a preacher can take a half-dozen of the Rainbow records and conduct an entire service with the best music and best preaching possible to secure. For foreign mission work translations of the sacred songs will be made into other languages. It is planned to have any excess profits from the record business help support a training school for evangelists at Winona Lake, Ind.

The Rainbow laboratory has been established at Winona Lake, Ind., and the distribution of the records will also be made from the offices of the Rodeheaver Co., at 814 Walnut street, this city, and in Chicago.



Size: 12½ x 11½ x 6

"Take Your Music With You"

"CIROLA," the only PORTABLE Phonograph without sound chamber; has twin spring motor; highly nickeled metal parts; is finished like a Piano; built like a Battleship; folds like a suitcase; weighs 16 lbs.; plays all records better because the good fresh air is its sound amplifier; and we will give \$10,000.00 for any Cabinet Phonograph at \$100.00 that will produce a larger volume of tone. Write for our proposition quickly. Enterprising dealers everywhere are rapidly stocking these Spring and Summer Whirlwinds. Covers may be had if desired.

CIROLA DISTRIBUTING CO., Inc.

Distributors of the

CIROLA PHONOGRAPH

PROMPT DELIVERIES



203-04 Colonial Trust Bldg.

Phone Spruce 6340

PHILADELPHIA, PA.

U. S. A.



Sheraton



Colonial



Louis XV



Chippendale



Hepplewhite

QUALITY
HANOVER, PA., U.S.A.

Making a Console out of A Table Model

The Console type of talking machine cannot be bought today except at a very high price—a price beyond the means of many people who want that type machine.

We have solved the problem by designing the five period models shown. These designs faithfully represent the periods. The cabinet work and finish are up to the usual LONG QUALITY standard.

These five "CONSOLES" are intended to be used in connection with the popular Victrola VI, producing a combination outfit that *looks like* a complete unit costing \$250.00, but which you can sell at a very moderate price—a price within the reach of all.

Orders received for these Console Cabinets indicate that they have caught the popular fancy, and they are bound to be big sellers. Place your orders NOW.

Write for copy of catalogue.

These Cabinets will be shown in Space 804 at the New York Furniture Exposition, 469 Seventh Avenue, New York, from April 18th to May 2nd.

**The Geo. A. Long
Cabinet Company**
HANOVER, PA.

GREATER CONFIDENCE EXISTS IN SAN FRANCISCO TRADE

Agricultural Outlook Predicates Better Business—Music Trade Members Elect Officers—Hanson Branches Out—New Edison Dealers—Kantner Covers Trade by Airplane—News of Month

SAN FRANCISCO, CAL., April 5.—While there has been no material improvement in general business conditions in the last month, still there is evident in the trade a feeling of greater confidence. The agricultural outlook for the year, notwithstanding the uncertainty of export markets, is more encouraging than it has been on account of the recent big movement of prepared food products. With the large surplus stock reduced there will be a normal demand for fruits and other agricultural produce. General business conditions in California are practically determined by the conditions in the country districts. Talking machine and record sales have been lagging in the country districts of late, though business in the large cities has held up fairly well. It is thought that there has been too much advertising of reduced prices to benefit the dealers. A constant dwelling on price reductions has resulted, apparently, in unsettling the minds of prospective purchasers. What is needed is stable prices—uniform prices. The recent cut in Columbia records naturally stimulated business in Columbia merchandise. The company advertised liberally in the newspapers and several San Francisco concerns featured Columbia merchandise prominently for a while.

N. J. Wilcox, manager of the local office of the Columbia Co., is receiving the congratulations of the trade upon his marriage this month to the beautiful Miss Eleanor Lee, the daughter of a well-known pioneer family of California.

The Stradivara Phonograph Co., of Portland, Ore., has leased a fine store location on Powell street, between Post and Sutter streets, and will maintain here a retail branch for San Francisco. The store has been handsomely remodeled.

The Music Trades Association of Northern California was officially ushered into existence on March 15 at a dinner at the Commercial Club, San Francisco. About 200 representatives of the piano, talking machine, sheet music and small goods trades attended the meeting and the majority joined the new organization. The dues are from \$30 a month for the largest concerns down to one dollar a month for associate members. The following were elected officers of the Association: George R. Hughes, of the Wiley B. Allen Co., president; Byron Mauzy, first vice-president; Shirley Walker, of Sherman, Clay & Co., second vice-president, and the directors, in addition to the above: George Q. Chase, president of Kohler & Chase; R. A. Wise, of Clark Wise & Co.; F. A. Levy, of the Cali-

fornia Phonograph Co.; Irving C. Franklin, of the Brunswick-Balke-Collender Co.; H. C. Johnson, of Leo Feist, Inc., and B. Goldmark, of the Oakland Phonograph Co. The directors have been empowered to select a treasurer and a secretary.

P. S. Kantner, of the Columbia Co., covered the northern California territory by airplane this month, which is certainly an up-to-date method of conducting a sales campaign. He dropped circulars advertising Columbia merchandise from the clouds and some of these were in the form of orders for Columbia records. The lucky ones will thus be able to add to their record libraries without cost.

H. C. Hanson, who has long conducted a small goods department in the store of the Hauschildt Music Co., has decided to expand into the general music business on his own account. He has leased suitable quarters at 137 Powell street, and will probably have the store remodeled and ready for occupancy by May 1. Mr. Hanson is to carry pianos, talking machines, sheet music and his regular line of small goods and musical merchandise of all classes. There will be several sound-proof talking machine record demonstration rooms.

Byron Mauzy and Clark Wise & Co. have both joined the ranks of exclusive Victor dealers. When present stocks are sold out they will carry only Victor merchandise.

Rosa Raisa, the renowned dramatic soprano, and her husband, Giacomo Rimini, both exclusive Vocalion artists, will be in San Francisco the latter part of April with the Chicago Grand Opera Co. The new red records of the Vocalion are making a fine impression on the Coast trade and the new upright period styles of the Vocalion phonographs are certainly a delight to the eye. H. M. Hull, Pacific Coast manager of the Aeolian Co., is much pleased with the progress made in this territory, especially in the South. The City of Paris talking machine department features the Vocalion products with signal success in this city.

Herman Heller, leader of the symphony orchestra of the California Theatre, paid a fine compliment to Caruso this month, when he had his orchestra accompany the famous Caruso record, No. 88063, for a week to crowded houses. Over 60,000 people heard the record and went into ecstasies over the performance. The record was played on one of the beautiful William and Mary period Victrolas, the machine being loaned for the occasion by Sherman, Clay & Co.

Victor Dealers

You see an "ad" in a magazine or newspaper and it "sells" you.

But by the time you reach a store where the product is on sale you've forgotten all about the advertisement.

You see a show card in a dealer's window and it "sells" you.

You go right inside the store, while your interest is hot, and make a purchase.

The moral?

Don't let another month go by without subscribing for the **USOSKIN VICTOR MONTHLY WINDOW DISPLAY SERVICE**, manufactured by

USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY
(Send for sample set and further details)

W. G. Gaston, factory representative of the Victor Co. in Oregon and Washington, is visiting the Sherman, Clay & Co. home office in San Francisco this week. He reports a business improvement in the Northwest. It is not large in volume, but it is bound to expand to larger proportions.

O. L. May, the California and Nevada factory representative of the Victor Co., is about to leave on an extended sales-promoting tour over his entire territory.

Miss Donzella Cross, of the Victor educational department, has arrived in San Francisco. She is conducting music appreciation work in the schools and colleges from Los Angeles up the Coast at the present time.

Among the new Edison dealers availing themselves of the services of J. Addison Clark, of the local office of Thos. A. Edison, Inc., in preparing special plans to suit the individual requirements of the business, are the Spaulding Dry Goods Co., Susanville; the W. M. Hefton Drug Co., Hanford; the J. D. Mariner Music House, Reno, Nevada, and the Smith Music Co., Vallejo. The plans and specifications for a complete Edison phonograph department are furnished free to dealers if they so desire.

INCREASE DELIVERY FACILITIES

WESTBROOK, ME., April 6.—The firm of Geary & Johnson, Victor retailers in this city, report very favorably as to general business conditions, and these progressive dealers recently purchased a new auto truck to take care of their suburban trade. This truck is attractively decorated and is being used to advantage to develop new business.

SOMETHING ENTIRELY NEW IN TONE ARMS THE FLETCHER "STRAIGHT"



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

Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore.

Made in two lengths, 8½" and 9½"

SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

6 EAST LAKE ST.

CHICAGO

INDIANAPOLIS A LIVE CENTER OF TRADE HAPPENINGS

Baldwin Co. Takes on Brunswick—Stores Make Artistic Window Displays—W. E. Kipp Arranges for Fifteen Dealers' Group Meetings—Original Efforts by Victor Dealers Bring Results

INDIANAPOLIS, IND., April 6.—Manager Scott, of the Columbia Co.'s branch in this city, says the Grafonola has been moving considerably faster since the reduction in prices. The retired record sale also, he says, has brought encouraging results throughout the territory. The talking machine business generally, he thinks, shows a firmer trend with dealers buying more freely. Jack Bryant, from the executive office of the Columbia Co. at New York, visited Mr. Scott and conducted a salesmen's meeting early in March.

Frank E. Felt, Brunswick dealer at New-castle, Ind., while visiting at the salesrooms of the Brunswick-Balke-Collender Co., reported a big business in records and machines. He said the Maxwell automobile plant, the Hoosier Kitchen Cabinet Co. and the Jesse French Piano Co. had opened on full time with the expectation that all the employes would be put back to work early this month.

Other Brunswick visitors were L. C. Pitts, of Harris & Pitts, Bedford, who reported he had enjoyed the biggest business in Brunswick machines and records the first week of March of any week in the history of his store. Kirby & Howe, of Greensburg, here to buy more stock, said they had experienced a better March trade than in the corresponding month last year. J. L. Hamilton, of Greencastle, also reported increasing business in Brunswick machines and records.

The Baldwin Piano Co., of this city, has been added to the list of Brunswick dealers. In addition to these machines and records the Baldwin Co. is handling Columbia machines and records and the Medallion records. The Brunswick contract became effective this date and gives Indianapolis two Brunswick dealers, the other being the Brunswick Shop, of which C. A. Grossart is manager.

Window displays that attracted much attention and praise the last week of March were arranged by the Indianapolis Talking Machine Co., Victor dealer, and the Edison Shop, as a tie-up with a showing at the Circle Theatre of Charles Ray's latest motion picture, "The Old Swimmer's Hole."

The Indianapolis Talking Machine Co. arranged a miniature stage with a naturalistic reproduction of a swimming hole with a lad sitting under a tree and fishing. By means of an electrical device the fish pole was made to jerk occasionally as if from the nibble of a fish.

The Edison Shop's display included a large portrait of the Hoosier Poet, James Whitcomb Riley, from whose poem the title of the motion picture was obtained, and on one side an idealistic painting of a swimming hole, while on the other side was a photograph of an Edison machine and beneath it a list of Harry Humphrey's

Edison Re-creations of J. W. Riley's writings.

A large demand in the past thirty days for the higher-priced Edison models is reported by H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor. He says the March business done by the company shows a very excellent increase over January and February.

"This, we believe," he said, "is due to the character of the selections released and to the factory supplying us with catalog numbers that have not been available for some time. The Mood Change Chart Party idea is going over very big with our dealers and these parties are bringing them some wonderful results. The parties have been given before professors from Purdue, Illinois and DePauw universities and they have expressed themselves as being much impressed with the results. They have asked that the tests be given before their classes in the universities."

W. E. Kipp, president of the company, is featuring the slogan of the Chicago Tribune, "1921 Will Reward Fighters," in his methods of going after business. Beginning Tuesday, April 12, he is going to hold fifteen dealers' group meetings, at the rate of three a week, in which he will, in person, carry his business message to the dealers.

"Instead of holding one large convention here in Indianapolis this year," says he, in his circular to dealers regarding the meetings, "I intend to practically pack up this office of mine and carry it to you. It is some job that I am undertaking, but my coat is off and my hat is in the ring and I am 'ready to go to it.' All I ask is that you co-operate with me and attend these sales conferences."

Mr. Kipp has issued an elaborate 12x18-inch four-page circular, printed in red and black. A photograph of himself in his office is shown on the first page with the display lines. "Feeling fine—thank you—in fact, I'm feeling great and hope you are also. W. E. Kipp, your Edison jobber."

He then sets forth in detail his estimate of the business conditions and of prospects. He heads the second page with "How Is Business?" and follows with an interesting explanation.

Mr. Kipp's plan is to hold the group meetings in Bloomington and Mattoon, Ill., Terre Haute, Lafayette, Logansport, Vincennes, Evansville, North Vernon, Richmond, Shelbyville, Fort Wayne, Marion, Muncie and Bloomington, Ind., and at Louisville, Ky. He will hold meetings from 10 a. m. until 6 p. m. and will arrange for the luncheons and dinners. He asks every dealer to bring his salespeople to the meetings.

Indianapolis Victor dealers were pretty generally represented at the Victor educational conference held at the Congress Hotel, Chicago, March 28, 29 and 30. The conference was ar-

Stewart

Talking Machine Company

JOBBER
for the
Victor
Talking
Machine
Company



Indianapolis

ranged by ten Victor distributors in the Chicago territory. Among the lecturers on the program was Miss Caroline Hobson, head of the educational department of the Stewart Talking Machine Co., who spoke on "What Educational Work Means to the Live Dealer."

As a result of a scheme successfully tried by the Bargain Store, Victor dealers of Tipton, Ind., the Stewart Talking Machine Co. is advancing the plan of stores advertising their Victrola departments through other departments of the store. The suggestion to dealers is that the clerks in other than the Victrola department be instructed to mention to each customer, on a certain day, some particularly attractive record which can be heard in the Victrola department.

The use of package inserts also is suggested. The plan carried out by the Bargain Store was that of providing its notion department with a package envelope on which an illustration of a school machine was reproduced and in which was a note that one of the county schools had just made a purchase of a complete Victrola equipment.

The Craycraft Dry Goods Co., Victor dealer of Noblesville, reported excellent returns in March from the distribution of an inexpensively printed poster presenting a long list of records in stock. The poster, printed on a 14x22 sheet in one color, was distributed in packages over the counter, through the mail and by hand. One display line—"If you can not come in, order by mail. We pay the postage"—made a marked impression, the dealers said.

A rearrangement of booths and the installation of a new vertical record rack and counter have given the phonograph department of the Taylor Carpet Co., Victor dealer in this city,



"SERVICE" IS OUR SPECIALTY



The Artophone Corporation

Distributors of The Record of Quality

Okeh Records

1103 Olive Street

ST. LOUIS, MO.

largely improved facilities for handling its rapidly growing trade. The record rack has a capacity of 8,000 records and it is placed back of a 30-foot, U-shaped counter. The twelve booths of the department are arranged on two sides of the counter.

Miss Minnie Springer, manager, is preparing to use on the records a combination of the ready reference labels on the card system put out by the Chicago Talking Machine Co. As an added feature of the booth equipment she has obtained fifteen autographed photographs of Victor artists.

"In my opinion the merchant who handles talking machines as a side line will soon be an extinct factor, leaving the field open to live, wide-awake dealers," said E. H. Jarrard, manager of the phonograph department of the Capital Paper Co., Kimball distributor. "We are anticipating a steady, healthy demand for Kimballs from month to month, and we have no complaint to make of poor business. With factories reopening here and there over the State it will be only a short time before the phonograph industry will feel a decided impetus toward much better days."

Edgar Eskew, manager of the Pathé Shop, reports exceptional results from the intensive house-to-house selling campaign on the \$25 record offer that has been effective on the Pathé machines since the first of the year. He is being assisted by H. L. Tiuker, of Cleveland, retail representative of the Pathé Frères factory.

Among the visitors to the Pathé Shop during March were: H. N. McMenimen, managing director of the Pathé Frères Co.; J. M. Wallace, Jr., of the Wallace Music Co., Pathé dealer at Marion, Ind., and G. D. Shigley, of the Shigley Piano Co., Pathé dealer at Bluffton. All of these dealers reported improved business conditions.

Some men attain the habit of success and all things come their way. Other men, expecting ill luck, rarely fail to meet it.

RESIGNS BERLINER MANAGEMENT

Herbert S. Berliner Resigns as Vice-President and General Manager of Berliner Gramophone, Ltd., Together With Other Officials of That Company—Will Stay in the Trade Field

MONTREAL, CAN., April 4.—An announcement of interest to the talking machine trade concerns the resignation of H. S. Berliner from the vice-presidency and general management of the Berliner Gramophone Co., Ltd., Montreal, and the directorate and vice-presidency of His Master's Voice, Ltd.

Simultaneous with Mr. Berliner's resignation were also announced the resignations of Thos. Nash, general manager of His Master's Voice, Ltd., Elmer Avery, recording expert, and Mr. St. Eve, factory superintendent of the Berliner Gramophone Co., Ltd., as well as Mr. Berliner's secretary, Miss I. Kelly. The news of the resignations of these outstanding figures in the talking machine business of Canada came like a bombshell.

Mr. Berliner's resignation, however, does not mean the severance of his activities in the record business of Canada. With the gentlemen above named associated with him, he will devote himself to the business of the Compo Co., at Lachine, P. Q., and the ramifications of that firm. This latter concern was established by Mr. Berliner in 1918 and is Canada's first independent record factory, where a number of the United States companies have their Canadian records made for them. The factory at Lachine, under the supervision of J. McWilliam, is modernly equipped with plating, pressing, testing, label printing, packing and shipping departments. A record material plant is now being added.

H. S. Berliner assumed active charge of the Berliner Gramophone Co., Ltd., in 1910, and those who have followed the fortunes of this concern have seen it grow under his guidance from a very small business to the great dominant talking machine business of Canada which it is to-day. Just a year ago he gave the contracts

for the present great factory of the Berliner Gramophone Co., which has just been completed, and is ready for occupancy. He will be succeeded in the vice-presidency of his late firm by E. M. Berliner.

Following his resignation Mr. Berliner was presented with a handsome testimonial of appreciation by the office and factory staff, with which he was so intimately associated for the past decade. This was in the shape of a magnificent suitcase, equipped with sterling silver fittings, monogrammed, and including a plate suitably engraved.

Mr. Nash joined the forces of His Master's Voice, Ltd., in 1911 in the capacity of road salesman. His executive capacity and organizing ability soon brought him to the front rank, and it was not long before he was placed in charge of sales and was eventually elected to the Board of Directors and made General Manager of His Master's Voice, Ltd., and a Director of Berliner Gramophone Co., Ltd. Incidentally, he, at the same time, became the highest-salaried talking machine man in Canada.

VOCALION IN NEW YORK DISTRICT

Retail Agents Department in Metropolitan District Reorganized and a Strong Campaign Has Been Started in This Territory

Announcement is made by Thos. H. Fletcher, sales manager for the metropolitan district of the Aeolian Co., that the retail agents' department of the metropolitan district has just been reorganized and a sales force has been assigned to the work of building up substantial, high-class representation for the Vocalion in and about New York City. This force will be under the immediate direction of M. Kempton, head of the Vocalion retail department, and is already in vigorous operation.

J. W. Klingkammer opened a music store in Houghton, Mich., the closing week of last month.

DECIDE FROM THESE FACTS

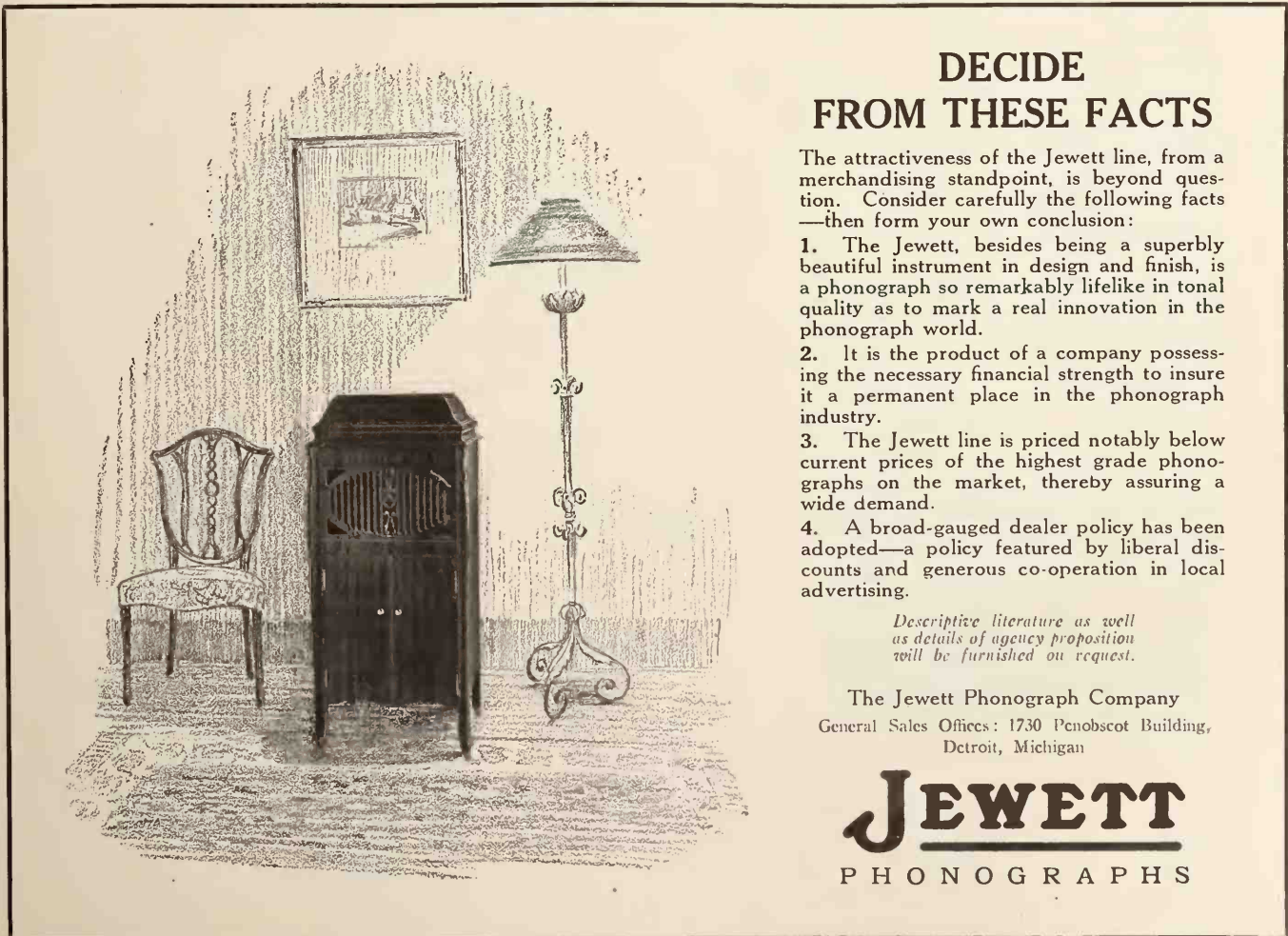
The attractiveness of the Jewett line, from a merchandising standpoint, is beyond question. Consider carefully the following facts—then form your own conclusion:

1. The Jewett, besides being a superbly beautiful instrument in design and finish, is a phonograph so remarkably lifelike in tonal quality as to mark a real innovation in the phonograph world.
2. It is the product of a company possessing the necessary financial strength to insure it a permanent place in the phonograph industry.
3. The Jewett line is priced notably below current prices of the highest grade phonographs on the market, thereby assuring a wide demand.
4. A broad-gauged dealer policy has been adopted—a policy featured by liberal discounts and generous co-operation in local advertising.

Descriptive literature as well as details of agency proposition will be furnished on request.

The Jewett Phonograph Company
General Sales Offices: 1730 Penobscot Building,
Detroit, Michigan

JEWETT
PHONOGRAPHS





Rosa Ponselle, the great soprano, is now on a nationwide concert tour. Whoever hears her sing will want to hear her again. Have you ordered a supply of her latest record, "Casta Diva" from "Norma"? Columbia 49720.

**Columbia Graphophone Co.
NEW YORK**

MILWAUKEE TRADE OPTIMISTIC OVER BUSINESS OUTLOOK

Dealers Going After Business With Renewed Vigor—Goldsmith's Analysis of the Situation—Brunswick Activities—Bradford Co. Receives Initial Vocalion Stock—Other News

MILWAUKEE, Wis., April 8.—One principal development of recent weeks which has enabled talking machine dealers generally to sustain business volume is the increasing supply of records. Stocks of instruments have been sufficient to take care of the demand ever since the holidays, but they have been worked down to a point where new requisitions are being given to jobbers and manufacturers with increasing frequency. The local trade is in a cheerful mood and, while it expects no spectacular increase in business during the remainder of Spring and the Summer, nevertheless it is felt that the sales curve on both instruments and records will be kept above the horizontal, depending upon the intensity of methods of cultivating business.

After an Easter holiday season which was far above expectations in sales of instruments as well as records and other supplies, Milwaukee dealers have taken new heart and are going out after ordinary business with renewed vigor. In April so far trade has been very satisfactory, although it remains spotted and has not settled down to a steady tone which would be more desirable. Business in other lines has not been making progress more rapidly, which was the case during the 1920 holiday season. On this basis the talking machine trade has been accomplishing better things, relatively speaking, than most other lines.

Those dealing in standard price goods naturally have been under much pressure, due to the keen competition which has been offered them by reason of price reductions by manufacturers in an open way, or by dealers who have been making concessions to prospective buyers in one way or another. However, it must be said to the credit of the former class of dealer that he has held his position firmly and if his business has not been so active as it could be made by concessions there is the knowledge that the firm course will be the best and most profitable in the long run. The prestige and dignity of the product he represents has been maintained, which has been a principal consideration.

The wholesale trade centered in Milwaukee for the Wisconsin and upper Michigan territory

is optimistic concerning the outcome of the present period of readjustment. No dissatisfaction is expressed that the "boom" which some business men predicted has not arrived, and the keen analysts of conditions in the talking machine business long ago deemed it unreasonable to expect that it would be a matter of only three or six months before the public would return to market. On the other hand, it has been proven by the quality and quantity of business since January 1 that things are on the mend.

"It took the greatest war in all history to produce business years like 1919 and 1920, and it might take another to reproduce that condition, but no one wants another great war, and substantial business men as a rule are not keen for artificial business such as the immediate post-war period developed," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "We are rapidly coming back to the time when business will be natural and substantial in its progress, to the satisfaction not only of men in business, but the people at large. History will record that in all of the turmoil of the past and present the attitude of the Victor Co. has stood out as being dignified, fair and reasonable, and it has made more friends through this attitude during the last six months than perhaps at any time in the past. Our dealer organization especially feels the influence of the high prestige and satisfaction imparted by the connection with the Victor line."

The Brunswick record has recently earned an unusual vogue in Milwaukee and Wisconsin, which has been a great help to the Brunswick instrument, and the two now form a strong team. Thomas I. Kidd, manager of the local Brunswick branch, is enthusiastic over the growth of the phonograph department and especially over the excellent increase in record sales in recent months. The popular numbers are now being sought in large quantities in homes where formerly there was much discrimination in favor of one or two makes, until the excellence of the Brunswick finally was understood by actual use. The introduction has been followed by the building up of fast friendships.

The new Edison instrument and Edison records show healthy sales increases in comparison with corresponding months of last year, due to the energetic prosecution of business by the Phonograph Co. of Milwaukee, Edison jobber.

The estate of Charles J. Orth is continuing the large wholesale Puritan business built up in the last four years along the same lines as before, the organization being kept intact. No change of policy is contemplated. William H. Heise, for many years "right-hand man" to Mr. Orth, is continuing to devote most of his attention to Puritan distribution.

The announcement of a new Sonora record is hailed with delight by dealers in the Sonora, which has gained a prestige in the Wisconsin and upper Michigan territory that has made the Yahr & Lange Drug Co., this city, one of the "big leaguers" in the American talking machine trade. Now that the instrument is to be supplemented by a full line of records it is believed that Sonora dealers are due for an even greater patronage than before.

H. M. Hahn, manager of the Paramount department of the E. R. Godfrey Co., is back from an extended swing around the circuit of the territory, which embraces Wisconsin, Illinois, Michigan, Indiana and Iowa. He reports a much better feeling all along the line.

Albert G. Kunde, who recently retired as a Columbia jobber and dealer, is now comfortably settled in his new offices and stockrooms at 297 Third street and ready to begin deliveries of the Homokord record. Mr. Kunde is importer and distributor of the Homokord record in the United States and the wide range of languages and numbers in the catalog has aroused interest in every section of the United States, judging from the large number of orders booked in advance of the arrival of quantity stocks.

The Standard Accessory Corp. reports a steadily increasing advance in sales of the Record Flasher, which is being pushed not only as an accessory for the talking machine, but for the player-piano as well.

The recent consolidation of the A. G. Kunde Co., 516 Grand avenue, with the Winter Piano Co., 375 Grove street, forms one of the most powerful music merchandising organizations in the city. Both stores will be continued, the downtown store having the exclusive Columbia franchise on Grand avenue. The original Winter store is one of the leading music shops on the South Side. Besides the Columbia the Winter Co. represents the Sonora, the Baldwin piano line, music rolls, sheet music, etc.

The J. B. Bradford Piano Co., 411 Broadway, with a South Side branch at 596 Mitchell street, has received the initial stocks of the Aeolian-Vocalion, which it will represent exclusively in this city after April 15. It recently took over the entire Aeolian line of products for this district. The Bradford Co. has long been a leading East Side Victor dealer and also handles the Sonora. The Aeolian Co. tendered a dinner to the entire Bradford organization on March 29 at the Wis-

Ask them "up the state" what they think of "Badger" Service

G. F. RUEZ
Pres. and Treas.

H. A. GOLDSMITH
Secretary

S. W. GOLDSMITH
Vice-Pres. and General Mgr.

Badger Talking Machine Company

Victor Distributor for Wisconsin and Michigan

135 Second St.

Milwaukee, Wis.

consin Club as a "get-together" on the new line. T. W. Hindley, of the Vocalion department, gave an instructive talk. Gordon Laughead, Chicago manager, and George ("Jack") Bliss, of the Melodee roll department, were hosts. S. F. Patchin, manager of the Victrola and Vocalion departments at Bradford's, attended the recent Victor convention at Chicago.

The Hoeffler Piano Mfg. Co., representing the Starr and Gennett records, is going out of the retail business to devote its entire attention to the wholesale business.

L. W. Smith & Co., Randolph, Wis., are among the newly appointed Victor dealers.

MOTIONS HEARD IN EMERSON CASE

Judge Mack in U. S. District Court Refuses Preliminary Injunction, but Grants Motion to Include the Receivers in the Suit

The action brought by the Emerson Piano Co., an Illinois corporation but with a factory in Boston, against the Emerson Phonograph Co., New York, to restrain the latter company from using the name Emerson in connection with talking machines, came into court on Friday, March 25, when a motion was made before Judge Mack in the United States District Court by the plaintiff for a preliminary injunction against the Emerson Phonograph Co., together with another motion to include the receivers of the latter company in the action. Judge Mack refused to issue a preliminary injunction, but granted the motion that the receivers be included in the action. The case now goes on the regular calendar for trial.

INSTALLING NEW DECORATIONS

BRUNSWICK, ME., April 6.—A. E. Thompson, Victor dealer in this city, is making elaborate changes in his present store, installing new windows and completely rearranging the record department, in an effort to give his customers more efficient service.

WELL EQUIPPED FOR NEW POST

John A. Hofheinz Will Give Victor Clientele of Philip Werlein, Ltd., Practical Service—Thoroughly Familiar With Industry

NEW ORLEANS, LA., April 5.—The recent announcement in The World that John A. Hofheinz



John A. Hofheinz

had been appointed manager of the Victor wholesale division of Philip Werlein, Ltd., Victor wholesalers, has brought many congratulatory letters and telegrams to Mr. Hofheinz. This is not surprising in view of the fact that "Jack" Hofheinz has been identified with the Victor trade for many years and has a host of friends throughout the South.

For three and a half years Mr. Hofheinz was manager of the Victor department of the Bry-Block Co., Memphis, Tenn., one of the leading mercantile institutions in that city. For several years prior to that association he occupied a similar position with the Maison Blanche Co., of New Orleans, one of the leading retail establishments in the city. He is, therefore, thoroughly acquainted with conditions in this territory and is ideally equipped to render efficient and practical service to Victor retailers.

As indicative of the high esteem in which he was held by his associates in the Bry-Block Victor department, it is interesting to know that Mr. Hofheinz was presented with a very handsome engraved leather wallet by the members of the Victrola department in that store, who keenly regretted his departure for New Orleans.

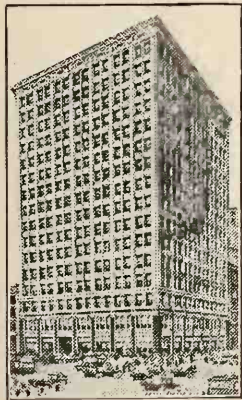
Mr. Hofheinz is enthusiastic regarding the possibilities in his new field, and is already making plans to give enhanced service and co-operation to Victor dealers in this territory. He is conversant with many of their problems and his previous experience will undoubtedly enable him to offer the dealers practical assistance in developing their Victor business.

PURCHASES VICTOR AGENCY

DOVER, N. H., April 7.—The business of W. C. Swan, Victor dealer in this town, has recently been taken over by Harry J. Kelley, who has had considerable experience in Victor retailing. Mr. Kelley has a host of friends in the trade, who wish him the best of success in his new venture.

CAPITAL IS \$2,500,000

Among the incorporations filed with the Secretary of the State at Wilmington, Del., late last month, was that of the Sonora Record Corp., with a capital stock of \$2,500,000. The purpose of the company is to manufacture records. The incorporators are T. L. Croteau, A. M. Hooven and S. E. Dill, of Wilmington.



KIMBALL HALL BLDG., Executive Offices, Chicago

KIMBALL PHONOGRAPHS

Kimball Value and Kimball Prices

The excellence of the Kimball Phonograph is recognized wherever known. The established prices now in force represent a value second to none in the industry.

The established prices of Kimball Phonographs are guaranteed to September 1st, 1921, provided excise taxes are not increased

The name value on Kimball Phonographs signifies reliability in manufacturing and merchandising. It stands for safe financing. It is a name in the music industry known for its integrity throughout the United States and many foreign countries.

"The Kimball Tone is so Natural" expresses an ideal in tone reproduction; the visible beauty of the Kimball, the thorough workmanship throughout, added to the exclusive features, have made this a peer among phonographs.

Write for prices and terms. Variety of models. Values that win. Prices, \$100 to \$425.



KIMBALL Style D Mahogany Oak



KIMBALL Style J Mahogany Walnut



KIMBALL Style L One of Several Beautiful Console Models



W. W. KIMBALL CO.

Established 1857

Kimball Bldg., 306 S. Wabash Ave. CHICAGO

Manufacturers of Pianos, Player-Pianos, Pipe Organs, Phonographs and Music Rolls. Distributors Okeh Records.

DECIDED TREND TOWARD IMPROVEMENT IN BALTIMORE

While Business Is Uneven Many Dealers Are Doing Better Than Last Year—Eight Famous Victor Artists Score—Leading Members of the Trade Discuss Conditions—News of the Month

BALTIMORE, Md., April 6.—While the talking machine business in this territory could be better the local dealers are distinctly optimistic and the general opinion is that the business will steadily improve. In fact, there are many retailers now who are doing better business than they did last year.

One of the big recent events of interest to the talking machine dealers was the appearance in this city last night of the Eight Famous Victor Artists, who appeared at the Lyric Theatre. The affair was arranged through the Victor Dealers' Association of Baltimore, which carried out the details in excellent style. The dealers expect the appearance of the artists to greatly increase the demand for the records made by these artists. They are ready to take care of a big rush.

Another feature of the business is the attention which has been attracted by the two new Victor models which have been put out. The dealers are finding that they are taking well with the public and they believe they will be able to do a good business in them.

Right now the retail business for the most part is somewhat slack, particularly in machines, and many of the heads of the establishments are more inclined to place the blame upon the recent Easter holidays than anything else. But during that period there was a good demand for Easter records, which were featured by many of the houses both in their window displays and newspaper advertising.

E. J. Walz, manager of Cohen & Hughes, Victor wholesalers, is enthusiastic over the outlook. Mr. Walz says that while the business in the past few months has not been as good as it might have been he is far from being a pessimist and that the indications are that things will continue to improve. In fact, the improvement is now under way. Mr. Walz says, and he believes the business volume will increase.

Many signs of returning good business are to be found at the headquarters of the Columbia Graphophone Co., in this city, which serves a large territory in this part of the country, according to William S. Parks, the manager.

Recently F. K. Pennington, assistant general sales manager for the Columbia Co., came down from New York and, accompanied by Mr. Parks, visited most of the Columbia dealers in this city and in Washington, D. C. The tour was made for the purpose of keeping their fingers on the pulse of the retail trade and some valuable information was obtained. Mr. Parks said, in the way of suggestions which will be helpful to the company in carrying out its policy of close co-operation with the retail dealers.

Mr. Parks has spent considerable time recently going over his territory and declares that he has found conditions in general much improved over what they were two or three months ago. He says that even in eastern North Carolina, where the merchants were most discouraged and were probably hardest hit by conditions, he found that those who are going out with the Columbia products and taking them into the people's homes, were selling a fair percentage of the prospects called upon and finding that there is much more money to be had than they had expected.

"One indication of a return to normal," said Mr. Parks, "is the number of inquiries received from really reputable concerns that wish to take on the Columbia line or dispose of their present businesses and get into the music business."

Mr. Parks also said that there has been a great improvement in collections.

W. C. Roberts, manager for E. F. Droop & Sons Co., Victor wholesaler, is greatly pleased with business and his only complaint is that he is unable to get sufficient machines and records to fill his orders. "Our business is simply

Larceny! Robbery!
That's what we'd yell
if some one stole
\$500.00 from our
pocket, and yet, that
amount, Mr. Victor
Dealer, is small compared
with the total
you are losing each
year in additional
sales by not having
your sales force go
through the Victor
Salesmanship School.

BRUNO

titanic," he said. "It is way ahead of last year. If we can get all the goods we want we will do a remarkably big business, I believe. It will mean harder work, of course, but that is what we are here for."

In the retail business the dealers of this city are not in the least discouraged. They are sure that there will be a steady increase in the demand for machines and records. While the machine sales have not been very large during the last few weeks the record business has been of unusual volume.

H. M. Little, manager of the Victrola department of the Chickering Warerooms, is one of the local men who view the future with equanimity. He says that he notices things every day which plainly indicate that the conditions in this section are rapidly becoming more settled and that the people are returning to normal.

Another dealer who also reflects the opinion of the retailers in general and who believes that the business will continue to improve is J. A. Kunkel, head of the Kunkel Piano Co., Victor retail dealer.

William S. Parks, manager of the Columbia Co. here, recently returned from a trip to Raleigh, N. C., where he met L. O. Parsons, who was manager of the retail branch of the Jesse French Piano Co., at Montgomery, Ala. He says that Mr. Parsons has now been made district manager of all the retail stores of the company located in Montgomery, Mobile, Raleigh and Springfield, Ill., each of which has other branches under it. Plans were made at the meeting for a great increase in business at Raleigh.

D. Des Foldes has left the Grafonola Shop, Norfolk, Va., to become manager of the Grafonola departments of the two Southern Furniture Co. stores and the Main Street Furniture Co., at Richmond, Va. Since taking up his new duties Mr. Des Foldes has shown a remarkable increase over the corresponding periods of last year. Mr. Des Foldes was formerly connected with the Baltimore wholesale establishment of the Columbia Co.

Except for the fact that the start of actual operations may be delayed, the present business depression will make no material change in the plans of the Columbia Graphophone Factories Corp., of Maryland, in the construction of its large plant in Baltimore, where it will manufacture complete machines.

This was learned from persons in a position to know that the plant will be finished as planned. All contracts so far let will be carried out. The company, however, may take advantage of lower-priced material in letting new contracts, which may mean the asking of new bids.

WATCH YOUR SPRING TRADE



SELL QUALITY

OKeh Records

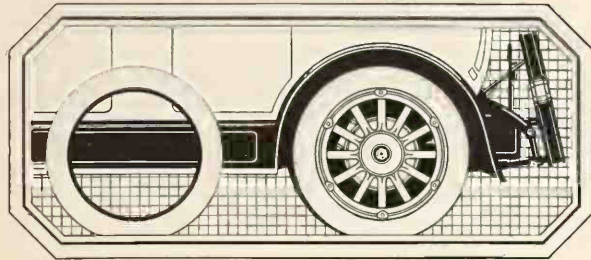
HARPONOLA CO.

OKeh Distributors

CELINA

OHIO





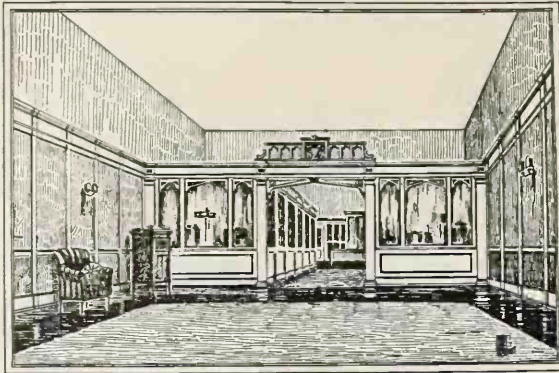
Interchangeability

THE spring drums in the Stephenson Precision-Made Motor are identical and interchangeable. A drum, assembled with its spring, is a complete unit. Stephenson construction eliminates the violent jumping of springs, which is the usual cause for spring breakage; but should a spring break from any cause whatsoever, it is not removed from the drum but rather a new drum unit is substituted. No adjustments are disturbed, nor need the motor be removed from the table board.

Spring Drum interchangeability is an exclusive feature with the Stephenson Precision-Made Motor.

STEPHENSON
DIVISION
DE CAMP & SLOAN INC.
One Hundred and Seventy Pennington Street
Newark, New Jersey





--A. TUDOR DESIGN--

Our strongest argument for new customers is our rapidly increasing list of those we have served repeatedly.

Phone, Wire, or Write for Estimate

VANVEEN & COMPANY INC.

12 YEARS OF STUDY AND EXPERIENCE IN
BUILDING AND PLANNING MUSIC STORES

· HEARING ROOMS · RECORD RACKS · COUNTERS ·

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

HIGH DUTIES AFFECT INDIAN MARKET

Records of American Manufacture Must Pay Double Royalty Charges—The Better Grades of Talking Machines Have the Call

Through a memorandum from the U. S. Consular-general's office at Calcutta on the market in India for talking machines and records it is learned that the greatest demand is at present confined to the better class of goods, the market being among the Europeans and wealthy natives. However, it is thought that there is a field for development in the bazaar trade, a field so far practically untouched. Only a very cheap machine and record could be sold in quantity.

Until recently imports of American records were made directly from the United States, paying royalties in America only. It is now necessary to pay a second royalty charge in England, even though the shipments are made direct from America to India. This has practically eliminated the shipments of American records, as only in a very limited field (special records not subject to competition) can prices carry the double payment of the royalty and compete with the other products in the market. The desirability of some arrangement eliminating the necessity of the double payment is obvious.

An American factory in England may be a

means of overcoming the difficulty. The establishment of a factory in India is also thought to be a solution of the problem and it is further thought that such a factory would make it possible to enter the bazaar trade. Operating in India, they would be able to study the situation and turn out a product made by native artists.

AN INSPIRING MESSAGE

Collings & Co. Publish Timely Comment on Present Conditions in Their House Organ

In a prominent position of the April issue of The Record, the house organ of Collings & Co., the well-known Victor distributors, of Newark, N. J., the following editorial appears under the caption of "Your Opportunity," which reads:

"The Chicago Tribune has adopted a slogan this year which just radiates determination—'1921 Will Reward Fighters.' This short but inspiring message is part of their business creed, and shared likewise by business organizations whose perseverance will carry them safely past the innumerable obstacles to commercial success.

"Scientific merchandising has resumed its control in the business field and cannot be defied. It will reward dealers who are merchants in the true sense of the word and obliterate the weaklings.

Arm-chair merchandising methods are history. Go out and sell is the new order of the day. Advertising and salesmanship have again become real factors in creating business. They cannot and will not be ignored by the 1921 business fighters.

"Analyze the recent change in marketing conditions and you will soon realize that this is the opportunity you have long anticipated to show the Victor Co. what you could do if only they would produce sufficient merchandise. Remember—'1921 Will Reward Fighters.'"

APRIL LIST WELL RECEIVED

PORTLAND, ME., April 5.—The monthly recital at the music rooms of Cressey & Allen, Victor wholesalers, at which the latest releases in the Victor record list are played, was held a few days ago, and the entire April list was presented, much to the delight of an enthusiastic audience of 150 persons.

The records included some by Arturo Toscanini and the La Scala Orchestra, together with several by the Philadelphia Symphony Orchestra. There were the usual numbers of popular vocal hits and entertaining dance numbers, and the patrons of Cressey & Allen were unanimous in their opinion that the April list is one of the best presented in recent months.

TO HOLD EDISON DEALERS' CONVENTION IN ST. LOUIS

Silverstone Music Co. Plans Gathering at Statler Hotel April 25—Brunswick Line With Stix, Baer & Fuller—Lyre-ola Co. in Financial Trouble—Koerber-Brenner Sales Classes

St. Louis, Mo., April 5.—Although business conditions in St. Louis and vicinity are probably little different from those existing in other sections of the country it cannot be said that the talking machine trade is suffering greatly, for in most lines the demand is keeping up sufficiently to keep dealers and their salesmen busy. Greater efforts are being put into the advertising and selling of talking machines and records, but the efforts are productive of results.

Artophone to Wholesale Exclusively

The Artophone Corp. has leased to the Shattinger Music Co., now at 910 Olive street, the first and second floors of its building at 1103 Olive street, of which the Shattinger Co. will take possession June 1. The Artophone Corp. will discontinue the retail branch of its business and confine itself to wholesaling and jobbing, occupying the upper floors of the building. It will distribute the Artophone and Kimball machines and Okeh records and will have a model shop and fixtures and other material for dealers' service. The Shattinger Co. will carry a complete line of Artophone and Kimball machines and Okeh records at retail, in addition to its sheet music and musical merchandise departments. The arrangements with the Kimball Co. were completed last week by H. S. Schiele, vice-president, and C. R. Salmon, sales manager of the Artophone Corp., who visited the Kimball factory and executive offices at Chicago.

Edison Dealers' Convention

An Edison dealers' convention is being arranged by the Silverstone Music Co., to be held Monday, April 25, at the Statler Hotel. About 200 dealers and assistants are expected from Missouri, Illinois, Tennessee, Kentucky and Arkansas. There will be an all-day program, a luncheon and a banquet and entertainment at night. The purpose is to get together and help the dealers to increase their Edison business. Representatives from the laboratories will be present and Vernon Dalhart, Edison artist, will give tone-tests.

Mark Silverstone, president of the Silverstone Music Co., was fifty years old March 26 and celebrated the event by giving a party at the store to the members of the Edison organization and their families. About 100 attended. There was entertainment by singers and violinists and professional dancers and dancing by the guests. The employes presented Mr. Silverstone with fifty long-stemmed American beauties.

Wrecked Into the Trade

E. F. Wolf, who has joined the sales organization of the Stix, Baer & Fuller talking machine department, may be said to have been wrecked into the business. He was a traveling man in another line when he was injured in an automobile wreck one day and in a railroad wreck the next day. He has almost recovered now and has taken a talking machine job where there is no danger of wrecks.

Anybody in St. Louis who expects a reduction in the prices of Edison phonographs is due for a disappointment. Mark Silverstone, president of the Silverstone Music Co., is telling everybody in an advertisement what they may expect.

J. E. Maunder, manager of the recently established St. Louis branch of the C. D. Smith Drug Co., St. Joseph, Mo., district distributor for the Sonora talking machines, has received a full line of machines and is showing them at his place in the Arcade Building. His offices are fitted up with lounging chairs, where dealers can listen to demonstrations at their ease. Miss Louise Miller is his office assistant. The Phillips Piano Co., 3400 South Grand avenue, has recently opened a Sonora account.

Tri-State Dealers Elect

The Tri-State Victor Dealers' Association held its annual meeting recently at the American Annex and elected the following officers: Theodore Maetten, Kieselhorst Piano Co., president; W. P. Daumiller, Lebanon, Ill., vice-president; F. J.

Ennis, Stix, Baer & Fuller, secretary; Fred Lehman, East St. Louis, treasurer; Charles Lippman, Field-Lippman Piano Co.; E. C. Rauth, Koerber-Brenner Music Co., and Val Reis, Smith-Reis Piano Co., directors. Miss Mabel Rich, of the Victor educational department, spoke upon educational work. Entertainment was provided by Henry Burr and Frank Banta.

Vernon Dalhart, Edison artist, is touring the jobbing territory of the Silverstone Music Co., giving tone-tests, with Adeline Hood, violinist.

R. W. Jackson, manager of the Brunswick-Balke-Collender Co., has returned from a two-week trip through the South.

Brunswick for Stix, Baer & Fuller Co.

Manager Fred Ennis, of the Stix, Baer & Fuller talking machine department, announces that, after a thorough investigation of the merits and desirable qualities of the Brunswick phonograph and records, he has decided to add these to the offerings of his department. A complete line of machines and records has been received. The department heretofore has sold the Victor and Sonora. These are to be retained. The Brunswick is now handled by the three big department stores. Scruggs, Vandervoort & Barney and the Famous & Barr Co. have been handling it for some time. It is also handled by the Field-Lippman Piano Co., the Baldwin Piano Co., the Kirkland Piano Co., Kleekamp Bros. and the Mengel Music Co. The Trorlicht-Duncker Carpet Co. handles it exclusively.

Talking machine men will join with piano men in making up a special car party to go to the national convention at Chicago.

The Brunswick organization is making preparations to co-operate in the Mother's Day features being arranged by the national Brunswick organization.

M. I. Mayer has purchased the Tri-Sales Co. and is conducting the business in his own name, selling the portables of the Thomas Manufacturing Co., Dayton, O.

New Member of Koerber-Brenner Staff

R. K. Brandenberger, formerly of Chicago, now of St. Louis, has joined the traveling force of Koerber-Brenner Co. and will have the territory formerly traveled by H. Spencer Grover. Mr. Grover will develop the business in Missouri, spending much of his time in St. Louis. Mr.

Brandenberger has had five years' traveling experience throughout the Middle West.

Bankruptcy Petition Against Lyre-ola Co.

An involuntary petition in bankruptcy has been filed in the Federal Court against the Lyre-ola Manufacturing Co., 1504 Pine street, by the United Phonograph Corp., of Wisconsin; the Jewel Phono Parts Co., of Illinois, and the Fletcher Wickes Co., of Wisconsin. The petition alleges that the company committed an act of bankruptcy March 15 in transferring to the Schoenlau-Steiner Trunk Co. veneers valued at \$3,000 and making cash payments of \$600 to Harry Weissman and \$612.50 to Gustave Buselaki. Alfred S. Bruno was appointed receiver. The president of the Lyre-ola Co. is Arthur F. La Pierre. He was arrested by the United States marshal on a warrant directing him to produce La Pierre before the Referee in Bankruptcy in the bankruptcy proceedings. The warrant was issued at the request of Bruno, who informed Judge Faris that La Pierre had applied for passports the day after the alleged act of bankruptcy was performed and had engaged passage for Italy. La Pierre was questioned about sales of stock in the company, about the recent purchase of 200 phonograph motors which were not accounted for when the receiver took charge of the company's assets, and about the removal of a large quantity of finished and unfinished music boxes from the storeroom of the company. He was also asked for a detailed account of several items found in the books of the company in which company money was credited to various expenses.

Holding Salesmanship Classes

The Koerber-Brenner Co. has begun its salesmanship classes for the Spring and Summer, the first class meeting for five full days, March 14-18. The class, in addition to the unusual attention to salesmanship problems and Red Seal business, had several extra events.

Miss Mabel Rich, of the Victor educational department, addressed the class on Monday afternoon, bringing out new phases of work in the schools which was most helpful. T. S. Maetten, of the Kieselhorst Piano Co., talked to the class on Tuesday morning on problems from the standpoint of the manager. On Friday afternoon the class was the guest of the Koerber-Brenner Co. at the last program of the St. Louis Symphony Orchestra. The solo artist of the afternoon was Mabel Garrison, whom none of the class had heard in person.

Those enrolled were: Mrs. Goldie Jones, of the



FURNITURE
MIRROLIKE
POLISH



Talking Machine Jobbers

Extensive advertising—Dealer Display Stands—Dealer advertising material such as transparent window signs—Hangers—attractive folders and many other Dealer Helps, MAKE MIRROLIKE THE LEADING SELLING POLISH IN THE FIELD.

We offer jobbers a VERY ATTRACTIVE sales proposition. Distributing territory will be allotted to progressive houses who cover the field thoroughly.

Write for free sample. One trial will convince you.

For shine—our only rival is the sun

MIRROLIKE MFG. CO.
LONG ISLAND CITY
8th St., Near Jackson Ave

"MCCARTHY AND TIERNEY'S NEW ONE"
"WHY DON'T YOU"
 THE BIG MELODY HIT FROM "AFGAR"
 SONG BY **ALICE DELYSIA**
 PUBLISHED BY **LEO FEIST INC.**
 FEIST BLDG. NEW YORK

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



TRADE GLEANINGS FROM ST. LOUIS

(Continued from page 115)

Karr Drug Co., Christopher, Ill.; R. C. Barrett, of Johnston's Pharmacy, Doniphan, Mo.; Miss Etta Haynes, Kieselhorst's Victrola Shop, Alton, Ill.; Miss Lillian Knapp, Knapp's Jewelry Store, Belleville, Ill.; Miss Orpha Hopkins, Haussler Brothers, Centralia, Ill.; Roland Russell, C. F. Hackman's, Staunton, Ill.; Miss Nell Shipp, H. F. Co., West Frankfort, Ill.

Holding Music-Memory Contests

Music-memory contests, conducted annually in many parts of the country, are new to St. Louis. The movement was started by the music committee of the public schools, which announced forty standard selections which the pupils of the sixth, seventh and eighth grades are to study until April, when the contest will take place. Unfortunately, many selections were chosen which have not been pressed by the Victor factory for some time, but Koerber-Brenner sent out a call over the territory for these Victor records and it was generously responded to.

The Victor dealers of the city have been besieged with calls for Victor literature and have co-operated in many ways to make the contest a success. Stix, Baer & Fuller have conducted concerts of these records in their auditorium on Tuesday and Friday evenings, from four to five, and on Saturdays. Miss Griesedeick, of Kieselhorst's, has been giving demonstrations on Saturday mornings and the Vandervoort Victrola Hall has been open to the children on Saturday mornings. Miss Rosebrugh, of this department, prepared a booklet of references, showing where to find explanatory material of the records being used. This was a very valuable aid.

ASSOCIATED No. 70

UNIVERSAL TONE ARM



Quality Construction
Unusually Good Tone **No Blasting**
 For use in Phonographs retailing up to \$100.
 Price for sample—\$2.00.
 Quantity price on application.

Associated Phonograph Supply Co.
 Dept. 71 Cincinnati, Ohio

ST. LOUIS DEALERS DISCUSS THE QUESTION OF TERMS

Practically Entire Meeting of Music Merchants' Association Given Over to the Consideration of Proper Terms on Which Talking Machines Should Be Offered to the Public

St. Louis, Mo., April 9.—Nearly all the talk was talking machine talk at the last meeting of the Music Merchants' Association of St. Louis. Piano talk tried a time or two to make itself heard, but received little encouragement and quickly subsided. One reason was that most of the music merchants who ate and talked at the American Annex were talking machine merchants exclusively or partially. Another reason may have been the natural ubiquity of the talking machines and their increasing propensity for crowding the pianos out of the limelight. Terms were discussed, first by two invited speakers and then by everybody else. The intention was to have the terms relate to pianos as well as talking machines, but talking machine terms monopolized the meeting.

Two credit men, C. F. Jackson, of the Famous & Barr Co., and Sigmund Wolfert, of the Stix, Baer & Fuller Co., were the formal speakers. Mr. Jackson advocated adjustment of terms to meet changed business conditions and the changed views of purchasers, suggesting that sales are more important than terms and deprecating such rigidity of terms as prevents sales. On this point he said:

"I have had numerous occasions where people have come in when they were in position to make a smaller payment, but later on a larger payment. If we have an agreement not to accept that smaller payment we will lose that sale. One of us will make that sale. Very often it is a big inducement to cut the initial payment. Business has been coming to us. Now we have to get out and get it. The initial payment is the stepping-stone to a sale, and then you get your payments. Get your machine out. Get your monthly payments."

Mr. Jackson said he would have to figure three or four times to find a loss in the business year. There was little loss. He did not believe he had turned down five talking machine accounts during the last year. He passed them right along. But he always wanted information, something of personal reference "that possibly I won't use." He favored these personal references more as good for "tracing," if necessary. He said his store's collections were very good. He believed they had lost one talking machine last year. Mr. Jackson put the general business charge-off at about one-half of 1 per cent and collections on previous charge-offs would bring that down.

Mr. Wolfert's views were similar, except that he advocated a fairly substantial initial payment to make the account safe.

Mr. Jackson suggested these terms: On a \$75 machine, \$8 down and \$5 a month; \$100, \$10 and \$6.50; \$150, \$15 and \$10; \$200, \$25 and \$12.50; \$250, \$35 and \$15; \$300, \$40 and \$17.50; \$350, \$50 and \$20; \$400, \$50 and \$25.

Mr. Wolfert suggested these terms: On a \$35 machine, \$5 down and \$4 a month; \$75, \$10 and \$6; \$100, \$12 and \$7; \$125, \$15 and \$8; \$150, \$20 and \$9; \$175, \$25 and \$10; \$200, \$30 and \$12; \$225, \$35 and \$14; \$250, \$40 and \$14; \$300, \$50 and \$16; \$350, \$60 and \$18; \$400, \$75 and \$20.

Manager Fred Ennis, of the Grand-Leader talking machine department, favored \$5 down and \$5 a month on machines up to \$100. C. E. Storer, of the Baldwin Co., favored 10 per cent down. Mark Silverstone, president of the Silverstone Music Co., who as vice-president of the Association presided in the absence of President P. A. Lehman, said that he figured around 10 per cent down and 5 per cent a month. If the sale included records the percentage was raised. On \$300 machines, he said, he required \$30 cash and \$15 per month. If the sale included \$20 worth of records he required \$50 down.

Theodore Maetten, manager of the Kieselhorst department, said that on a \$200 machine and \$10 worth of records the requirement was \$30 down and \$14 a month. The Kieselhorst practice, he said, was to apply enough of the initial payment to clean up the records and the remainder on the machine, making out the contract to cover the unpaid balance on the machine alone and not on machine and records. He was opposed to lowering terms. Manager J. F. Ditzell, of the Famous & Barr Co., announced that he was in favor of promoting business by reducing the initial payment.

Mr. Storer wanted to know what was the average run of contract in the Tri-State. Mr. Maetten said that it would follow according to the record account. In the case of a good customer, probably twelve to eighteen months. Kieselhorst practice was to limit records to half of first payment. Mr. Storer favored limiting it to ten dollars.

Mr. Storer remarked that on instruments of \$450 and up he believed the first payment really should be at least \$50, but he had seen instances in which he would just as soon have the man's payment of \$25 down as \$50. This, however, depended upon the character of the man and his worth. He expressed it as his opinion that the initial payment did not always give quality to the sale. He favored getting as large cash payment as possible, both for the customer's sake and the sake of the business.

The matter of framing a new scale of terms was referred to a committee of jobbers, composed of Mark Silverstone, Silverstone Music Co., Edison; W. P. Chrisler, Aeolian Co., Vocalion; E. C. Rauth, Koerber-Brenner Co., Victor, and R. W. Jackson, Brunswick, with instructions to report at the next meeting.

The Association adopted a resolution in favor of daylight saving.

TEAM WORK BY DEALERS IN CLEVELAND BRINGS RESULTS

The Musical and Trade Worlds Brought Closer Together During Appearance of Chicago Opera Co.—Concerted Advertising Campaign—New Retailers in Evidence—Talking Machine Dealers Meet

CLEVELAND, O., April 4.—Members of the music world and the talking machine world of Cleveland were brought closer together than ever before during the appearance here of the Chicago Grand Opera Co., when special meetings for both members of the company and the talking machine trade were arranged. Conspicuous among these was the dinner arranged by the Cleveland Talking Machine Co. for winners and near-winners in the sales contest held during February, and at which Edward Johnson, member of the opera company, was the guest of honor. The event

move started some time back by the Cleveland Co. in joint advertising of records by dealers simultaneously with the announcement by the Victor Co. of its monthly record introduction is bearing fruit in individual advertising in daily newspapers here, the H. Fraiberg Co. and Joe Phillips being among the uptown dealers to adopt this policy. Initial joint advertising in connection with the operas and Victor records was arranged by Miss Grazella Puliver, publicity director of the Cleveland Talking Machine Co.

Winners of Music-Memory Contest

Winners in the music-memory contest conducted by the Musical Arts Association have received talking machines and a set of good records from the Buescher Co. The winners are Carl J. Buchman, Glenville High, and Miss Frances Loehr, Lourdes Academy. They led thirty teams of fifteen contestants each. These personal

prizes are in addition to insignia issued to winners by the association. The contest was aided by the Cleveland Symphony Orchestra, which played the contesting pieces. During the distribution of prizes six of next year's contesting numbers were played, and in this move was recognized the permanence of this musical event in this city and locality.

New Talking Machine Stores

New talking machine establishments in and near Cleveland continue to be among the conspicuous events of the season. Among the latest to open is that of H. Kellogg Day, of Elyria, an exclusive Victor establishment in its own building, where novel interior construction in a series of archways makes the place unique. Eight demonstration rooms and two machine rooms are included in the ensemble. Plans are under way for equipping the basement into another store similar to that on the main floor. At the formal opening were present C. K. Bennett, general manager of the Eclipse Musical Co., and F. C. Erdman, district representative of the Victor Co.

(Continued on page 118)



Miss Grace Liddicoat

marked the presentation to those present of the winners in the contest—Miss Grace Liddicoat, of the Buescher Co., who led in Cleveland, and J. B. Wooster, of the M. V. De Forest store, Sharon, Pa., proxy for Miss Julia Russell, winner of the out-of-town contest. Mr. Johnson praised the young people for their part in promoting public interest in music and for the excellent showing they made in increasing record sales through this unique competition.

Leaders in the event, besides the winners, who were present included Miss Eva Butcher, the May Co.; Miss Edna Barrett, the Euclid Music Co.; Harold Beat, the J. W. Green Co., Toledo; Miss Sadie Wilkins, the A. F. Beekman Co., Ottawa; Miss Neva Lea, of the M. V. De Forest store; Miss Helen Sanderson, the W. E. Shay Co., Elyria; W. F. Sayle, Arthur Buescher, and Miss Grazella Puliver, the Cleveland Co. The meeting was held at the Cleveland Athletic Club.

Figures in the contest are interesting. Miss Liddicoat's gain during February over the test in January was 110 per cent, and Miss Russell's was 63 per cent. The ten leading contestants made an average gain of 52 per cent, which is considered a remarkable showing in the face of uncertain business conditions.

In conducting their campaigns the work of Miss Liddicoat and Miss Russell was especially interesting, as they brought into play the telephone, sent out cards and developed interest among the schools.

While here Mr. Johnson visited the store of the Buescher Co. and autographed photographs of himself, which were distributed to the visitors during the afternoon of his stay there.

Concerted Advertising Campaign

What is expected to be the first of a series of concerted advertisements by Victor dealers was used during the opera company's appearance here by members of the trade in both downtown and outlying districts. The move was led by the Cleveland Talking Machine Co. and the publicity featured the exclusive Victor artists in the operas. Immediate increase of record sales, of pieces sung in the operas, was the result. Incidentally, the

**A NEW SERVICE TO
PHONOGRAPH MANU-
FACTURERS AND
WHOLESALE RECORD
DEALERS.**

**RECORDS UNDER YOUR
OWN LABEL.**

HERE is the stimulant for your phonograph business that you have long waited for, and if it is possible that you have not as yet realized the importance of furnishing your dealers with a phonograph record under your own label, you had better put on your thinking cap and get in touch with us, and will the time ever be more expedient than—**TO-DAY—NOW?**

We have a most happy combination in our ability to furnish direct from our own recording laboratory, galvanic process and pressing plant, a phonograph record containing 25 years of experience in which we have brought up to the "HIGHEST POSSIBLE STANDARD" of **MUSICAL QUALITY, WORKMANSHIP and WEARING QUALITIES**, and a truer **TONE REPRODUCTION** than is to be found in the records now available to meet the requirements of the phonograph manufacturer.

A phonograph record under your own label will have a tremendous stabilizing effect upon your phonograph business, as it furnishes the dealer with the continued direct contact which offers new leads to increase machine sales, as well as a profitable department within itself. We will be delighted to submit our plans in detail, and to offer some very practical suggestions that will prove to be mutually beneficial.

If you are within the vicinity, a phone call will bring our representative, or a line or two from the out-of-town dealer, some very interesting data.

Electric Recording Laboratories, Inc.

LABORATORY
210 Fifth Avenue, New York City
Mad. Square 6662

PRESSING PLANT
225 Murray St.,
Newark, N. J.

**OUR PLANT IS WELL
EQUIPPED TO TAKE ON
ORDERS FOR PRESSING
RECORDS.**

**OUR PLANT IS WELL
EQUIPPED TO TAKE ON
ORDERS FOR GALVANO
WORK.**



Hipolito Lazaro's rendering of the beautiful, traditional Jewish hymn, "Eli, Eli," is one of his greatest triumphs of art. Every Jewish home in your community, beside all Christian music lovers, will want this record. Columbia 49914.

**Columbia Graphophone Co.
NEW YORK**

TEAM WORK BY CLEVELAND DEALERS

(Continued from page 117)

Special windows and interior decorations were made by George W. Savage, Eclipse service department manager, for the occasion.

H. A. Sisley, Kinsman, O., is planning the enlargement of his establishment, where Brunswick machines and records will be featured. Kinsman has but 600 population, yet, through the personal efforts of Mr. Sisley, it required a store with 8,000 square feet space.

At Kent, O., big business is being done by F. W. Trory, whose original business interests, that of conducting a pharmacy, appear to be second, now, to that of operating a high-class talking machine store. Mr. Trory has acquired the property adjoining his original establishment and has made his place so attractive with demonstrations with the Brunswick machine and records that travelers use the place as a waiting room instead of the regular interurban station.

W. M. Hale is enlarging his Cuyahoga Falls store by the purchase of the Howard M. Sears establishment, adjoining, and is planning the installation of one of the best Victor stores for a town of this size in this part of the State.

New accounts continue to be booked by P. H. McCulloch, phonograph sales manager in the Cleveland district of the Brunswick-Balke-Coller Co. Among those to enter the field are the Penner Furniture Co., Strathers; J. W. Helfrich Co., Carrollton; B. C. Emmons, Minerva; D. S. Cartnell, Wapakoneta; B. A. Muskof, Navarre.

Association Elects New Officers

Installation of officers, plenty to eat, plenty of dancing and a general good time were enjoyed by close to one hundred members of the Talking Machine Dealers' Association of Northern Ohio at the Hotel Winton, March 28. The new officers are: President, Grant Smith, Euclid Music Co.; vice-presidents, B. Ptak, Ptak's Music House; R. Svehla, Svehla's Music House; secretary, Ed. B. Lyons, Eclipse Musical Co.; treasurer, W. E. Shay, Elyria. Dan E. Baumbaugh, the May Co., talking machine department, retired as vice-president.

The only speech-making was by President Smith, who called upon the members for closer co-operation among themselves in matters they can adjust themselves, such as exchange of mer-

chandise among dealers and the like, instead of worrying jobbers with petty details.

Columbia Co.'s New Quarters

Cleveland also comes in for its share of new stores, in connection with the formal opening of the model store of the Columbia Graphophone Co.'s Cleveland headquarters. Here what appears to be the last word in store construction has been created. The store has two show windows, large reception room, modern record rack equipment and several instrument and record rooms. The store has been lavishly decorated in white and gold, with fine floor coverings and draperies. Upholstered furniture completes the equipment. Every detail has been included, even to a large electric sign in the front of the shop. The store covers a space thirty by fifty feet in the wholesale Columbia establishment. Columbia dealers in and near Cleveland and from distant points have come to see the store, and not a few already are negotiating for such establishments. The Columbia Co., explains H. C. Schultz, sales manager, is prepared to equip dealers completely or in part, using this sample store as an example of what dealers can have.

"Siam Soo" Is Introduced

The formal opening of this model shop marked also the first appearance here of Siam Soo, a mechanical figure that does Oriental dancing, dancing upon the record of the machine, which also supplies the motive power. Dealers are placing orders for these at Columbia headquarters here. The Alhambra Music Shoppe created a miniature stage in its windows, with electric footlights, the whole arranged by Stanley Lee, Columbia service department manager. The Hippodrome Gift Shoppe also had a demonstration of Soo.

Following the policy of the Columbia institution to bring the artist who makes records close to the people, a reception to Bert Williams, during his stay in town here, was arranged by H. C. Schultz, Columbia sales manager, at the Mayer-Marks Co., where Mr. Williams autographed records. This is only the second time that Mr. Williams has done anything of the sort, which probably accounted for the large attendance.

To Attend the Edison Convention

What is expected to be the largest delegation from any district attending the convention of Thomas A. Edison, Inc., will be that from the Cleveland territory, in the opinion of L. M.

Bloom, general manager of the Phonograph Co. of this city. Mr. Bloom already is arranging for this district's part in the Chicago convention, which is the likely one to be attended by this district. There are close to seventy-five dealers in this vicinity, and a 100 per cent attendance is promised by them.

Among the novel windows to make their appearance here is that of the Muehlhauser Brothers Piano Co., representing the Cheney and Sonora phonographs. In its new home this firm will make a feature of showing only one machine at one time in a window, this to be embellished with a suitable background representative of the story in records on display with the machine. The fact that but one machine is seen is a stronger attraction, according to O. C. Muehlhauser, secretary-manager, than if several instruments were seen.

Getting the Support of the Children

Turning the talking machine store into a Saturday playground for children is the plan inaugurated by Miss Jessie Simpson, of the Colonial Music Shoppe, owned by A. Finesilver. Miss Simpson has her clients call with their children in the morning, leave them in the store for the day and call for them in the evening. Games and entertainment especially interesting to children are provided and, of course, there is plenty of music with children's records on the Victrolas. The children prove to be veritable walking advertisements for the store, for added record business among their parents and their parents' friends has followed. The Colonial consequently is the Mecca for little ones in the extreme east end of town, as they talk about it to all their small friends during the week.

ATTEND IMPORTANT CONFERENCE

LEWISTON, ME., April 5.—Mr. Townsend, representative of the educational department of the Victor Talking Machine Co., together with Miss Grace Barr, educational director of M. Steiner & Sons Co., Boston, Mass., Victor wholesaler, attended the conference of high-school principals, which was held recently in this city under the auspices of the State department. Mr. Townsend's address, "The Correlation of Music and English Literature," was very favorably received, and the activities of the Victor educational department were highly praised by the high-school principals in attendance.

"MAGNET" DECALCOMANIE NAMEPLATES



From the
DORAN CO.
1415 CHICAGO AVE.
DETROIT

FOR TALKING MACHINE CABINETS ETC.

Pamphlets with fac-simile illustrations and prices mailed on request.



FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (5th Street Corner)
CLEVELAND

SOLD BY
WURTEAU WILLIAMS & CO.
MONTREAL OTTAWA

SOLD BY
WALTER D. MOSES & CO.
102 1/2 BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

SMITH-SCHIFFLIN CO.
149 Church Street New York City



Kunkel Piano Co.
BALTIMORE

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathé

in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.



We announce that a most enthusiastic reception has been accorded by the retail phonograph trade of this country to the famous Homokord records, for which we are importers and distributors in the United States.

The Homophon Co. is one of the largest record manufacturing concerns in Europe and produces records in thirty-one different languages and dialects.

The Homokord catalog embraces a wide variety of selections rendered by most accomplished artists. Their quality of manufacture and musical superiority is a matter of world-wide recognition.

Homokord records appeal as no others do to Americans of foreign extraction, because they are true to the nations whose musical life they feature. Especially is this true of the German selections, which are winners with the mighty host of Americans whose forbears were Teutonic. As a business proposition they bring *real* profits.

A large stock of the German records will be ready for distribution from Milwaukee headquarters about April 15.

Address all requests for catalogs, bulletins and complete information to:

A. G. KUNDE

*U. S. Importer and Distributor
of Homokord Records*

344 EAST WATER STREET
MILWAUKEE, WIS.

TRADE IN BUFFALO HAS BEEN DULL, BUT IS IMPROVING

Demand for Records Grows—Talking Machine Men Dance—C. N. Andrews Visits Ohio—Columbia Specialty Popular—Columbia Sales Force Meet—Hermendorfer Tells of Brunswick Progress

BUFFALO, N. Y., April 9.—In keeping with most of the other lines of business the talking machine trade here has been experiencing rather a dull period of late. Dealers report, for the most part, that business during the last month or so has been decidedly quiet, but it is now steadily getting back on its feet after the slump of last Fall and Winter.

Record sales have been good. A large number of popular pieces, such as "Humming" and "My Mammy's Arms," created a big demand for the records and helped to keep the business in that line up very well.

Members of the Buffalo Talking Machine Dealers' Association will hold a dance April 13 at Weyand's, Main and Goodell streets. A large crowd is expected. A great deal of attention has been devoted to the arrangements for this dance and it is expected that it will prove a big success. The entertainment committee is making the arrangements. F. E. Russell, of J. N. Adam & Co., is chairman of this committee.

One of the talking machine men here who reports a good business in records is Lionel M. Cole, of the Iroquois Sales Corp. He says that Okeh records are going very well, the foreign records, particularly, have made an instantaneous hit in Buffalo.

Another man who reports a good record business is N. A. Tabor, in charge of the Pathé territory. He says his record business is exceptionally good for this time of the year.

C. N. Andrews attended the opening of the new wholesale establishment of the Perry B. Whitsit Co., at Columbus, O., March 30. He reports that he had a very fine time and that the company has a splendid place of business. Mr. Andrews was the only Buffalo man there. He is an old friend of Mr. Whitsit.

The "Siam Soo" attachment for talking ma-

chines, which the Columbia Co. is featuring, is making a great hit with the Buffalo public. Dealers who are handling the brown-skinned "shimmier" report a very good business in it. Among those featuring it is the Koenig Piano Co., which has one in operation in its window. It has attracted large crowds. Another novelty which the Columbia Co. is featuring, and which is making a great hit here, according to E. W. Peace, of the Buffalo Columbia branch, is an alarm clock attachment for a talking machine, which wakes a sleeper in the morning to the tune of his favorite air, instead of the raucous notes of the ordinary alarm clock.

The Columbia branch here finds that business is going right ahead. When salesmen gathered here recently for the annual monthly sales meeting reports given showed that business is gaining right along, and that the first two weeks in March were the best of any. Speakers at the sales meeting included J. A. Marshall, of the Dealer Service department, who was paying a visit to the Buffalo branch, and W. H. Lawton, manager of the Buffalo branch. There was also a general discussion, led by G. R. Kuhner, of the Buffalo city district; E. F. Germain, of the Western New York district; E. L. Wallace, of Rochester and R. J. Milholland, of Syracuse.

Edward Avis, who makes bird-call records for the Columbia Co., was a caller at the Buffalo branch. Another recent caller was Bert Williams, who was in Buffalo with the Broadway Brevities.

W. H. Daniels, of Denton, Cottier & Daniels, has just returned from a trip to California.

"Despite the so-called business depression, our trade has been brisk," said H. J. Hermendorfer, of the local Brunswick branch. "March proved a big month for phonographs and records. Our business during March, 1921, was far greater than that of March of last year. We

have made large shipments of instruments and records to dealers." The Brunswick branch is preparing to feature a special model on Mother's Day, as part of a national campaign. Style 112 will be featured. It is planned to give this plenty of publicity through advertising.

C. N. Andrews was among those who attended the Jobbers' executive meeting at Boston, April 7 and 8, at which a large number of Victor jobbers were present.

INCREASES SALES REPRESENTATIVES

CELINA, O., April 5.—The Harponola Co. of this city, maker of the Harponola talking machine, reports that business has shown decided improvement within the past thirty days. It is assuming proportions closely approaching those of boom times. This company has recently announced a new and improved line to its trade, which was favored by generous orders. The standard cabinets have received a number of new embellishments and several attractive console period models have been added. The mechanical equipment, which has proved so satisfactory, remains unchanged. The Harponola Co. has been consistently and conservatively adding to its manufacturing and distributing facilities and creating more dealers and distributors in various parts of the country.

VISIT NEW COLUMBIA OFFICES

Westervelt Terhune, manager of the Atlanta branch of the Columbia Graphophone Co., and Fred E. Mann, manager of the company's Boston branch, were recent visitors to the Columbia Co.'s executive offices, holding an informal conference with Geo. W. Hopkins, general sales manager of the company. These two branch managers were the first out-of-town executives to visit the new Columbia home at Columbus Circle and they were enthusiastic regarding the ideal environment which characterizes every detail in the new Columbia quarters.

MERCHANDISING VALUE



Style K4—Top 40 $\frac{5}{8}$ "x22"; Height 35"



Style K5—Top 41"x22 $\frac{1}{2}$ "; Height 35"

\$150

Retail Price

\$160

LAUZON QUALITY

The foresighted merchant with a hand on the pulse of public demand will immediately perceive the opportuneness of the above popular priced consoles.

Lauzon quality assures honest value and the price is a 1921 proposition calculated to build sales throughout the year.

MICHIGAN PHONOGRAPH CO.

Phonograph Division, Lauzon Furniture Co.
Office, National City Bank Bldg. Factory, Monroe avenue and 6th street
GRAND RAPIDS, MICH.

SELL 14 MACHINES IN ONE DAY

Enterprising Columbia Dealer Closes Excellent Business—Salesmen Produce Unusual Results

The general sales department of the Columbia Graphophone Co. received recently an interesting communication from F. L. Scott, manager of the company's Indianapolis branch, relative to the remarkable sales achievement of C. F. Campbell and N. V. McCorkhill, members of the outside sales staff of the Louisville Music Co., Columbia dealers of Louisville, Ky.

When the Columbia Co. recently announced a reduction in the prices of Grafonolas, these enterprising salesmen decided that the time was opportune to start an aggressive campaign



The Two Men Who Made the Big Sales Record among Louisville music lovers. They selected Sunday morning as the right time for such a campaign, in view of the fact that all of the members of the family would be home on that day.

They worked energetically, and as a result of their efforts they sold fourteen Grafonolas in one day. This is undoubtedly a remarkable sales achievement, particularly in these days, and the fourteen machines that were sold comprised the following types of Grafonolas: Three K 2, five G 2, five E 2 and one B 2. The accompanying photograph presents Messrs. Campbell and McCorkhill together with eleven of the Grafonolas that were sold as a result of their campaign. At the time that the photograph was taken the three K 2 models were out of stock.

S. E. Sweetland, formerly with the Sonnenberg Music Co., Bridgeport, Conn., has become manager of the Vocalion department of George E. Nothnagle & Sons, Bridgeport, Conn. This department is one of the best equipped in the city and includes eight demonstrating booths.

OPTIMISM IN AKRON DISTRICT

Resumption of Activity in Tire Plants Promised for May 1—Talking Machine Dealers Preparing to Handle More Business—Reorganization of Local Association Planned—Several New Stores Now Being Opened

AKRON, O., April 4.—Optimism prevails everywhere this week with the announcement that 5,000 rubber workers will have returned to the various shops by May 1. The Firestone Rubber Co. announced Monday 2,000 men will have been re-employed during the period between March 1 and the last of April. Officials of the Goodyear Tire & Rubber Co. announce 1,200 men would be re-employed this week and that tire production would be increased to 16,000 tires a day. Reports show production of tires will reach nearly 60,000 daily in May. This is the most encouraging news received by music dealers here in more than a year and on the strength of this revival of business many dealers are placing orders for more pianos, talking machines and musical merchandise. In some stores only enough stock to "get by" was the policy.

To meet increased business the A. B. Smith Piano Co. has moved its talking machine department from the third to the main floor. All new soundproof booths have been constructed to the right of the main entrance to the store and a corps of salesmen are constantly on the floor to accommodate the trade. Since moving downstairs this department has shown 50 per cent increase in sales, an official of the company said. Approximately 20 per cent more business was done by this company in March than the previous month. The house averaged better than two sales a day throughout the entire month. Business in every department shows improvement.

The Music Shoppe, an exclusive Brunswick store, has been opened in South Main street and announces a complete line of Brunswick talking machines, records and small musical merchandise. The store has an attractive front and is in an excellent location.

The Kratz Piano Co., established in Akron for more than thirty years, has opened a branch store in South Main street. The main store of this company is located at 29 South Howard street and plans have already been drawn for the erection of a modern business block on a site purchased by the company in South Main street. Construction is to begin within a year, officials of the company said.

Music dealers of Akron will participate in a special trade excursion on the Northern Ohio Railroad, to be given some time this month by the Akron Chamber of Commerce. More than sixty active Akron business concerns will have representatives on the trip. The idea is to draw

BRUNO

Successful people are always on the "go". Too speedy oftentimes, Mr. Victor Dealer, to learn where you are located. Billboards! Billboards! so that "he who runs may read"—and "tumble".

BRUNO

the trade of the smaller towns to Akron. Special bargain days will be established and on this occasion special trains will be run from eight small towns near Akron. Merchants will make concessions in all departments of their stores.

Reorganization of the Akron Music Trades Association is planned by Akron music dealers. Since the resignation of A. S. Van Fossen, who for several months was its president, the organization has been inactive. Revival of the trade organization is considered essential by leading music dealers, who claim it not only creates interest in the trade but brings the music dealers of Akron together, so they can learn the newest ideas in musical merchandise selling and benefit from it socially.

NEW CONCERN IN NEW ROCHELLE

The Progressive Music Co. is planning to open up within the near future in New Rochelle, N. Y. According to the initial announcement made in the local newspapers this company will handle the Sonora and Grafonola lines of talking machines and a complete line of pianos and players. There will also be record, music and music roll departments, as well as a miscellaneous line of stationery and sporting goods. H. Janovsky is the proprietor of the new enterprise, and has adopted as his slogan "West New Rochelle's Own Music Store."

The Proof of the Pudding

On October 13, 1920, we received the following letter:

THE CELINA SPECIALTY CO.,
Celina, Ohio.

Gentlemen:—

Congratulations! The sample lot of cabinets reached us today, and we are indeed pleased with them.

They are the ones we have been looking for. We are enclosing check for \$277.50, to balance account. Will send you an order to-morrow for more cabinets, and trust you will make us prompt shipment, as we shall discontinue all of the other makes we have been using.

Yours very truly,
N. N.

Since we received this letter, we shipped over four carloads of cabinets to this party (name of which will be furnished upon request), and while everybody was complaining about "business being rotten" our friends sold over 500 Talking Machines, for which we furnished the cabinets.

If these facts prove to you that we "deliver the goods", why not get in touch with us immediately?

THE CELINA SPECIALTY CO.
Celina, Ohio



Louis XV

THE HIT OF THE YEAR

MUSIC BY

ALBERT VON TILZER

LYRIC BY

LEW BROWN

WAIT UNTIL YOU SEE MY

WADDELLINE

**FRANK CRUMIT'S
OVER NIGHT HIT IN THE
GREENWICH FOLLIES**

**THE OUTSTANDING HIT
OF THE
BROADWAY BREVITIES**

**NELSON & CHAIN'S
BIG SUCCESS IN THE
FANCHON MARCO PRODUCTION**

BROADWAY MUSIC CORPORATION

145 WEST 45TH STREET, NEW YORK CITY

Chicago, Ill., State Lake Theatre Bldg.

Philadelphia, Pa., 37 South 9th St.

WILL VON TILZER, PRESIDENT

Boston, Mass., 240 Tremont St.

San Francisco, Pantages Bldg.

THEATRICAL STAR BUYS SONORA

Miss Evelyn Gosnell Buys Colonial Model—Well Known in Musical Comedy Field

During the past year quite a number of prominent actresses and moving picture stars have visited the Sonora Fifth Avenue Salon in New York and purchased Sonora phonographs for their homes. The list of well-known members of the theatrical world who own Sonora phonographs



Miss Evelyn Gosnell

is increasing steadily, and this instrument is meeting with popular favor among the stars of the Thespian world.

One of the recent purchasers of a Sonora phonograph was Miss Evelyn Gosnell, who played one of the leading parts in "Ladies' Night," a popular farce comedy which scored a tremendous success last season. Miss Gosnell is well known in the theatrical world, and under the management of A. H. Woods has attained marked success. She is a lover of music and purchased a Colonial model at the Sonora Fifth Avenue Salon.

SOME SPEEDY PUBLICITY

How an Edison Ad Was Written and Published in Record-breaking Time

While en route from Chicago to New Orleans, to attend a business convention, William Maxwell, vice-president of Thomas A. Edison, Inc., and Joseph B. Gregg, advertising manager, were suddenly called upon to prepare an advertisement which was to be run in the New Orleans Item just as soon as possible. The story of the advertisement, as told by The Item, is as follows:

"William Maxwell, vice-president, and Joseph B. Gregg, advertising manager, of the Edison Laboratories, are now making a tour of investigation throughout the country. Monday morning, en route here from Chicago, they conceived an idea which they wished to put to an immediate test. New Orleans, they decided, was one of the best test cities in the country.

"Mr. Maxwell dashed off the copy on the train. Mr. Gregg made the layout. The train arrived here at 11:45 in the morning. Two representatives of the Diamond Music Co. were at the station to meet them. Maxwell announced his desire of having the cut made and run in the afternoon paper of that same day. He was informed that The Item had the facilities to handle the required engraving work quickly.

"At The Item office experts were called in and within four hours after the arrival of the Edison executives the advertisement was on the street. This probably constitutes a world record for quick and efficient presentation of an advertising idea."

Bristol & Barber, Pathé distributors in New York, report an increasing demand for the phonographs and records made by the Pathé Co.

A BUSY MILWAUKEE PLANT

Milwaukee Talking Machine Co. Leases Seven-story Building Adjoining Present Plant to Meet Growing Demand for Products

MILWAUKEE, WIS., April 8.—The big factory of the Milwaukee Talking Machine Co., on East Water street, is one of the Western plants which show signs of steady activity. The plant is working eight hours a day at about 80 per cent of normal output. Furthermore, the company has recently leased a seven-story building adjoining the present plant. This is 30 by 120 feet in size and will afford, therefore, about 25,000 extra feet of floor space. The two buildings will be drawn together and every department in the plant considerably enlarged to meet needed requirements.

LARGER QUARTERS IN MANCHESTER

Lionel Fontaine, Inc., Vocalion dealer in Manchester, N. H., has just occupied a new

store at 39 Hanover street, in the heart of the business district of that city. The new store has two fine show windows and is modernly equipped throughout. A feature is a special Vocalion department, in which it is planned to install three booths.

SUPPLIED THE NATIONAL ANTHEM

Record of Spanish National Air Furnished by Victor Dealer to Telephone Company

Incidental to the opening of the new telephone line from Havana to New York, the Silas E. Pearsall Co., New York, Victor wholesaler, received a request from one of the telephone company's executives to furnish the company with the name of a Victor retailer who could supply it with Victor record number 69417, featuring the Spanish national air. The executive mentioned that it was planned to play this record over the telephone to celebrate the opening of this new telephone connection between Havana and New York.

Fletcher Alltones Needle

Patent Pending

The only Semi-Permanent Needle made, each of which will play either **LOUD, SOFT** or **MEDIUM**, by simply turning it in the needle holder as shown in the above cut. This is why it is called "**ALL-TONES**" or All-tones-in-one.

To give long life to the record and to get the best possible results while playing, recommend **FLETCHER ALLTONES NEEDLES** to your customers.—They will appreciate it.

Stocking this one needle meets every demand at a saving in space and capital.

Retail price per card of four needles 25c
Boxes of 100 cards, to dealers \$15
Valuable selling helps free

Jobbers—Write for Territory and Proposition

FLETCHER ALLTONES NEEDLE CO., INC.
205 Travis Street San Antonio, Texas
New York Distributor:
ANDREW H. DODIN, Inc., 28 Sixth Ave., New York, N. Y.
Chicago and Northern States Distributor:
W. R. PATTEN, 8th Floor, 20 E. Jackson Blvd., Chicago, Ills.

Edison Message No. 94

An increase in the Excise
Tax on phonographs would
make it necessary to advance
Edison Phonograph prices.

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

"My Mammy" is a medley fox-trot by the Yerkes Jazamba Orchestra. "Do You Ever Think of Me?" is another by The (always) Happy Six. They'll whistle these dances, hum them, dance them everywhere for months to come. A-3372.



**Columbia Graphophone Co.
NEW YORK**

DEALERS BEAUTIFY THEIR STORES

Arthur L. Van Veen Tells of Many Installations Recently Made in New York and Elsewhere

Renewed activity on the part of talking machine dealers in the beautifying of their ware-rooms is reported by Arthur L. Van Veen, president of Van Veen & Co., Inc., New York City.

Contracts have been made recently for the installation of Van Veen equipment in the talking machine warerooms of the Hoffman Drug Co. and Liptreu & Co., both of Cleveland. Installation work is also being made in the Waterbury warerooms of the A. B. Clinton Co. This equipment is complete in every respect and consists of eight demonstration rooms, a record department and a reception room. The finish will be old ivory and a very pleasing effect will be obtained. Van Veen & Co. recently installed equipment in the Hartford warerooms of the A. B. Clinton Co. and the order for the Waterbury branch may be considered visible approbation of the Hartford installation.

The new model shop in the warerooms of Chas. H. Ditson & Co., Victor wholesalers, New York City, was opened during the early part of the month. This equipment was also installed by Van Veen & Co. and consisted of a combination of booths, offices, model showroom and a period model display salon. The installation was finished in mahogany and ivory, with the carved treatment in the frieze done in Verté antique.

The remodeling of the Bloomingdale talking machine department has been completed, providing twenty-two booths and space for 50,000 records. The entrance to this department is now effected through a handsome arch colonnade and the general effect is imposing.

L. Tobias, of the Van Veen sales staff, completed several trips during the past month which were entirely successful from a business standpoint.

Van Veen & Co. have now in the course of preparation a new catalog which will rank among the handsomest pieces of literature in the industry. This new catalog will be ready for delivery during the latter part of the month.

VICTOR PARTY TAKES BOAT TRIP

A number of Victor wholesalers from Eastern territory left New York on Wednesday night, April 6, to attend the meeting of the Victor wholesalers at Boston, Mass. The party selected the boat trip as the most enjoyable means of reaching the "City of Culture" and among those Victor wholesalers who made the trip were the following: Lloyd L. Spencer, S. E. Pearsall Co., New York; L. W. Collings, Collings & Co., Newark, N. J.; C. L. Price, Ormes, Inc., New York; Emanuel Blout, New York; John Fischer, Rogers & Fischer, Washington, D. C., and T. T. Evans, C. C. Mellor Co., Pittsburgh, Pa. J. J. Davin, of the Reincke-Ellis Co., New York, also accompanied the Victor wholesalers on this trip.

FEATURES CABINETS IN WINDOW

Victor Dealer Features Long Cabinet in Window—Console Type Attracts Attention

The Geo. A. Long Cabinet Co., Hanover, Pa., manufacturer of Long cabinets, received recently an attractive photograph from Geo. W. Davy & Son, Coatesville, Pa., showing how this progressive Victor dealer is featuring the new



Long Cabinet Featured by Davy & Son

Long console cabinets. This photograph is reproduced herewith and it is interesting to note that this window produced quite a number of direct sales.

Long console cabinets adapt themselves particularly to artistic window displays, and H. C. Naill, of the Geo. A. Long Cabinet Co., states that Victor dealers throughout the East are featuring these cabinets to advantage in their windows. Mr. Naill will shortly institute a co-

operative campaign that will assist the dealers materially in presenting these console cabinets to advantage in their constituency.

MARCH SALES SHOW BIG INCREASE

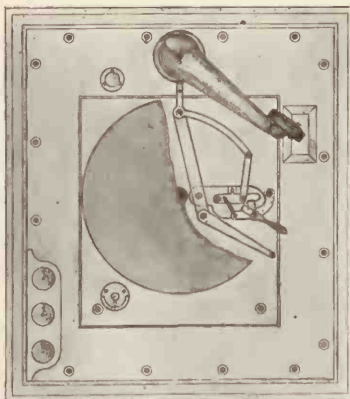
General Sales Manager Hopkins, of Columbia Co., Gives Interesting Data—Dealers Place Substantial Machine Orders

In a chat this week with The World Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., stated that the sales totals for the month of March indicated that the company had sold three times as many Grafonolas during that month as were sold in February. The reduction in the price of Grafonolas undoubtedly acted as a trade stimulant, and Mr. Hopkins was naturally gratified at the figures for March, as they indicated that the dealers are in the market for merchandise.

Commenting upon the significance of this increase over February business, Mr. Hopkins stated that the reports received from Columbia branch managers and Columbia salesmen emphasized that the dealers are not placing any larger orders than are necessary, and are not keeping any stock on hand. In other words, Columbia dealers apparently placed orders for Grafonolas during March in order to take care of the present business and not to provide for future stock.

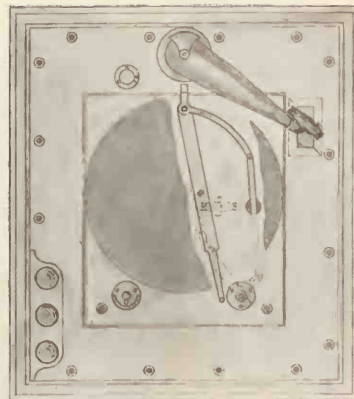
F. T. Unger, of the Brilliantone Steel Needle Co., left last week on a long trip East.

Knick Super Automatic Brake and Stop Means Life Insurance To Your Motors



Turntable Stop—Patent Pending
GOVERNOR STOP

Operates the starting and stopping by push button.
Operates on motor's governor, being mechanically the correct principle of braking.
Will prolong life of motor as it eliminates jerking of governors.
Gives that high-class braking feature found only on the highest-priced motors.



Governor Stop—Pat. Feb. 17, 1921
TURNTABLE STOP

Positively eliminates brake troubles, giving a silent and smooth stopping of motor.
Patent cam brake shoe allows adjustment for wear.
Positively accurate to the line. Will function on any record.
Can be accurately set in the dark.
Noiseless in operation.
All bearings in both stops bronze bushed.

UNIVERSAL DEVICES CO. : : Cincinnati, Ohio
Manufacturers of TONE ARMS—REPEAT PLAYERS—AUTOMATIC STOPS

SOUTHERN CALIFORNIA DEALERS SEE IMPROVED TREND

Leading Members of Trade Tell of Conditions—Richardson to Open in Hotel Ambassador—E. N. Burns' Visit—Delegates to National Convention—Tetrazzini Autographs—Columbia Publicity

LOS ANGELES, CAL., April 6.—Talking machine sales for the month of March, according to reports from the various managers of departments, were very satisfactory. There were many who declared that the month's business was very good, while others, characteristically conservative, remarked that they had "held their own"; none was pessimistic or admitted a decrease.

Delegates to N. T. M. A.

At the general meeting of the Music Trades Association of Southern California Messrs. J. W. Boothe, general manager of the music department of Barker Bros., and B. Platt, president of the Platt Music Co., were unanimously elected to be delegates and representatives for Los Angeles to the new National Retail Phonograph and Talking Machine Men's Association which it is proposed shall be formed, under the auspices of the National Association of Music Merchants in Chicago at the convention to be

held there in May by the National Association of Music Merchants.

Music Store at Ambassador

W. H. Richardson, president of Richardson's, Inc., has announced that Richardson's, Inc., has secured a lease at the magnificent new Ambassador Hotel, where a music store will be opened. A Victrola agency has been obtained and other musical merchandise will be carried. The interior decorations are in the hands of a firm famous for unique and artistic designs and it is expected that the new store will even "out-Richardson" Richardson's on West Seventh street.

Columbia Vice-president Here

E. N. Burns, the popular vice-president of the Columbia Graphophone Co., spent several days at the Ambassador Hotel in Los Angeles. Mr. Burns arrived here from San Francisco, where he had been directing a special recording outfit which had been brought out to the Pacific

Coast specially to record dance selections by the famous Art Hickman Orchestra. Mr. Burns, who seems to have always had the faculty of spreading friendship and pleasure wherever he goes, appeared to be combining a great deal of pleasure with business during his brief sojourn in Los Angeles and in the Hollywood section, where movie stars of great and small magnitude scintillate on the streets and in exclusive cafes. Charlie Chaplin and Douglas Fairbanks made a record under Mr. Burns' supervision; it is for their own use only and the original matrix was destroyed. It is expected that another record will be made later by these two for public sale.

Local Composition Makes Hit

Among the ever-increasing number of song hits emanating from Los Angeles, written and composed by "Angels," "Do You Ever Think of Me?", music by Earl Burnett and words by Harry D. Kerr and John Cooper, has proved to be one of the most popular. The Vocalion record of this number was hailed with great joy, as Vocalion dealers had many thousands of customers on the waiting list impatient to obtain Red records for their machines. H. M. Hull, Pacific Coast Vocalion manager, and E. R. Darvill, Los Angeles and Southern California representative, obtained a large number of the Vocalion record "Do You Ever Think of Me?" by express.

Secretary Farquharson in Sacramento

A. G. Farquharson, secretary of the Music Trades Association of Southern California, left early in the month for Sacramento in order that he might attend Senate and Assembly committee meetings at the Capitol in the interests of the trade. On March 15 he proceeded to San Francisco and was present and spoke at the organization meeting of the Music Trades Association of Northern California. Mr. Farquharson was again in Sacramento the last week of March.

Novel Act in Theatre

John Cooper, who has recently secured a Columbia agency for his "Melody Shop" on Broadway, featured a novel act at Grauman's Million Dollar Theatre. A Columbia period Grafonola played Columbia record "Do You Ever Think of Me?" and Mr. Cooper, who is one of the composers of the song, played on a piano in unison at the same time. Another of his compositions, "Be a Little Sweeter to Me," published by Jerome H. Remick, is becoming quite popular and will doubtless make its appearance soon on a record.

Diva Autographs Records

Luisa Tetrazzini, world-famous coloratura, appeared in concert in Los Angeles last week. Her favorite piano is the Hardman and she visited the Wiley B. Allen Co.'s store on Broadway. Harold Jackson, manager of the talking machine department, took advantage of her visit and obtained a number of autographed signatures on her Red Seal Victrola records, which will be prized by those who secure them.

Flies Over Los Angeles

Charles Mack, city salesman for the Columbia Co., started from the de Mille aviation field and flew in a biplane all over his territory, distributing certificates to people below which entitled the finders to Columbia fifty-nine-cent records, obtainable from the nearest Columbia dealer. Mr. Mack flew low, in many cases just above some of the tall buildings of Broadway.

Wonderful Collection of Antiques

Perhaps one of the oldest collections of historic and prehistoric Indian wares is to be found at J. F. Collins Co.'s store in Santa Fe, the oldest of American cities. The store itself, however, is modern in every respect and a very complete talking machine department is maintained, as reported by E. R. Darvill, special representative of the Aeolian Vocalion Co.

Canadian Dealer in Los Angeles

It is a far cry from Windsor, Canada, to Los Angeles. Six hundred feet, more or less, separate Detroit from Windsor and some of Los Angeles' people feel a little envious of Detroit. No one could accuse a town so close to Windsor of being even semi-arid. R. H. Tamplin, of the Columbia stores, Windsor, spent a number of days here and expressed his intense admiration of everything which he had seen, heard and eaten—well, he couldn't rave about Coca-Cola.

Mr. Manufacturer—Mr. Jobber—Mr. Dealer

YOU KNOW that the TREND OF THE MARKET is toward THE CONSOLE TYPE.



SHERATON CONSOLE
MODEL 300
Width - - 42 inches
Depth - - 23 3/4 inches
Height - - 37 1/2 inches

We sensed this tendency long ago and concentrated our efforts on the building of CONSOLES.

Therefore: We are in a position to offer you Period Type Models in Consoles at prices that will enable you to cash in on the consumers' desire for a medium priced Console. Well constructed and well finished.



QUEEN ANNE CONSOLE
MODEL 200
Width - - 40 inches
Depth - - 23 3/4 inches
Height - - 36 3/4 inches



QUEEN ANNE CONSOLE
MODEL 190
Width - - 36 inches
Depth - - 22 3/4 inches
Height - - 36 inches

Write for full and complete information on Console Cabinets either alone or equipped; or you furnish the equipment and our experts will install.

SINGER TALKING MACHINE CO.

575-9 Market Street - - Milwaukee, Wis.

VICTOR DEALERS—



The "New Records Magazine"

is published for your use as a "mid-month" mailing and to aid you in covering your entire mailing list with information as to the new Victor Records for each month.

Each succeeding month's issue carries a complete list of the Victor Record releases for that month.

In addition the booklet is a delightfully interesting little magazine full of "human interest" articles and illustrations that create desire

for music in the home and an appreciation of the quality in Victrolas and Victor Records.

We strongly recommend this useful service to every Victor Dealer.

Our Service Department or any of our salesmen will gladly furnish you with all details regarding it.

Write for sample copy and prices.

NEW YORK

Talking Machine Co.

119 West 40th St.

Victor Wholesalers Exclusively

CHICAGO

Talking Machine Co.

12 N. Michigan Av.

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., APRIL 8, 1921. The Big Show has come and gone. It was a Big Show. In fact, it was pre-eminently THE Big Show of the year from the educational standpoint. We refer, need we say, to the

The
Big
Show!

Educational Conference conducted by representatives of the Victor Talking Machine Co. and ten of the most prominent Western Victor distributors. Not introduced with any flourish of trumpets, yet big with significance, this three-day exhibit, discussion and lesson (for it was all of these and more) impressed most profoundly those who took part in it. To the representatives of the Talking Machine World it was, literally and seriously, a most inspiring event. Without any suggestion of commercial interest, without direct reference to sales or promotion, the Educational Director of the Victor Co., with her talented and enthusiastic associates, made an exposition, thrilling in its high points, profoundly interesting in even its most ordinary aspects, of the marvelous work which is being done by her great department in bringing to the schools of the United States the blessings of immediate contact with the best that has been thought and written, played and sung, in the art of music. As the wonderful story was unfolded, one question came uppermost and finally took first place in the mind of the writer of these lines. It was this: You Victor dealers, do you half realize what all this means to you? Are you establishing a liaison between your business and the magnificent influence for music and for the talking machine which the Victor educational work is steadily developing? That is the biggest question which the Conference has yet suggested to the writer. What is the dealer doing to bring this great power into working for him? The Victor Co. is ready to show its dealers how they can connect with this high-power circuit of sales-influence. Will they take advantage of the chance and cut in on the line? The answer should be in the affirmative.

THE Brunswick Co. has both good hard sense and imagination as well. Elsewhere in this paper the reader will find a description

"Say It
With
Music"

of the highly ingenious scheme whereby the Brunswick sales forces have captured "Mother's Day" and made it their own. They tell us, do the wise ones, that the florists of this country have multiplied their sales over and over again since some genius arose to create the slogan, "Say it with flowers." And now the Brunswick folks are telling us to "say it with music," and have linked up this pretty saying with the idea of Mother's Day, that day in every sweet Spring when men and women, boys and girls, have learned to wear in their buttonholes or their corsages a sprig of flowers in honor of that human bringer of all good things—mother. By means of a very clever advertising campaign of helps to the Brunswick dealer this Mother's Day is being linked up with the sale of Brunswick phonographs. We shall not spoil a very good thing by giving too many details. But those who want to know what the mystic number 112 really means, or how "mother's heart" may be "kept singing," are respectfully referred to that page of this magazine on which the story is told. Even then there is a great deal more to learn, and some of the most interesting points are not revealed at all. For them, let the reader go to the fountain-head and ask the Brunswick phonographers to tell their story to him in their own way. He will be a surprised and an admiring reader when he has learned it in all its ingenious and practical beauties. "Say it with music" is an inspiration. Good for Brunswick!

PRESIDENT McNAMARA, of the Empire Phono Parts Co. of Cleveland, was in the city the other day and seemed to be in a very cheerful mood. Of course, we asked him "What about business?" Wherever, today, two or three are gathered together, in the words of John the golden-mouthed, business is the subject of discussion. Our Cleveland friend, answering the usual question, immediately pointed out that, in his judgment, the mid-West is just going

Cycle
and
Business

through the same period of reaction from hilarious prosperity which the East experienced a short time ago. As we understood him, he was pointing the moral of the fact, which all students of economics well know, that prosperity and its opposite may be compared with the crest and trough, respectively, of a wave, which comes and goes, moving through the entire sea of industrial society, and at every point having its motion in one direction exactly balanced by a reaction in the other direction. The great war-time prosperity, for instance, started in the East and worked its way gradually to the mid-West, and thence to the Pacific Slope. By the time that it had reached the Chicago territory and was in full swing there it had already begun to recede on the Atlantic Coast. Then, when the wave changed its direction, the depression was felt in the Eastern States long before the mid-West was affected. At the moment, that last direction of the wave is in full motion in the mid-West, while already there are signs that the turn has come in the East. Great waves move slowly and large tidal movements are very gradual. It will take quite some time for our Atlantic Coast friends to realize that the turn is actually passed, and, of course, we out here shall have to wait just a bit longer. But President McNamara is right. There are true signs, not to be disregarded, that the Eastern situation is changing for the better. Let us be patient. We have, after all, not very much cause for complaint. We might be much worse off.

THERE is a big department store downstate, in the thriving city of Decatur, a store known all over the contiguous region, the Linn & Scruggs store. That institution boasts a music department which is worth while, and especially a talking machine department which is most distinctly worth while. The head of the talking machine department of this big store reports to The World that he and his assistants sold \$4,000 worth more goods during February this year than they sold during the same period last year. This is worth considering. There has been very much whining about the state of business in the farming and small-industrial-town regions throughout the middle West, and, to a certain extent, there has been reason for the complaints. But in point of fact there is no reason to be alleged for this remarkable experience of the Decatur department store, save the simple reason of good hard work. The ladies and gentlemen who run that talking machine department simply worked hard: and the results show in the figures. This time last year the orgy of spending was in full swing, and as yet no sign of a turn had appeared or, indeed, was to appear for three months more. Nor was there any terrible shortage of machines and records. There was some difficulty in getting enough stock, but that does not, for a moment, explain the facts we set forth here. The true explanation is that a year ago salesmanship was a dead art. Today salesmanship is alive again, alive and highly respected. In fact, everyone is calling for salesmanship. It is being paged all up and down the line, and hard work, salesmanship's father, is entertaining company day and night. Nuff sed.

What One
Store Is
Doing

WHEN the Music Industries Chamber of Commerce and the various national associations affiliated therewith selected the Drake Hotel in Chicago as convention headquarters for the big meetings to be held during the week of May 9 they chose wisely, for not only is Chicago the natural business center of the country, but the Drake Hotel is declared to be one of the finest in the world and environment has much to do with the making of a successful convention.

During the conventions there are going to be offered to members of the music industries generally, including the talking machine men, many opportunities for studying trade conditions at first hand, discussing the business situation and the prospects and studying the various exhibits to be made, in order that they may carry back home with them new ideas to help them meet, with greater success, the business problems in their own localities.

Will Be
Great
Gathering

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5774

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., April 6.—Conditions in Chicago and the Middle West have not materially changed in the past thirty days. Sales still come slowly, but there is a decided strengthening of faith in the general future of the talking machine business on its new and more conservative basis.

Dealers are realizing more keenly than ever that sales are found outside of the shop—not inside. They are realizing that bold merchandising plans, backed by aggressive action, represent, after all, the most reliable methods of conducting business. Yesterday a salesman was more than worthy of his hire—in his own estimation—to-day he is worthy only of his hire in direct relation to what he can produce.

There is to be no more feverish question of "How many machines can the factory ship me?" The problem is, "In how many homes should there be a talking machine where there is none to-day?"

And this question of "where" brings to mind that to-day location has much to do with business. In some towns where the industries have been hard hit dealers are reporting but two classes of machines as selling—the very large and elaborate ones, which are being sold to people of independent means, and the small table machines, which satisfy many workmen to-day. In the larger cities dealers are finding that in some neighborhoods it is well to pursue methods which are quite useless elsewhere, but the one thing that is agreed upon in all localities and under all conditions is that it is now up to the salesman—and to him alone.

Keller on Eastern Trip

Julius Keller, Sr., president of the Sterling Devices Co., manufacturer of tone arms and attachments, is at present away on an Eastern trip in connection with his many commercial and financial interests. While in the East Mr. Keller will visit several prominent talking machine manufacturers who have evinced keen interest in Sterling tone arms and are about ready to place orders for their 1921 requirements. According to his present plans Mr. Keller will be back in Chicago within the next few days.

Fern-O-Grand Progresses in Middle West

J. M. Dick, one of the sales directors of the Fern-O-Grand Co., of Cincinnati, reports rapid progress in the organization of distribution in the

Middle West. One of the most successful distributors is the Joseph Smith Furniture Co., of St. Louis, which is handling the Fern-O-Grand in Missouri, southern Illinois, northern Arkansas and northern Kentucky.

Mr. Dick announces that during the convention of the Music Industries in Chicago from May 9 to May 14 the Fern-O-Grand will be on display in Parlor C of the Stratford Hotel. "We are planning to display our Polychrome and Japanese art finishes, which are among our new models and of which we are very proud. A number of dealers have already promised to stop in and see us and all of them expressed a keen desire to see the new goods."

S. W. Blandin an Optimist

S. W. Blandin, secretary and treasurer of the Racine Phonograph Co., of Racine, Wis., was in Chicago this month, where he was in conference with both dealers and manufacturers of supplies. Mr. Blandin is an optimist of the saner sort and sees a big future for the phonograph industry so far as it touches those manufacturers who are committed to methods that are both progressive and conservative.

"We are building up our business upon the production of a quality machine and we are not overexpanding to the detriment of the dealers who have pinned their faith upon us. We have implicit faith in the future of the industry when the conditions in that industry are not abused and so we believe that our future lies in a steady growth; neither too conservative nor too impetuous. As the conditions stand to-day I think the general tone of the trade is improving."

Casey Hudson Co. Takes Over "Krasco" Motor

The Casey Hudson Co. the first of this year took over the manufacturing facilities of the Krasberg Engineering & Manufacturing Co. and the Duro Metal Products Co. The Krasberg Co. has long been active as talking machine motor manufacturer and the Casey Hudson Co. has supplied parts, stampings and hardware to them, as well as many other phonograph manufacturers. With these three factories the Casey Hudson Co. is equipped as one of the most complete organizations for the manufacture of phonograph motors in the country.

It is the purpose of the Casey Hudson Co. to continue the manufacture of the well-known "Krasco" two and three-spring motors of con-

ventional design, the production of which has already run into millions. They are made in two sizes, the parts being interchangeable, and the parts of these motors are also interchangeable with parts of the new four-cylinder motors. Cabinets of all sizes may be milled and bored alike, thus facilitating production.

The same insistent demands for greater power, smoother and more silent operation that caused the evolution of the modern four and six-cylinder automobile motors have led to the development of this improvement in phonograph motors, according to its manufacturer, the Casey Hudson Co., of this city.

The "four cylinder" Casey Hudson motor is, of course, a four-spring motor, and its manufacturer claims that it will fulfill the requirements of the most critical talking machine manufacturers. The two sizes play six and eight ten-inch records respectively without rewinding. Visitors to the factory have commented upon its silent running and smooth, balanced operation.

Barnhart Bros. & Spindler Expansion

Barnhart Bros. & Spindler have advertised an issue of \$600,000 worth of 8 per cent serial gold notes. In describing the resources of the company the following appears: "Business—One of the largest industries of its kind in the country; founded in 1868; manufactures practically all equipment essential in the printing trades. A die-casting department is a valuable adjunct to the business. In addition to a large, well-equipped, modern manufacturing plant at Monroe and Throop streets, Chicago, branches are maintained in seven other cities in the United States, and through dealers the product is widely distributed. Export business is of considerable volume.

"Assets—As certified by the accountants, total assets, exclusive of good will, trade-marks, etc., are \$4,208,840. Net quick assets are \$2,048,558. Plant and equipment are appraised at \$1,358,118. Total assets, therefore, are over \$7,000, and net quick assets \$3,400 for each \$1,000 bond. Net quick assets must be maintained at not less than one and a half times, and net tangible assets at not less than two and a half times the amount of notes outstanding.

"Earnings—The history of the company shows consistent earnings throughout the life of the
(Continued on page 130)

When in the market for Fibre Needle Cutters
Always get our prices
Do not be put off with any other cutter
Efficiency is our first object

& we want your valued orders

Will we hear from you soon?
Allow us to quote you on a quantity
Do not wait until the other fellow outsells you
Enter your order at once. (Today.)

WADE & WADE

3807 LAKE PARK AVE.

CHICAGO, ILL.

A SPECIAL THIS MONTH

The Fourth

Example of how Lyon & Healy co-operate with their Victor dealers with the strongest Sales Helps—

A Billboard Poster



It's Different!

You never saw a poster like it. Other posters explain or claim or attract, but this one *invites*. It invites the reader to come into your store to hear Victrolas and Victor Records. Its striking, flashing colors catch the eye of every passerby. The design is unique. There is a happy touch of humor in the illustration. The poster is regulation size, 24 sheet, about 25 feet long by 10 feet high.

Lyon & Healy Dealers' Helps Increase Your Sales

All of the Lyon & Healy services are well tested and tried. We use them for our own retail trade—one of the largest in the country.

They are sold exclusively to the most progressive Victor dealer in each city. If you are that man, write for a complete list of our services, full information and samples.

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 129)

business and continuation of profit is assured by the essential character of the product.

"After payment of all Federal income and other taxes and deduction of all depreciation charges, earnings have been: Average nine years, \$227,136; average five years, \$261,784; year to August 31, 1920, \$389,906; maximum interest charge, \$48,000."

Cathedral Phonograph Co. Affairs

A. A. Akers, who is one of the receivers of the Cathedral Phonograph Co., informs The World that work is rapidly progressing in the accumulation of the liquid assets of the company. The plant at Marion is in operation and is working up into finished machines the stocks of lumber and parts that were on hand. Some fifteen machines a day are being turned out. Mr. Akers estimates that within three months all of the raw stock will have been worked.

One very pleasing development has been the surprising increase in the number of orders received and Mr. Akers believes that within ninety days practically all the creditors will be paid off, after which the business will be turned back to its original owners.

Starr XV in Big Demand

F. D. Wiggins, manager of the local store of the Starr Piano Co., is highly elated over the reception that Chicago is giving to the new console model XV. "It is a fact that in spite of the general quietness that has appeared in the talking machine trade we cannot keep nearly enough of this model XV on hand," said Mr. Wiggins. "It is easily explained in that this model is highly desirable from three angles. In the first place, as a musical instrument it is unique. Secondly, it is a piece of furniture that any person would be proud to have in his home. Thirdly, the machine can be operated without lifting the whole top; it is really a table. As a phonograph it has every one of the latest features, electric flasher and all. The spruce horn also impresses our purchasers."

The specifications for this Starr model are: Height, 32 1/4 inches; width, 59 1/4 inches; depth, 28 inches; adjustable tone arm for playing all disc records; high-grade, silent, Starr-made motor; 12-inch turn table; speed control; automatic motor stop; tone regulator; dull gold plated hardware; Starr improved filing system. Retail at \$350.

Ernest W. J. Hughes' New Line

Ernest W. J. Hughes has opened an office in 722 Monadnock Building and is displaying the Cobrola portable outing phonograph. He will handle this product in Chicago and the Middle West.

Fricke a "Bull" on Costs

W. A. Fricke, of the Lakeside Supply Co., is a "bull" on the price of all things that enter into the manufacture of talking machines. "Some people seem to think that prices of supplies are going back to where they were before the war. This, of course, is very erroneous. Those who wait are apt to wait so long that other people who have better judgment on prices will be walking away with the prizes. I am also a believer in the future of the electrically-driven machine. This may be because I recently got a big order in the East, but, allowing for my natural enthusiasm, I think the electric machine is due for a big boom."

Represents Paco File

C. W. Howe & Co., manufacturers of Howe tone arms and reproducers, are extending their activities to include representation of the Paco record file in Chicago and the Southwest. This new filing system was introduced by the Phonograph Accessories Co., of Milwaukee. Mr. Howe reports that despite the continued depression in general business he is beginning to observe a stronger feeling among manufacturers, as shown by the increasing number of inquiries on tone arms and reproducers.

Columbia Stars at Soldier Benefit

The Paul Biese Trio, exclusive Columbia artists, at the present time making music history in Chicago, and Eileen Schofield, dagger dancer, were the features on the program arranged by

Matt J. Kennedy, president of the Piano Club and chairman of the committee in charge of the entertainment and smoker for the wounded soldiers, at United States Public Health Service Hospital, Forty-seventh and Drexel boulevard, the closing week of March. The party proved to be a huge success.

Nupoint Co. Increases Distribution

The Nupoint Mfg. Co. has greatly increased its distributing facilities in the past sixty days. In Western territory, particularly, the Nupoint Co. is building up distribution.

A very attractive new pasted cardboard box is now used in making up Nupoint needles, as the company has found by making numerous tests that this method of boxing is the best way to prevent leakage. The company has also arranged a new carton which includes an ar-

angement and provides for an easel and advertising card. This includes an inner lining, which is an added element of strength.

To Handle Talking Machines

The Vandome Music Shop, 47 East Thirty-first street, this city, has been incorporated to deal in talking machines, records and other products, by E. Tate, P. Jackson and J. Tate.

Al Jolson Scores With Columbia Dealers

J. Kapp, of the Columbia Co., recently returned from a four days' trip—or should it be tour—with Al Jolson through Illinois. In this connection Mr. Kapp remarked: "Al Jolson was greeted with 'sold out' houses in the towns that I was in—Springfield, Decatur and Denver. The dealers of each of these towns played up to his appearance by window displays, newspaper

(Continued on page 132)

The Oro-Tone

QUALITY FIRST

Just Say

"Send Samples On Approval"

For the Edison

No. I-E ORO-TONE

For Playing All Records on the Edison

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. NOTE—Operates the same as the regular Edison reproducer with the raising and lowering lever. **tone QUALITY**—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.

Retail Price, Nickel Plated, \$7.50. Highest Grade Gold Plate, \$10.50.



For the Victor

No. LS-V ORO-TONE

For Playing All Records on the Victor

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **tone QUALITY**—Deep, rich and mel-low, with great volume, eliminating thin metallic tones and surface or needle noises on the records.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.



For the Columbia

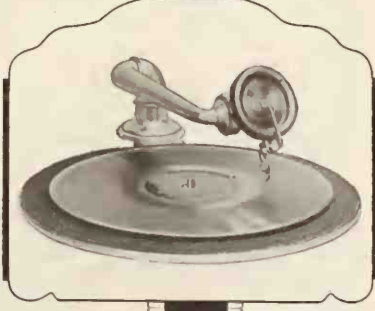
No. I-C ORO-TONE

For Playing All Records on the Columbia

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **tone QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.



SEND FOR

Copy of the "Oro Tone" Illustrating the Complete Oro-Tone Line

The Oro-Tone Co.

QUALITY FIRST

1000 to 1010 GEORGE STREET
CHICAGO, ILLS.

FROM OUR CHICAGO HEADQUARTERS
(Continued from page 131)

and program advertising. I took Jolson to the Columbia dealers of these towns myself. In Decatur he spent some time with J. B. Calhoun, manager of the Grafonola department, of the Weilepp & Stucky Furniture Co. Al Jolson put himself and his Columbia record across in fine shape. He was greatly appreciated in all of the towns that he visited and took the opportunity to speak personally about the Columbia records which he has made. As a result the dealers in each of the above towns reported that they have experienced the biggest sale of Jolson records ever. Particularly has "O-hi-O" been selling with remarkable popularity."

Great Kimball Advertising Campaign

The W. W. Kimball Co. has recently launched an extensive newspaper campaign featuring the Kimball phonograph. A series of these advertisements, similar to the one reproduced herewith, is appearing in the leading newspapers in New Orleans, Memphis, Kansas City, Minne-

KIMBALL PHONOGRAPHS



PHONOGRAPH SUPREMACY

lies in the ability of the instrument to reproduce faithfully the voice of the singer, or instrumental numbers as interpreted by band or orchestra.

Faithful reproduction is precisely the result achieved in the KIMBALL Phonograph, and a demonstration will quickly establish our claim.

In visible beauty, as well as sweetness of tone, the KIMBALL Phonograph is a delight to the owner, and an instrument worthy of the KIMBALL name.

Call on your nearest dealer for demonstration.

Many Models - Variety of Cabinet Designs - Reasonable Prices

Dealers who sell KIMBALL PHONOGRAPHS enjoy the added prestige of the KIMBALL NAME. Write for literature and liberal terms.

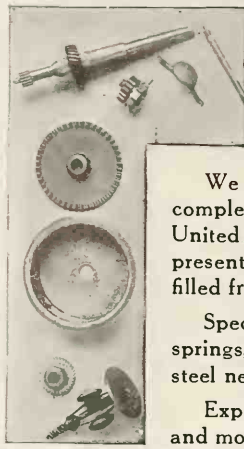
W. W. KIMBALL CO.
(Established 1857)

Manufacturers of Phonographs, Pianos, Player Pianos, Pipe Organs and Music Rolls.
Factory and Executive Offices, Chicago, U. S. A.

(Insert Distributor's Name Here)

A Kimball Ad Reduced in Size apolis, Indianapolis, Chicago, Detroit, Milwaukee and Springfield, Ill. The number of people reached, as estimated by the newspapers' circulation, is two and a half millions.

This campaign of publicity is to be com-



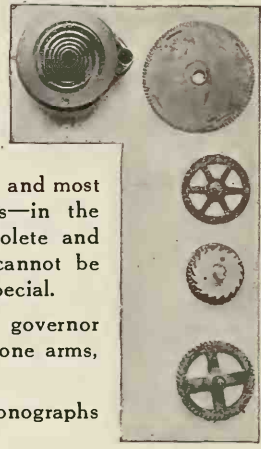
Repair Parts

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.
Manufacturers of

SUCCESSORS TO:
Standard Talking Machine Co.
United Talking Machines Co.
Harmony Talking Machine Co.
O'Neill-Jones 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.

mended not only because it brings the Kimball phonograph to the attention of an immense buying constituency, but it also indicates that this manufacturing institution is fully alive to the importance of helping the dealer to enlarge his trade. The result of this campaign cannot be otherwise than beneficial, for while publicity may not always bring immediate results it has a cumulative value that is not easily estimated but which works effectively to make prestige and sales.

Make "Templar" Stop

A. J. and R. A. Foute, located at 19 West Jackson boulevard, are manufacturing a new automatic stop which they have named the "Templar." This is a device invented by the latter gentleman and, according to reports, has been very well received by the trade. It embodies the principle of two concentric arcs used to trip the braking device and is very simple in construction.

"Siam Soo" Arrives

A lady from the East arrived in Chicago this past month and brought with her from the Orient some of the mystic charm that surrounds those far countries. The lady was known as "Soo"—"Siam Soo"—and she shivers and shimmies in a most seductive style. Copper-colored as to skin and scanty as to clothes, with a shoulder movement that would make "Bee" Palmer green with envy, she performs her dance in every Columbia show window in Chicago and her unflinching ef-

forts to charm are keeping the window fronts crowded.

Okeh Foreign Selections in Demand

The recent additions to the Okeh lists of operatic records and records by famous singers are finding a ready sale in Chicago. So says A. J. Foute, of the Chicago office of the General Phonograph Corp. and at the same time he states that the instrumental dance numbers are also increasing in popularity. Last month seems to have witnessed considerable of a jump in all parts of the Okeh business, due, doubtless, to numerous newspaper advertisements inserted in various dailies throughout the month.

Spring and Love n'Everything

Leslie Fell, manager of R. L. Berry & Co., of Springfield, O., is stepping off April 6 with Miss Katherine McGarry, formerly with Lyon & Healy and later with the Hyde Park Music Shop, on East Fifty-third street. It all started in a record room, or somewhere like that, and anyhow (pardon this) Leslie Fell.

Another one to feel the call is Miss Esther Raps, who has been with Lyon & Healy for a long time and who for the past year has been in charge of the retail record department. We don't know the man's name except that his first name is "Dick."

Tonofone Advertising Campaign

The R. C. Wade Co., manufacturer of the Tonofone needle, has sent out an interesting letter containing advance information on its Tono-

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 132)

fone advertising campaign which indicates its progressiveness. Attention is directed to the fact that the April trade paper ads and direct-to-dealer letters are featuring Tonofone window displays—the best sales and profit producer yet presented. This window display is attracting much attention and is sent free to dealers who place an order for a certain amount of Tonofone needles.

This company plans to put out another new feature in May. It will also list in its trade paper ads in that month all its active jobbers. This page will be sent to every one of its dealers listed (20,000) with a snappy letter urging that orders be sent direct to the distributors named. In this connection distributors are urged to carry full stocks so that they can do justice to themselves and to the manufacturers. The letter closes with such cheering remarks as: "Business is improving—people are gaining confidence—Tonofone is gaining popularity and our campaign is in full swing, gathering force as it proceeds."

Brunswick Inventory System Popular

Officials of the Brunswick Co. report a growing tendency upon the part of Brunswick dealers to follow the company's suggestion of the installation of a stock-envelope inventory system. It is claimed that this system is particularly adapted to moderate-sized and smaller shops. The advantage lies in making it possible for the dealer to know exactly where he stands in reference to stocks and the proper time for replenishing.

Fletcher Needle Man on Long Trip

W. R. Patten, distributor for the northern States of the Fletcher All-Tones Needle Co., is planning a motor trip through his territory with the idea of getting in immediate contact with both dealers and machine owners in all parts of his section. Mr. Patten has worked out a remarkable itinerary which takes him through Ohio, Indiana, Illinois, Nebraska and Iowa. He will also probably at a later time take in Wis-

consin, Minnesota, Michigan and the Dakotas. Mr. Patten has located his Chicago office on the eighth floor at 20 East Jackson boulevard.

Consolidated T. M. Co.'s Okeh Activities

The Consolidated Talking Machine Co., 227 Washington street, Okeh jobber, has just added three new men to its sales staff in order to give enhanced service and co-operation to Okeh dealers in this territory. These men are: H. D.

Schoenwald, F. B. Dunford and W. P. Ainsworth. Mr. Schoenwald, who is well known in the local trade, was recently associated with the sales staff of the Melodee Music Co., and prior to that was connected with the Columbia Graphophone Co. He will cover northern Illinois territory and his past experience in the trade will give him an opportunity to offer practical service to Okeh

(Continued on page 134)

W. W. KIMBALL CO.

NOW WHOLESALE DISTRIBUTORS

of Okeh Records

Dealers will appreciate the superior recordings of Okeh Records. These records are assured sellers.

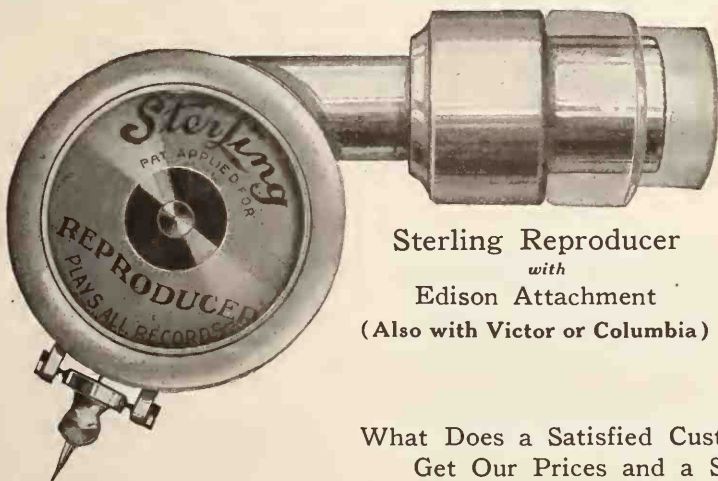
We are prepared to offer quick service. Write for our proposition.

W. W. KIMBALL CO.

Established 1857

306 So. Wabash Ave., Kimball Bldg. CHICAGO

Manufacturers of Pianos, Player-Pianos, Pipe Organs, Phonographs and Music Rolls. Distributors Okeh Records.



Sterling Reproducer
with
Edison Attachment
(Also with Victor or Columbia)

THE Sterling COMBINATION ATTACHMENT

is expressly made for giving perfect rendition of both hill and dale and lateral cut records—

And It Does It!

What Does a Satisfied Customer Mean to You?
Get Our Prices and a Sample Shipment

MANUFACTURERS
who are interested in a non-
infringing Tone-Arm should send
for Sample and Prices.

QUALITY, DESIGN and
FINISH — UNEQUALLED



"Sterling"
NON-TAPER
No. 11 Tone-Arm

Sterling Devices Company

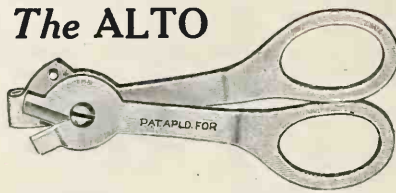
534 LAKE SHORE DRIVE

CHICAGO

THE \$1.00 CUTTER—HERE IT IS

Retail Price **\$1.00**

A better Fibre Needle Cutter for less money



Made Entirely of High-Grade Steel

ALTO MFG. CO. - - - **1801-1803 Cornelia Avenue, Chicago, Illinois**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 133)

dealers. Mr. Dunford was formerly connected with the sales staff of the Emerson Phonograph Co. and the General Phonograph Corp., and he will visit the dealers in Chicago territory. Mr. Ainsworth has had extensive experience in the retail business, and he will cover central Illinois territory.

E. A. Fern, president of the Consolidated Talking Machine Co., states that the demand for Okeh records has increased considerably during the past few months, and he has found it impossible to secure a sufficient stock of Mamie Smith records to keep pace with the requirements of the dealers. The recent visit to this city by Mamie Smith and her band has acted as a marked stimulus to the sale of her Okeh records, and the dealers in this territory are placing large orders for all of the new records made by this popular and exclusive Okeh artist. Mr. Fern recently returned from a visit to the East, where he spent quite some time at the executive offices of the General Phonograph Corp., conferring with John Cromelin, general sales manager of the company, and W. C. Fuhri, general sales manager of the record division, regarding plans and policies for the coming year. The General Phonograph Corp. is enthusiastic regarding the splendid work accomplished by the Consolidated Talking Machine Co., and Mr. Fern is making plans for an active record trade throughout 1921.

New Jewel Tone Arm Highly Praised

The Jewel Phono Parts Co. of this city, manufacturer of Jewel tone arms and reproducers, has just perfected a new non-tapering tone arm which has all of the features of the original Jewel tone arm (formerly known as the Blood), together with the fact that it is adjustable from seven to nine inches. The reproducer turns and plays Edison records in the hill and dale position, and is

sold with or without the popular Jewel mute.

The new tone arm has been highly praised by manufacturers who have visited Chicago during the past few weeks. They have commented upon its light touch, which is accomplished by a very simple spring tension that is entirely outside of the tone chamber and thereby eliminates any obstruction from the reproducer to the throat of the amplifier. This tone arm is now being delivered to the trade and from all indications it will have a great vogue.

A. B. Cornell, sales manager of the company, returned recently from a business trip, which included a visit to Grand Rapids and several other important trade centers. Mr. Cornell states that while conditions in the Grand Rapids district are below normal there is a feeling among the manufacturers that very shortly there will be a marked improvement in the business situation, and there is an indication on the part of the manufacturers to place substantial orders for equipment. Quite a number of the manufacturers are taking advantage of the lull in business to revise their selling policies so that they will be on a far more substantial basis during 1921 than they have been in the past.

Wiswell on a Trip

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, is on a trip that will take him as far West as St. Louis and from there to Boston to attend the national jobbers meetings. He will be back about the middle of the month.

The Six Best Record Sellers

The Wabash avenue store of the Starr Piano Co. reports that the six best sellers for the month on the Starr catalog have been: "Make Believe" and "Answer"; "Underneath the Dixie Moon" and "Molly"; "Happiness" and "Love

Bird"; "Learning" and "O-hi-O"; "Blue Jeans" and "I'm Going to Do It if I Like It"; "Do You Ever Think of Me?" and "Arabia."

The six best Edison sellers are reported as: "Kashmiri Song" and "Pale Moon"; "Deep in Your Eyes" and "Half Moon"; "Wond'ring" and "When I Found You"; "Pickaninny Rose" and "Bells of St. Mary's"; "Grieving for You" and "Rose"; "Annic, My Own," and "Toodles."

The six best sellers in the Okeh library are reported to be: "My Mammy" and "Sweet Mamma"; "Underneath the Dixie Moon" and "Jungo Land"; "St. Louis Blues" and "Spread Yo' Stuff"; "In Madagascar Land" and "Arabia"; "Over the Hill" and "Playmates"; "Scandal" and "She Walks in Her Husband's Sleep."

The six best sellers on the April list of the Victor catalog are: "Hungarian Rhapsody, No. 2"; "Serenade"; "Home Again Blues" and "Crazy Blues"; "Bright Eyes" and "Love Bird"; "My Mammy" and "Underneath Hawaiian Skies"; "Humming" and "My Mammy."

The six best Columbia sellers are: "My Mammy" and "Do You Ever Think of Me?"; "Bright Eyes" and "Love Bird"; "Humming" and "Now and Then"; "Rose" and "Timbuctoo"; "My Last Dollar" and "I Am Going to Quit

VARNISH DRYROOMS

with the **EJECTOR SYSTEM**

Something New
Write for "EJECTOR" Bulletin
Just off the Press

MAKE EVERY DAY
A PERFECT DRYING DAY

DRYING SYSTEMS, Inc. 11-17 So. Desplaines St. Chicago
USERS OF OUR DRYERS PROTECTED BY GROSVENOR PROCESS PATENT 1,186,477.

Magifies Sound 50 Times
ACME SOUND AMPLIFIER

Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.

MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.

Price
\$2.50

A
C
M
E

\$6.00

The
Acme Speed Indicator

- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 78 and 80 revolutions.

"The repairman's stethoscope."

Made by
Acme Engineering & Mfg. Co.
355 Union Park Court CHICAGO

Edison Diamond
Amberolas--Plus Service

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons

Formerly Jas. F. Lyons
17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)

CONVENIENT

FAST SELLER



GOOD PROFITS

MECHANICALLY RIGHT

This MACHINE

SHARPENS FIBRE NEEDLES

WITHOUT

REMOVING THEM from the

tone ARM

Jobbers

Handle the LIDSEEN

FIBRE NEEDLE CUTTER

and you will be up to the minute.

You can recommend this cutter.

Ask me

LIDSEEN

850-860 So. Central Ave. CHICAGO, ILL.

Saturday"; "All She Could Say Was Umh Hum" and "In Napoli"

Upholds the Grosvenor Process

Drying Systems, Inc., designers and manufacturers of drying equipment, have called the attention of the trade to an interesting decision handed down recently by Judge Carpenter, of the District Court of Illinois, in a suit brought by the Wenborne-Karpen Dryer Co. vs. the Rockford Bookcase Co., of Rockford, Ill. The Wenborne-Karpen Dryer Co. is a patent-selling concern and Drying Systems, Inc., together with an Eastern company, are the sole licensees for this system.

In this decision Judge Carpenter upheld the Grosvenor Process Patent, No. 1186477, holding the patent to be valid and rendering a decision in favor of the Wenborne-Karpen Dryer Co. This decision is of considerable interest to the trade because of the extensive use of the invention and the fact that it upholds the claims of the Wenborne-Karpen Dryer Co. in connection with the use of humidity in the control of drying of varnish and other siccativ coatings.

Lyon & Healy Concerts to Boost Records

The talking machine department of Lyon & Healy is arranging for additional and larger concerts, including the use of excellent orchestras, with the idea of creating added interest in Victor records. Some of the best talent in the country is to be secured for this enlarged work and it is believed that the results will be entirely commensurate with the trouble and expense. Although plans are not yet completed, it is expected that an orchestra will be used in co-operation with the Victrola. For instance, it is likely that many selections will be presented first by the orchestra and then by the Victrola, and many other ideas of the same sort will very likely be carried out, all of which are interesting.

Conference Benefits Reincke-Ellis

The Reincke-Ellis Co. is one of the firms that derived material as well as moral benefit from the Victor Educational Conference, held at the Congress Hotel this month. The company had a large display in rooms 1170 and 1172. As these rooms were right next to the Florentine room, where the conference was held, they were visited in large numbers by Victor dealers, who took advantage of the opportunity to inspect the various display racks and the promotional literature as well as the other Victor helps which the company provides. The company was

represented by J. J. Rockwell, T. J. Lewis, A. Koster and J. R. Ellis.

Music Conventions a Drawing Card

One of the biggest drawing cards Chicago has ever offered to out-of-town talking machine dealers for some time are the conventions of the music industries to be held here May 9, 10, 11 and 12. Local manufacturers and jobbers report that a very large number of dealers have signified their intention to be present.

The National Association of Music Merchants will hold morning and afternoon sessions on the 10th and a morning session on the 9th. On the evening of the 12th it will hold its annual banquet.

The conventions are to be held this year at the Drake Hotel, at Michigan avenue and Lake Shore drive. There is to be no music show, but many exhibits are planned.

Dan Creed Visits Chicago

Dan Creed, vice-president of the New York and Chicago Talking Machine companies, was in Chicago early in April for the first time in

two months. He brought with him his usual optimism for the future and his customary plans for the further advancement of the Victor.

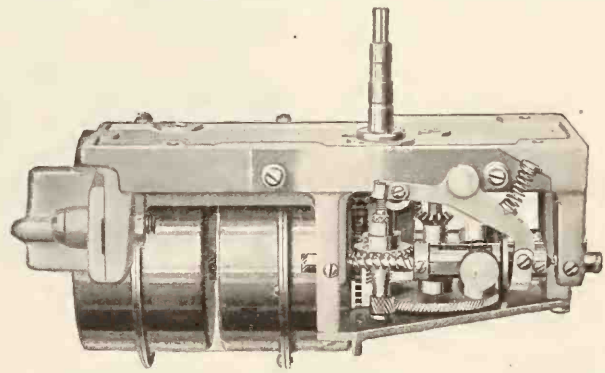
Two New Kimball Console Phonograph Models

The W. W. Kimball Co., of this city, has recently produced two brand new console models of the Kimball phonographs. One is known as style "M" and the other as style "R." Both are very handsome in design and finish and are characteristic of the quality standards maintained by this prominent manufacturer.

New "Pick-up" Needle Cup

Ben Hutches, of the Hutches Engineering Association, is placing upon the market the new "Pick-up" needle cup. The device consists of a needle cup and arm which dips down into the cup itself and picks up—one at a time—phonograph needles. This is accomplished by having a magnetic contact point, the magnetic qualities of which are said to last for years. The little device has many excellent points and inquiries about it have been so many that Mr.

(Continued on page 137)



Casey Hudson "4 Cylinder" Motor

Gives Smoother Running, Silent Operation
Plays 6 to 8 10-inch Records Without Rewinding

The same fundamental principles and the same insistent demand that caused the evolution of the modern 4- and 6-cylinder automobile have led to the production of this wonderful improvement in phonograph motors—namely, greater capacity, smoother running, better balance and silent operation. We have doubled the playing capacity and greatly improved playing qualities without complicating service or materially increasing price.

We now have three factories devoted to the manufacture of phonograph motors—one organization produces all the components from the raw materials to the finished motor.

For those who desire to use 2- and 3-spring motors we will continue to manufacture

The Old Reliable "KRASCO"

The two sizes of the 4-spring motors are interchangeable with each other and with the two sizes of "KRASCO" motors. Cabinets may be milled and bored alike for all. Exposed parts and accessories furnished in either nickel or gold finish, with green felt or velvet of various colors on the turntables.

We have unparalleled facilities for the production of phonograph motors of highest quality in any quantity at the right price. Confer with us on your requirements.

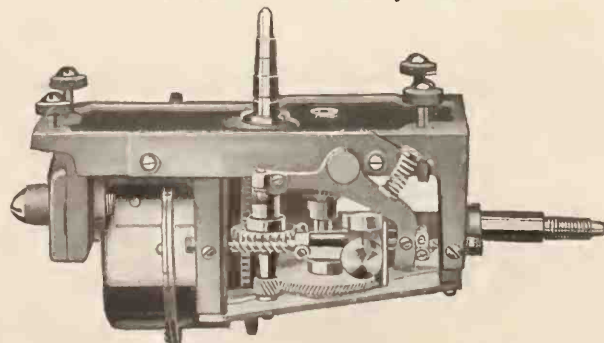
CASEY HUDSON CO.

361 E. Ohio St.

CHICAGO

Factories, 361 and 451 E. Ohio St.

"KRASCO" 2 and 3 cylinder



The Fonolier

FOR ANY
Talking Machine or Phonograph

Place a Fonolier near the turntable and by turning the button it will illuminate the

RECORD
and
REPRODUCER



No screws or tacks to mar the woodwork.

"KEEP A FONOLIER
ON YOUR
PHONOGRAPH"

PAT. PEND.

The Only Portable Phonograph Light
SIMPLE, EFFICIENT, ATTRACTIVE AND A SELF SELLER



RETAIL
PRICE
COMPLETE

\$2.00



Regular Trade Discount. Six (6) Fonoliers Are Packed to a Carton for the Dealer

Order a Carton From Your Wholesale Distributor
OR WRITE US GIVING HIS NAME

Extra Batteries Retail .75 each

We Sell Through Wholesale Distributors Only

Batteries Guaranteed Against Shelf Depreciation for Six Months

Manufactured by Fonolier Division

STUART PRODUCTS CORPORATION, Chicago, Illinois

SOLE SALES AGENT:

W. A. CARTER

56 and 58 East Randolph Street

Chicago, Illinois

NOTE—Send All Inquiries to W. A. Carter

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 135)

Hutches is now laying plans for a big output at the factory at 451 East Ohio street.

Brunswickers Have a Party

The Brunswick Social Club, which is an organization of the leading lights in the Brunswick wholesale offices, gave a party at the Hotel LaSalle on the evening of March 31. Vaudeville occupied the early part of the evening, and after some eight vaudeville features were over the Brunswick clan danced to a live-wire orchestra. The affair was held in the Louis XVI room on the top floor.

MacNamara in Town

W. J. MacNamara, president of the Empire Phonoparts Co., landed in town from Cleveland this week. He reported that business was slowly but steadily improving, and expressed the opinion that the improvement was starting in the East and slowly passing through to the West, just as the original boom and following depression acted.

James F. Boyer Here

James F. Boyer, who is sales manager of C. G. Conn Co., large manufacturer of band instruments, and incidentally of the Boyer Music Co., of Elkhart, Ind., was in Chicago early in the month. Mr. Boyer has one of the finest talking machine stores in the State of Indiana.

Galli-Curci Plans Last Recital

The last recital in which Galli-Curci will be heard for this season in Chicago will be held at the Auditorium, May 8. A number of Victor dealers are making plans to capitalize this appearance and to once more impress upon the Chicago music-loving public the fact that the Victor brings this artist of the age into every home at any time.

Open Phonograph Supply Department

Henry Paulson & Co., wholesale dealers in jewelers' supplies and optical goods, are expecting to open a special department devoted to carrying stocks of all makes of talking machine motors, turntables, tone arms, mainsprings, reproducers and other parts and accessories.

The concern has received, in the course of its large wholesale jewelry business, so many inquiries for phonograph parts that it has been deemed advisable to institute a regular department to handle this class of business.

Talking Machine Artists for Convention

John McKenna, manager of the local branch of the Columbia Graphophone Co., is chairman of a special committee featuring music and musicians at the Music Industries Convention, to be held at the Drake Hotel May 9 to 12, inclusive. Mr. McKenna, together with other members of the committee, is working hard upon the project and has secured a number of artists who make records for the various companies. It is now assured that during every one of the four days of the convention there will be a noon vaudeville at the Drake, consisting of four or five of the best acts or artists procurable anywhere. Most of these will come from theatrical companies playing in Chicago at the present time.

There is also to be "Community Singing," or, more correctly, "Convention Singing," and it is expected that the exclusive halls of the Drake will resound and that there will actually be "music in the air."

The sessions of the convention will be opened with singing by one of the best artists present at the convention. Tentative engagements have been made for Leopold Godowsky, Chamlee, the Metropolitan star, and in the more "popular" division the Art Hickman Orchestra and the Isham Jones Orchestra.

Mayor Wozencraft, who has given to the city of Dallas, Tex., so much municipal aid in the furtherance of its musical festivals, will be one of the speakers.

The banquet to be given by the National Music Merchants on the evening of the 11th will be graced by many of the stars of the operatic and theatrical world, including Mary Garden herself. The Chicago daily newspapers are also going to lend their support to the affair, so that

altogether it insures a good attendance upon the part of retail merchants.

In discussing the arrangements M. J. Kennedy, president of the Chicago Piano Club, said:

"There certainly will be music in the air during the week of May 9. We hope to impress upon everybody that a musical instrument in the household is as essential as an icebox or a kitchen range. No home reaches the full measure of happiness without a musical instrument. It may be old stuff, but it is true that 'music hath charms to soothe the savage breast.' I feel that music is essential to the proper rounding out of the present unsettled political and economic conditions. It puts everyone in the right frame of mind; it minimizes gloom and worry in addition to polishing up the possibilities of accomplishment. A few strains of music often have ended a family fracas. Harmony is brought about by harmony and we believe that when everybody becomes interested in music the spirit of unrest will be reduced to a minimum. This is a business convention, but we are convinced that we have a mission that is just as important as any other piece of constructive work to get the people of this country in the right frame of mind. Music in the home will bring about contentment and that means the end of unrest."

War News in the Trade

Despite all the efforts of the League of Nations war continues to be one of the curses of civilization. There are wars in all parts of Europe and we have one right here now in the phonograph trade of Chicago.

Out on the Northwest Side there are a couple of dealers who have put on a battle in which all the weapons of the modern offensive are brought into play, especially poison gas.

On one side of the street there is a dealer in X machines. On the other side there is a dealer who handles the Z line. About two months ago they started picking on each other over

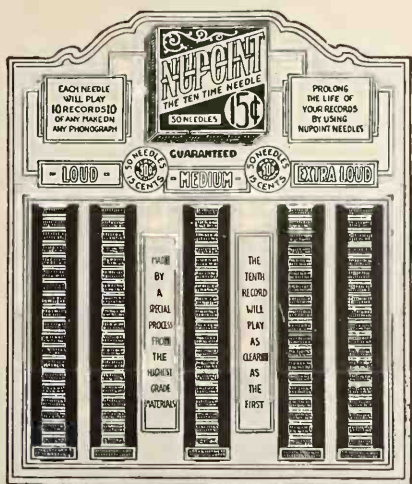
(Continued on page 138)

*Each Needle
Plays 10 Records*

NUPOINT

*THE TEN
TIME NEEDLES*

THE HIGHEST QUALITY AMERICAN NEEDLES MADE



Metal Display Stand

FREE A beautiful display stand in colors, holding 100 boxes of NUPPOINTS. Free with trial outfit. This makes a practical silent salesman for the dealer's counter.

NUPOINT Needles are American made, of specially tempered steel—patented permanent gold finish treatment that guarantees every one will play 10 records. They are backed by progressive selling methods, and live, wide awake, snappy trade building jobber and dealer co-operation.

Money-Back Guarantee

NUPOINTS are sold on a bona fide MONEY-BACK GUARANTEE. No "ifs" or "buts." If you are not satisfied with the quality or value, back comes your money. That offer stands back of jobber, dealer and customer alike.

Mr. Jobber—

Here Is the Ideal Dealer Outfit

Dealer's
Price
\$7.00

NUPOINTS ARE ATTRACTIVELY PACKED
50 needles to the box
(100 boxes to the Carton)
Handsome Metal display stand free

Free sample envelopes of NUPPOINTS furnished dealers to be distributed to their customers.
Window strips, display cards and envelope enclosures—FREE

Retail
Value

\$15.00

**JOBBERs—Write or Wire for Samples and
Attractive Proposition**

NUPOINT MFG. CO.

**59-61 EAST
VAN BUREN ST.**

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)

The Windsor
Phonograph.



IN

Period Designs
like highest grade
Furniture

Produced by

The Windsor
Furniture Company
Chicago, U. S. A.

some little thing and since that time the war has assumed big proportions, to the delight of all the neighborhood. The X dealer advertises in big, glaring type that he gives a Z record with every 25-cent accessory, or he will give three Z records with every \$1 sale. The Z dealer comes back with a lot of canvas signs which proclaim in lurid colors that he sells the X machine at 25 per cent off.

To make things worse he dresses his store all up in electric lights and has a big force working nights. Mr. X thereupon launches a counter-offensive consisting of a raucous-voiced sound amplifier which directs its blare directly across the street, so that no one can see one side of the argument without hearing the other.

The result of it all has been that people in the neighborhood have been highly delighted. The result of the advertising has been that both have been doing a big business—at least so far as volume is concerned.

As for profits—well, war is a wasteful institution and The Talking Machine World does not recommend this method of merchandising.

In Repair Business

The Wartell Phonograph Co., located at 170 West Madison street, has entered the phonograph repair business and now has a fully equipped department well under way. The demand for repairs of different talking machines has considerably increased in volume during the past year or so and the concern believes that it will develop into an important part of its business. The Wartell Phonograph Co. manufactures a line of talking machines and jobbing accessories. It is an agent for the Gennett record and the Nupoint needle.

Advertises Vocalion Record

The Aeolian Co. has been running somewhat of an advertising campaign in Chicago newspapers on its new Vocalion Red record, which is priced at 85 cents, and reports an excellent demand has been created for its dealers in this locality. The Graduola tone-control feature of the Vocalion has also been advertised effectively in Chicago. H. B. Levy, Western representative, with headquarters in Chicago, recently made a tour of Vocalion jobbers and Aeolian branches. Gordon Laughead, who cooperates with Mr. Levy in pushing the Vocalion in local territory, reports the firm of Bissell-Weisert experiencing marked success in the sale of period-type Vocalions.

Miss McGeary Retires

Miss Agnes McGeary, who is one of the best-known young women connected with the talking machine industry, has left the forces of the Chicago Talking Machine Co. She was with the organization for some years, and is personally acquainted with hundreds of Victor dealers in various parts of the Middle West. Miss McGeary has not announced her plans for the future.

Pageant of Progress Exposition

The Pageant of Progress Exposition, which is

EXCELSIOR PADS

The most satisfactory packing material for packing phonographs for shipment. Used to advantage by the largest manufacturers. Send for prices and samples.

H. W. SELLE & COMPANY
Manufacturers
1000-1016 N. Halsted St., Chicago, Ill.

to be held July 30 to August 14 on the Municipal Pier, is attracting considerable attention on the part of various industries in the city. Furniture people have contracted for space amounting to one-sixteenth of all available for exhibits and intend going after the thing in a big way. So far we have not heard of any phonograph houses planning to exhibit, but cannot see why the exposition would not offer an excellent opportunity to push musical instruments.

Orchestra Records Selling

J. Capp, of the local offices of the Columbia Co., reports that sales of records of the Chicago Symphony Orchestra quadrupled over the past season. This is to be expected, as the reputation of Chicago's matchless Symphony Orchestra is international.

Other of the Columbia recordings which are selling well are those of Miss Hulda Lashanska, Miss Lashanska has appeared as concert soloist with the Chicago Symphony Orchestra frequently in the past month.

John McKenna, manager of the Chicago Columbia branch, reports that the record business is picking up very rapidly, partially due to the fact that Blue Label records are now uniformly priced at 85 cents.

Columbia Visitors

One of the Columbia visitors in Chicago in the past month was E. N. Burns, vice-president, who was on his way to New York from San Francisco.

Robert E. Porter, field sales manager, was in Chicago in the course of a tour of the branches.

Samuel Lemberg, who is a special representative of the general sales department, was in the city, as was W. H. Lawton, manager of the Buffalo branch of the Columbia Co.

Orders Indicate Trend of Trade

In a recent chat with R. W. McArthur, sales and advertising manager of Barnhardt Bros. & Spindler, he stated that his company had received during the past four weeks a larger number of orders than they had ever before received at this season of the year. While the orders have not averaged up to those received during the so-called abnormal period, still they indicate that there are a large number of manufacturers who are busy and who appreciate the merits of the products of his house.

New! New! New! New!
APEX Fibre Needle Cutter

Patented Nov. 2, 1920

Cuts with the grain to the point.
Makes the use of fibre needles as cheap as steel.
No variation in angle or size of cut.
Does not crush the shell.

Small Size—Simple Construction
For sale through jobbers and dealers.

Retail Price \$1.50

Manufactured by

W. H. WADE 14 N. Michigan Avenue
CHICAGO



Cuts a slice so thin that 30 chips can be made and 30 records played with one fibre needle.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

“SAY IT WITH MUSIC”

Brunswick Co. Inaugurates Great Plan in Honor of “Mothers’ Day”—Weds Music and Motherhood in a Beautiful Sentiment

CHICAGO, ILL., April 7.—To-day sees initiated a campaign by Brunswick dealers which for novelty and ingenious appeal is quite unique. In fact, it promises to develop one of the biggest ideas the talking machine industry has yet brought forth.

This campaign is being based on the rapidly



One of the “Mothers’ Day” Delivery Envelopes growing custom among Americans of honoring mothers on the second Sunday in May of each year, when it has been quite popular to wear upon that day a flower as a symbol of love and devotion to the maternal parent.

It has been conceived that devotion to one’s mother can be very beautifully expressed by the presentation of a talking machine or records.



Loud—Extra Loud
Medium
50 Needles, 15 Cents

MAIN OFFICE
1867 Milwaukee Avenue

Order From This Ad.
Nupont Ass’t
100 Pkgs. Assorted
Dealer’s Price \$7.00
Retail Value \$15.00
FREE!!
Display Stand and
Sample Packages
With Each Order

PHONOGRAPH SURGERY
LET US CO-OPERATE WITH YOU

We Operate the Largest and Most Up-to-date Equipped
Phonograph Repair Shop in the West

Have You a Phonograph Repair Agency?

Send for our Catalog and Particulars. It Tells You What We Can Do for You

The Co-Operative Manufacturing Company

ALL PHONES, HUMBOLDT 3345
CHICAGO

SALES OFFICE & SHOWROOM
637 Milwaukee Avenue

Jobbers in
Phonograph
Motors
Tone Arms
Records
Hardware
Needles and
Repair Parts
All Makes

In fact, the slogan is to be “Say It With Music,” as well as “Say It With Flowers.”

The Brunswick Co. has developed a complete campaign, which includes provision for the organization by Brunswick dealers of Mothers’ Day Clubs. These clubs will provide for the delivery of Brunswicks on the morning of May 8, “Mothers’ Day,” and thus start “mother’s heart singing.” With the delivery of the machine will come an inscribed gift card, especially designed for the day, with ten double-face records, in a “Mothers’ Day” envelope, bearing, in four beautiful colors, a representation of a mother and babe, symbolizing the ineffable beauty of motherhood.

The advertising work has started off in full swing and is conducted upon a co-operative basis between the parent company and Brunswick dealers. It lays special stress upon the element of secrecy and the necessity for the family to conspire together to make mother’s surprise complete.

The Brunswick Co.’s preparations for supporting this typically Brunswick idea have been very thorough. A large assortment of advertising lay-outs is provided, in regular series designed to foster the idea of the campaign so as to reach its culmination in time for the actual work of closing sales and preparing deliveries. The

Brunswick model 112 is particularly featured as the most appropriate style for a “Mothers’ Day” gift.

It is also expected that the idea of keeping “mother’s heart singing” will involve the purchase, on each succeeding “Mothers’ Day,” of new records, etc.

SOME “REASON WHY” ADVERTISING

A writer in a recent issue of Printers’ Ink, in calling attention to the fact that the public demands plausible arguments to influence them to buy advertised goods, and that advertising writers have recognized that demand by returning to the “reason why” form of publicity, refers to the presentation by the Sonora Phonograph Co. of “Fourteen Decisive Reasons Why Your Choice Should Be a Sonora.” The reasons are presented in the form of a window poster for the use of dealers, the poster measuring twenty-two by twenty-eight inches, being lithographed in four colors.

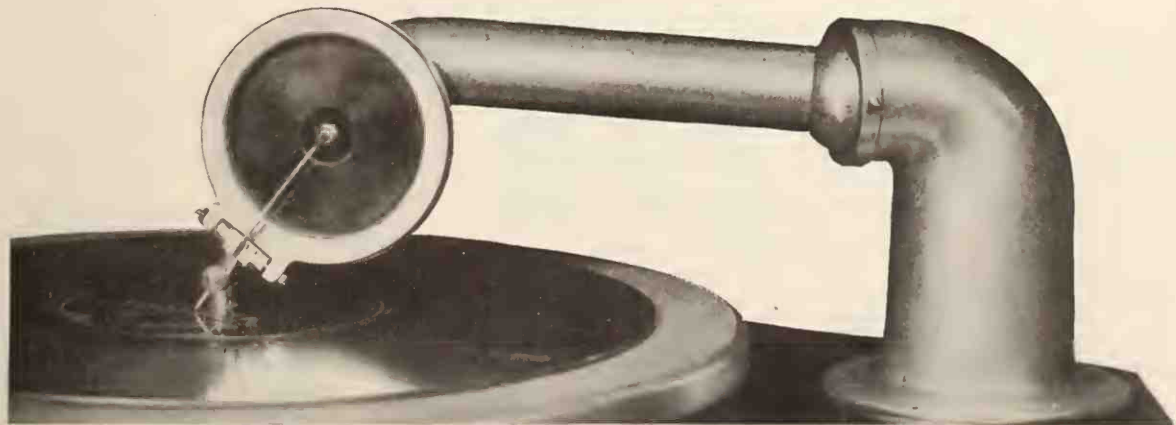
BUYS HALF INTEREST

Ralph Lohr has purchased the half interest of his former partner, Miles Bristol, in the Victrola Shop, Muscatine, Ia., and is now sole proprietor.

**Efficiency—Simplicity—Attractiveness—
Economy—Safety**

These are the features embodied in the new Blood non-infringing tone arm, all of which you require at this time to sell your machines.

We can fill your order promptly with mica or Blood diaphragms.



B L O O D & K L O E R

400-12 West Erie Street Chicago, Ill.

PHONOGRAPH REPAIRING

We Are Manufacturers
of the Famous
WATROLA
PHONOGRAPH
Seven Models

Ask for Special Prices
to Dealers

We Can Repair Any and All Makes of Phonographs. We Have Parts for All Motors, Tone-Arms, Etc. Prices *Very Reasonable*. Send Us Your Repairs at Once. Quick Service.

WARTELL PHONOGRAPH CO.
178 W. RANDOLPH ST. CHICAGO, ILL.

WE SELL THE
GENNETT RECORDS
NUPOINT NEEDLES
CABINETS, MOTORS
and TONE ARMS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

FUNDAMENTAL CONDITIONS SOUND, SAYS C. G. STEGER

President of Steger & Sons Piano Mfg. Co. Tells of Possibilities Awaiting the Talking Machine Dealer Who Will Systematically Work for Sales—Some Cheering Agricultural Statistics

CHICAGO, ILL., April 8.—C. G. Steger, president of Steger & Sons Piano Mfg. Co., has been digging beneath the surface a bit and has been studying some current statistics with a view to their bearing on future trade. His conclusions are remarkably significant and show conclusively that the farmer, who is one of the largest buyers of musical instruments, while conservative at the present time, has great buying power, which he can be caused to exercise by the persistent work of those who have goods to sell that he needs or wants. Proceeding in his argument, Mr. Steger indulges in some pertinent epigrams on the sales needs of the present and how they can be met. Mr. Steger writes:

"Salesmen in the music industries who investigate conditions will come to the conclusion that there are going to be many sales of pianos, player-pianos and phonographs made during the coming year—because there are many potential buyers who have plenty of money—and the real business getters are going to close those sales.

"The National Tractor Show, recently concluded at Columbus, O., proved to be the most successful exhibition in the history of the tractor industry. The attendance of farmers was particularly noteworthy. They were easily distinguishable because the management supplied all the farmers at the registration desk with a distinctive button that set them apart from ordinary mortals.

"An encouraging feature of the show was the unusual interest displayed in tractor mechanism by the farmer. For the first time, perhaps, on an occasion of this kind he was keen to get all the information possible about motors, magnetos, transmissions, etc.

"The farmer is not broke. Gossip has libeled him. He has plenty of money, but perhaps is a little more reluctant than the ordinary individual to spend or invest at the present time. If there is a 'buyers' strike' on the farmer may have joined it, but one of these days, with the readjustment period practically over, the farmer and everybody else is going to buy, and when the pendulum swings the other way it will go about as far across as it has been on the other side. Such is human nature, and things that have happened usually happen again.

"Here are some facts worthy of the optimist's attention in this connection: Deduct the \$5,000,000,000 that the farmers have to take as an inventory loss on the value of crops and farm animals for 1920 and you have the stupendous sum of \$19,856,000,000 as the actual value of their products. Only two years in the history of agricultural America exceeded this figure—1919 and 1918. With the new appraisal on 1920 production the actual value is \$500,000,000 in excess of 1917 and over a billion dollars in excess of the 1916 figures. Run your eye down the column of statistics year by year and you will find that in 1910 the total value of crops and animal products approximated \$13,000,000,000, or practically \$7,000,000,000 less than final figures for 1920.

"With such returns as the foregoing, it is impossible to picture the biggest business in

America—that is, the business of agriculture—to be in the sorry plight described by some. True, some farmers lost money. Some farmers have always lost money and others never will make any, but the preponderant percentage of farmers make money and have money. The foregoing figures are based on data supplied by the United States Department of Agriculture.

"Here's another picture to contemplate in your mind's eye: The combined value of crops and animal products raised on the farms of the nation for the last six years (1915 to 1920, inclusive) reached the huge total of \$110,830,000,000. Contrast that total with the record of the previous six years (1909 to 1914, inclusive) which was \$55,502,000,000. In other words, the record for the past six years has practically doubled that of the preceding six years.

"Here's another truth in connection with the farmer that should be borne in mind—though farm values in many sections of the country have reached an unwarranted inflation, a conservative estimate of the increased value of agricultural land, 1920 as against 1916, reaches a sum in excess of the total bonded war debt of the United States.

"Our business has to do with the farmer. Let us go out after him harder than ever. The resistance may be greater, but persistence will win. Isn't one of the troubles with most of us that we spend too much time sitting around thinking about how hard it is for us to make a living at our particular job? Don't too many of us spend too much time thinking up a good alibi for not

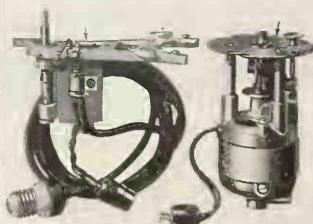


C. G. Steger

doing better than we do? Aren't we too prone to indulge in self-pity?

LAKESIDE PHONOGRAPH PRODUCTS

ELECTRIC MOTORS FOR ANY CURRENT



SINGLE MOTOR
\$19.50

Can Be Installed in Any Machine

MANUFACTURERS OF THE

ELECTRO-PHONE

Electrically Driven Phonographs

The

F & L AUTOMATIC STOP

For Both Electric and Spring Motors

Special Prices in Quantities

I-HAND AUTOMATIC COVER SUPPORTS.
BALL TIP BUTT HINGES.

Distributors of

LYRIC RECORDS



Laterai Cut
Prompt Service
Latest Hits

COMPLETE LINE OF MOTORS, TONE ARMS, ACCESSORIES
SEND FOR BULLETINS

LAKESIDE SUPPLY CO.
CHICAGO

416 SO. DEARBORN ST.

PHONE HARRISON 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

"If we are engaged in the selling of anything isn't it better for us to be always trying to sell our goods, even when we know that conditions are against us, rather than to spend too much time telling our friend or neighbor or our banker how bad conditions are in our particular line? If we keep on trying we shall at least keep close to general conditions and shall know of our own knowledge what these conditions really are.

"A piano salesman—a go-getter—who made a fine record in the month of February, 1920, and beat it by a wide margin in February, 1921—said he did not consider the results particularly remarkable. He just worked real hard."

UNIQUE ELECTRIC AUTOMATIC STOP

Sterling Devices Co. Placing Product on Market Which Will Interest Trade

CHICAGO, ILL., April 6.—The Sterling Devices Co., of 534 Lake Shore Drive, of this city, is just placing upon the market what is perhaps the most unique electric automatic stop that has ever been presented to the trade. The device was designed by W. O. Meissner, of the Sterling forces, who has been working upon this new Sterling product for many months past.

The stop consists of an electric attachment in combination with a record-flashing lamp and is so constructed that a small brush which travels in the grooves immediately preceding the needle remains in the last grooves until the reproducer travels over to meet it and thus causes an electric contact which results in stopping the machine when the record is completely played. It is a self-contained unit, requires no wiring and can be played on any standard make of machine. The brush also serves to clean the record in advance of the needle point and is very efficient in this respect.

The entire device is so simple and withal so effective that it is difficult in a limited space to give an idea of its many merits. Long or short records may be played with no attention or adjustment other than the setting of the needle in the usual way. Factory facilities are now being arranged to manufacture this device on a big scale and a large demand is anticipated for it.

RECORDS MADE IN KANSAS CITY

E. N. Burns Supervises Making of Records by Coon-Sanders Orchestra

KANSAS CITY, Mo., April 4.—Local Columbia dealers were keenly interested in a recent visit to this city by E. N. Burns, vice-president of the Columbia Graphophone Co., and Albert Hausmann, of the Columbia recording laboratory, who visited Kansas City for the purpose of making a series of records by the Coon-Sanders Orchestra, a local dance orchestra playing at the Plantation Grill in the Hotel Muehle-

You Don't Have to Tune This Motor



If you have to tune a motor when it reaches you, someone will have to tune it after it leaves you.

If it didn't stand shipping shock once, it won't stand it again.

This motor is silent—self-lubricated and enclosed.

It will end your motor difficulties.

It is being adopted by more and more of the better phonograph makers, and they are delighted.

Absolutely uniform speed, and performance.

Write us for further information—prices, etc.

United Manufacturing and Distributing Company
536 Lake Shore Drive **CHICAGO**

bach. These records will be shortly issued by the Columbia Co., and as they are the first records that were ever produced in Kansas City many Columbia dealers took advantage of the opportunity to view for the first time the intricacies of laboratory work.

Two of the numbers recorded under the supervision of Mr. Burns were written by Joseph A. Sanders, assistant director of the Coon-Sanders Orchestra, and Carlton A. Coon directed the orchestra in the rendition of the selections. The records were produced at the Columbia wholesale branch at 2006 Wyandotte street.

Following the making of the Coon-Sanders records, Mrs. N. A. Taylor, wife of Allen Taylor, of the John Taylor Dry Goods Co., of Kansas City, sang for a personal record which she is planning to present to her friends. Powell Weaver, well-known Kansas City organist, accompanied her on the piano.

Subsequent to the completion of the records, E. A. McMurtry, manager of the Kansas City branch of the Columbia Co., invited the dealers and the members of their staffs to attend a meeting at the Columbia branch in order that they might inspect the new warerooms and offices and the Model Shop, which was recently installed. During the course of the evening Mr. Burns gave an interesting talk on the recording of Columbia records, which was enthusiastically received by those present.

TO EXHIBIT THE REMINGTON LINE

Display of Phonographs and Olympic Records in Chicago During Convention

The Remington Phonograph Corp., New York City, will exhibit the Remington line in a special suite in the Drake Hotel during the music convention in Chicago. The Olympic records will also be displayed and demonstrated. This exhibit will be under the personal management of Sales Manager E. H. Holmes, assisted by a corps of workers.

Vice-president James S. Holmes also will be on hand during the convention week, as well as Clifford R. Ely, Western sales manager.

Everett H. Holmes is also treasurer of the Olympic Disc Record Corp. and has charge of the sales of Olympic records. For eight years he was a "dye in the wool" piano man in wholesale capacity, and is still a member of the National Piano Travelers' Association. Mr. Holmes states that he looks forward with pleasure to meeting his many friends in Chicago.

Mr. Holmes reports a good demand for the Remington products and gives particular credit to the numerous wholesale representatives of the corporation for their entirely satisfactory efforts. Dealers write, he says, that they find the Remington phonograph and Olympic records an excellent combination.

Pick Up One Needle at a Time!



THE BEN HUTCHES

"PICK-UP" NEEDLE CUP

Is Adapted to All Makes of Cabinets

DEALERS: Send for prices.

MANUFACTURERS should equip their machines with this attractive feature.

JOBBER'S applications now being received.

HUTCHES ENGINEERING ASSN.

451 East Ohio Street, CHICAGO



THE JOBBER WHO HELPS THE RETAILER HELPS HIMSELF

A Very Timely and Interesting Topic Discuss ed by J. J. Rockwell, Who Points Out That the Jobber's Business Is Built on the Retailer's Success

J. J. Rockwell, of the Reincke-Ellis Co., Chicago, is responsible for some interesting reading matter in Profitable Merchandising, a house organ published by the Shotwell Mfg. Co., of that city. Although devoted to foodstuffs there are several arguments presented that might well apply to the talking machine trade. One particularly, "When the Jobber Helps the Retailer He Helps Himself," is of unusual interest and value. The point is made that the jobber's business is built on the retailer's success and that by helping his dealers to be better business men the jobber strengthens his own position. In the course of the article Mr. Rockwell says:

No student of business can fail to be impressed with the remarkable and peculiar change that has taken place in the past few years in the character of competition.

He can not possibly fail to observe the extent to which men engaged in similar lines of business have organized into groups for co-operation and mutual action.

In the old days competition was thought of as a force operating only between producers or sellers of the same things.

To-day competition is recognized as a much more complex force. It is recognized as operating not only between individuals, but between groups—not only as between things, but also as between methods.

To show the far-reaching effects and the rapid development of this change in conditions we need only refresh our minds with a few practical examples which, it must be clear to every business man, show a condition which has a vital influence on the business of the jobber in nearly every line of commerce.

The individual railway used to compete with another individual railway. To-day that individual competition still exists. Yet we observe the railways of the country associating themselves and working closely together in co-operative effort to meet the competition in the public mind for government as against private ownership and operation.

Also, the railways are feeling keenly the com-

petition, both in passenger and freight traffic, of the automobile and the freight-carrying motor truck.

In the old days the chief recognized competition of the piano manufacturer was that of other piano manufacturers. To-day piano manufacturers realize that one of their chief elements of competition is the perfected talking machine.

Tailor used to compete with tailor. That is still true, but tailors are associated together today in an endeavor to meet the keen competition of ready-made clothing and of the methods developed in the so-called "tailor-to-the-trade" business.

Jobbers Associate

The jobber used to recognize as his chief competition another jobber handling the same class of goods. That competition still stands to an extent. Yet we find such jobbers gathering into associations, exchanging ideas, and discussing their mutual problems, and having a more or less clear perception of the fact that their competition now is not so much between jobber and jobber as it is between the jobbers and the mail-order houses, the chain stores and the department stores.

To see with a perfectly clear vision what this change in conditions has meant to such jobbers, imagine for a moment that the methods of the mail order house, the department store, and the chain store had never been evolved; that the business had been left entirely in the hands of the retail grocer and of the retail confectioner and of the jobbing grocer and the jobbing confectioner.

Is it not clear that, under such circumstances, the business of the average retailer, and of the average jobber, would be in a very different position than is the case to-day?

To boil this whole proposition down to a sentence, let us put it this way: If the entire increase in the sale of foods and confectioneries during the past forty years had remained entirely in the hands of the established jobbers and retailers, how much bigger would the business of those merchants be than it is to-day?

The writer is not contending that the new forms of competition are harmful in the sense of being destructive, or that they are unfair. Quite the contrary. They have tremendously increased the total volume of the business. They have made the business for this branch of commerce grow faster. Their success is simply the natural and just reward of their efforts and their enterprise. They are to be praised—not blamed.

What Is Needed

The fact still remains, however, that a very large part of the growth or increase in the business has gone into the new channels rather than through the established channels.

To that extent the new competition has won.

If the new competition—the new method—continues to win at the same rate, it is not difficult for anyone to see what the final result will be. That brings us to the nub of the whole proposition, which is simply this: "What are the established jobber and dealer going to do about it?"

If we analyze the methods of the new competition, we find that these methods involve the use of four fundamental forces—one, organization; two, system; three, education; and four, creative salesmanship.

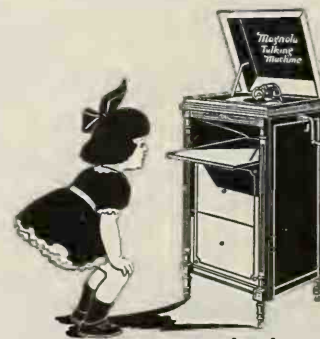
Further analysis shows that there are "spots" where these same factors are present to a high

(Continued on page 144)

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



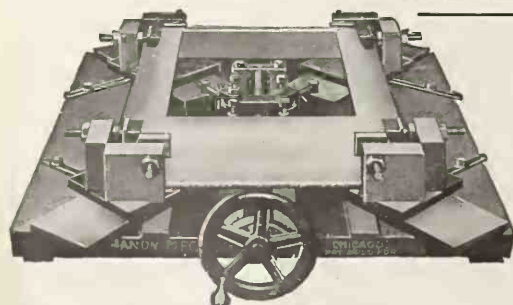
Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office Southern Wholesale Branch
711 MILWAUKEE AVENUE 1536 CANOLER BLDG.
CHICAGO ATLANTA, GA.



WE ILLUSTRATE THE

"Handy" Dome Clamp

Quick action for clamping domes and frames on Talking Machine Cabinets

Write for Catalogue of clamping machines for Cases and for all purposes.

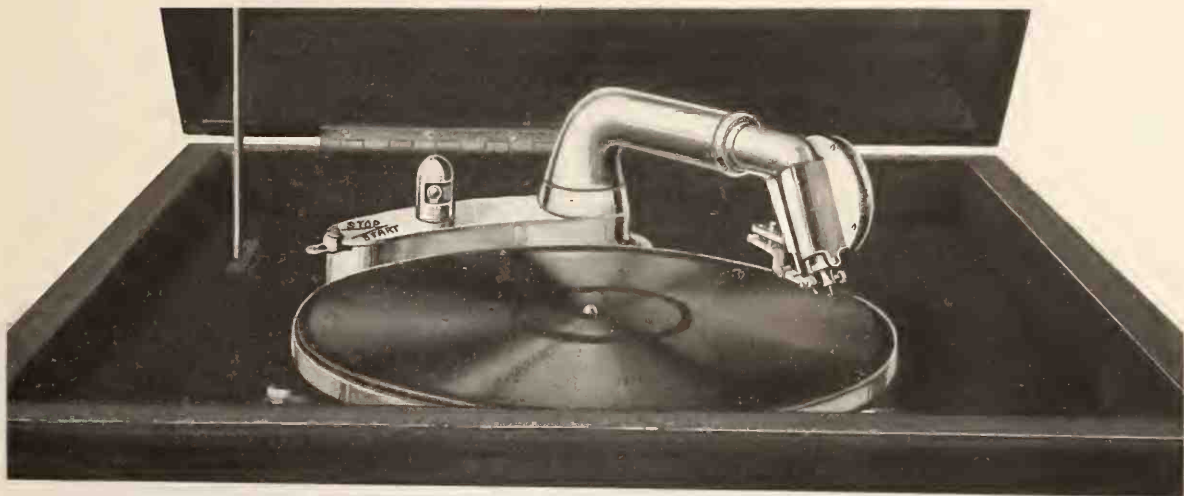
VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.

AT LAST A PRACTICAL NON-SET AUTOMATIC STOP STERLING TONE ARM No. 31

May be attached to any Phonograph



A combination of the well-known Sterling Reproducer which plays all records, a Sterling Ball Bearing, Non-Taper Tone Arm, the Sterling Non-Set Automatic Stop,—and an automatic electric flashlight for illuminating the surface of the record when setting the needle,—a self-contained unit in which are embodied all the latest improvements in design and all the latest conveniences in operating the talking machine.

THE STERLING NON-SET AUTOMATIC STOP is not a part of the motor; but an integral part of the Sterling Tone Arm and operates in conjunction with the Sterling Reproducer. A soft brush forms part of the Stop mechanism and effectively cleans the record by removing the dust from the groove in advance of the needle. Long or short records may be played with no attention or adjustment other than the setting of the needle in the usual way—the STERLING NON-SET AUTOMATIC STOP does the rest. It overcomes the last surviving drawback to phonographic reproduction by automatically setting the brake when the record has been played—adding much to the pleasure of owning a phonograph.

*Built by the Manufacturers of the Celebrated
Sterling Reproducers and Non-Taper Tone Arms*

Send for Sample and Write for Prices

STERLING DEVICES COMPANY

534 Lake Shore Drive

CHICAGO

Victor Dealers of the Rocky Mountain Region

Put Your Selling Problem Up To Us

Our expert staff of Victor merchandising specialists are at your command at all times—each offering you a real service in helping you to solve your retail problems.



Our five floors devoted exclusively to Victor goods, and to the needs of Victor dealers, are admirably equipped to offer a genuine service.

We Back the Dealer Who Backs the Victor

Knight-Campbell Music Co., 1608 Wynkoop Street, Denver, Colo.

HOW THE JOBBER HELPS HIMSELF

(Continued from page 142)

degree in the established and older channels of trade, and that in such "spots" the new competition makes little headway.

On the other hand, investigation after investigation such as those conducted by the Harvard Bureau of Research, and by trade associations, shows that these factors are on the average woefully lacking, and the trade papers in this field are full of complaints because of that fact.

A Hard Row to Hoe

There is record after record of a retail dealer whose business is so well organized, whose methods of accounting, store keeping, and merchandising are so well systematized, who employs so aggressively with his trade the factors of education and creative salesmanship, that his business grows rapidly and profitably, and where in that dealer's district the mail-order house, and the chain store, and similar factors of the new competition have a very hard row to hoe.

There are similar records of strong jobbing houses who build business on a highly organized systematic basis, and who have definite policies, aggressively pursued, for the education of their own salesmen and of their secondary salesmen (that is, their dealers) in the art of creative and suggestive selling. Such jobbers welcome and utilize the data, the inspiration, the suggestions, the business-promoting material which they receive from manufacturers and which they develop through their own careful methods of research.

From the ranks of the jobbers in general, however, comes a constantly growing complaint that the lot of the jobber grows steadily harder because the retail dealer to whom the jobber sells is not on the average a high-class competent merchant with aggressive creative-selling ability.

Build Better Customers

Expressed in another way, the only limitation upon the growth of the jobber's business is the limitation of the jobber's customers, the ability of retailers to increase their business.

If the merchandising, store keeping and selling ability of every retailer in the trade were on as high a plane as the ability of the most suc-

cessful retailer in the trade would not the business of the jobber be tremendously increased?

Practically every jobber has a staff of salesmen calling upon the trade. In practically every such staff there is one man who stands at the top from the standpoint of sales, another man who stands second, and so on down by successive grades until the least productive man on the staff is reached.

In that case the jobber does everything that he can to inspire and educate and suggest to those men who are below the highest grade the methods and policies and ways and means by which they can attain the record of the best man on the staff, and certainly that is a most profitable thing for the jobber to do. Is it not an equally profitable thing for the jobber and his salesmen to look upon the retail dealers to whom they sell goods in the same light? That is, as a staff of men who are selling goods for the jobber. And is it not wise for the jobber's salesmen to do everything in their power to bring the merchandising ability of the least successful men up to the standpoint of the most successful dealers?

Undoubtedly the jobber and the jobber's salesmen are, as a rule, making strenuous efforts to this end, but any man who studies the field must certainly realize the difficulties in the way of this, one of the chief of which is the lack of organized and systematized material for pointing out to the dealer the things that he can and should do in merchandising and store keeping in order to increase his efficiency and his profits.

SEEKS RETURN OF LOST HANDBAG

Will the lady or gentleman who found the pink satin vanity bag at the Talking Machine Men's banquet, Tuesday, March 29, at the Hotel Pennsylvania, please return it to Mr. Geo. L. Hirtzel, Jr., 211 Broad street, Elizabeth, N. J. It's the sentiment attached to it that prompts this request.

Harry Bogage has opened a Victrola department in his jewelry store at 21 South Eighth street, Whitestone, N. Y. Several booths have been installed.

OPENS NEW VICTOR DEPARTMENT

Progressive New England Dealer Holds Formal Opening of Victor Department—R. Matheson Is Manager of This Establishment

MANCHESTER, N. H., April 6.—The A. A. Mooney Furniture Co., of this city, which was recently successful in obtaining the Victor agency through Cressey & Allen, Portland, Me., Victor wholesalers, held a formal opening of its new department recently, which was attended by many of the store's patrons, as well as a large number of Manchester music lovers who desired to look over the new installation. G. L. Richardson, representing the Victor Co. in this territory, and E. P. Johnston, representing Cressey & Allen, attended the opening. In accordance with the established merchandising policies of the A. A. Mooney Furniture Co., the executives of this company have decided to handle the Victor line exclusively as the best means of serving the interests of their customers.

The Victor department occupies the most conspicuous place in the Mooney store and is very attractively arranged, a number of modern sound-proof demonstrating booths having been installed. These booths are furnished in ivory and gray, and are most artistically designed. An exceptionally effective window display was arranged for the occasion, showing every standard model manufactured by the Victor Co. The A. A. Mooney Furniture Co. also takes great pride in being the first dealer in Manchester to have on display the new beautiful Gothic type electric period models, which were recently introduced by the Victor Talking Machine Co. These models were used in the window display.

The management of this store feels very fortunate in having secured as manager of the Victor department R. Matheson, who has had considerable training in the retailing of Victor products in this city. In addition, Mr. Matheson has visited the Victor factory on numerous occasions, and possesses an intimate knowledge of the technical and mechanical construction of the instruments he is handling.

PUBLICITY THAT EXCITED INTEREST

In the newspapers of New Rochelle, N. Y., there has recently appeared a very extensive advertising campaign inserted by the White-Morey Music House, of that city. At least one advertisement appears on every other page of the paper, the size being four inches deep by two columns wide. The only copy used is, "What is it? CURZYIUS." Mystery has been the keynote of this campaign, but in a recent news item which appeared in one of the papers it was intimated that "Curzyius" is a special window display attraction, and the question, after Curzyius makes his debut, will be, "Is it a man or a machine?" Rewards have been offered by the White-Morey Music House to those who succeed in making Curzyius smile, or who can in any way change his facial expression.

HERE AT LAST—A Phonograph of Supreme Quality



Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn.

Price for Sample NOW \$15.75

Write for discounts in quantity lots.

We are also Wholesale Dealers and Jobbers of—Phonographs, Records, Cabinets, Motors, Tone Arms, Needles and Accessories, Repair parts for all makes.

Distributors of the Arto Phonograph Records and Arto Music Rolls. Write for details.

Cash with order

FULTON TALKING MACHINE CO.

253-255 Third Avenue New York City
Between 20th and 21st Streets

FULTON (Model 35)



DALION Dealers enjoy many important Advantages

TO your own efforts in building a profitable phonograph department we offer the aid of a superb line of instruments and a factory organization which is tireless in its sincere, sustained co-operation. The Dalion phonograph is the right one to sell. The Dalion contract is the right sort to sign.

Auto-file

Your customer's interest in Dalion's Auto-file is instantaneous. Greatest improvement since advent of cabinet machines. Any chosen record tilts forward at a touch. Its compartment stays in position to receive it when played, and no other record is available until proper replacement of the last. Records always in order—automatically.



Dalion selling advantages that push past mere talking points are numerous, and real. The Dalion agency in any territory is a valuable franchise. For these reasons:

There are *nine* models in the Dalion line. They offer a range in style and price which means a well-rounded stock of instruments on which you can concentrate your interest and effort.

Tonal qualities of any Dalion will measure up to those of any machine on the market

by any test you or your customer can make. Universal tone-arm. Plays all records.

Mechanical excellence of Dalions evidenced by our specific guarantee which is the strongest in this field and includes protection against spring breakage. Silent motor. Auto-file for records (exclusive).

Beauty of design, quality of cabinet-work and every detail of finish all so far above average that Dalion has not a close second in favorable appearance. Correspondence with merchants invited.

Milwaukee Talking Machine Mfg. Co.
Milwaukee, Wisconsin, U. S. A.



COLUMBIA GRAPHOPHONE CO. OCCUPIES ITS NEW HOME

All Departments of This Vast Business Grouped in Spacious Quarters on Eight Floors of Palatial Gotham Building at Columbus Circle, New York—Removal Quite a Feat

The Columbia Graphophone Co. moved into its new home in the Gotham National Bank Building, at 1819 Broadway, Columbus Circle, on Monday, April 4, and all of the various departments are now working smoothly and under ideal conditions. The moving, which was accomplished without the loss of a single day's work, constituted a very unique achievement.

H. A. Yerkes, assistant general manager of the company, was in general charge of the removal of the various offices and departments, with J. M. Bayles and F. R. Miller in direct charge of all of the details. Practically the entire work incidental to the removal of the executive and sales offices from the Woolworth Building to the Gotham National Bank Building consumed only three working days, indicating that Messrs. Bayles and Miller left nothing undone towards making the job efficient and practical. When the various departments were finally established in their new quarters on Monday morning the girls and boys on the clerical staff jumped in with a will to help put things in shape, and there was a whole-hearted spirit of co-operation and enthusiasm that was remarkable in many respects.

In its new home in the Gotham National Bank Building the Columbia Co. will have ample facilities for all of the departments which have heretofore been located in the Woolworth Building and at 104 West Thirty-eighth street. For over a year all of the departments in the Columbia organization have been badly cramped for room, especially as the business grew beyond all expectations and the personnel increased by leaps and bounds.

The Gotham National Bank Building at Columbus Circle was only recently completed and, in fact, the Columbia Co. is one of the very first

occupants of the building. It overlooks Columbus Circle and Central Park, and every floor has abundant light and ideal working facilities. Eight floors are occupied by the Columbia Co., and the layout of the offices is as follows: Seventeenth floor, dictaphone department; eighteenth floor, sales and advertising depart-



The New Home of the Columbia Graphophone Co.

ments; nineteenth floor, comptroller and accounting department; twentieth floor, executive offices; twenty-first floor, treasurer, credit, export, audit and copyright departments; twenty-second floor, international record department; twenty-third floor, recording laboratory offices; twenty-fourth floor, recording laboratory.

The executive offices, dictaphone, sales, advertising, credit, export and audit departments were formerly located in the Woolworth Building. The comptroller's office and accounting department were previously located at Bridgeport, Conn., and the international record department, recording laboratory offices and recording laboratories formerly had their headquarters at 104 West Thirty-eighth street, New York. Grouping all of these departments under one roof will enable the heads of the departments to conduct their activities with maximum efficiency and permit of exceptional co-operation among the various units of the organization.

CUYLER SUPPLEE WITH BRUNO

Victor Traveler Joins Staff of Widely Known New York Victor Distributor

Cuyler Supplee, 2d, has resigned his position on the traveling staff of the Victor Talking Machine Co. and become a member of the sales staff of C. Bruno & Son, Inc., Victor distributor, New York City. Mr. Supplee has been located in Indiana for some time past and previous to that was assistant to T. McCready in the New York territory. Mr. Supplee's thorough knowledge of Victor merchandising, together with his wide acquaintanceship throughout the New York territory, admirably qualifies him for the new position which he has assumed.

NEW NEEDLE MEETS WITH SUCCESS

"Permanent" Cactus Needle Well Received by Trade—Manufacturer and Dealer Co-operate

OAKLAND, CAL., April 4.—The Permo Co. of this city, manufacturer of the "Permanent" Cactus needle, is meeting with gratifying success in the introduction of its product to the trade. The company states that the sales have been so far ahead of expectations that it has been necessary to enlarge the factory and new machinery has been installed in order to increase the output.

The Permo Co. furnishes its dealers with an attractive insert to be used in connection with its mailing lists and this insert emphasizes the distinctive qualities of the "Permanent" Cactus needle and calls attention to its unique construction. Each needle plays from five to twenty-five records and may be pointed for indefinite use. These needles will be exhibited in Chicago next month at the convention of the National Piano Merchants Association.

RETURNS FROM NIAGARA FALLS TRIP

Louis R. Sherman, president of the Greenpoint Talking Machine Co., 638 Manhattan avenue, Brooklyn, N. Y., accompanied by his wife, has just returned from a two weeks' pleasure trip to Buffalo and Niagara Falls, after which they motored to Lakewood, N. J. Mr. Sherman, who is a Victor dealer, reports an improvement in business generally.

MASTER WAX

BUSINESS BLANKS

The Wax and Novelty Company

67-69 Paris Street, Newark, N. J.

Manufacturers of

Special Waxes for Recording and Black Diamond Business Blanks

The Black Diamond Blank for Dictating Machines is made of the finest materials and will give cheaper and more satisfactory service than any other blank.

We would be glad to discuss a sales proposition from different territories for our output.

F. W. MATTHEWS

GLEANINGS *from the* WORLD *of* MUSIC

Leading Orchestra Leaders Tell the Most Popular Hits

PUBLISHERS WELCOME NEW SALES OUTLETS

Installation of Sheet Music Departments in Talking Machine Stores Welcomed by Music Publishers—Timely Remarks on This Topic

The popular music publishers look with pleasure upon the interest which is shown in some sections among talking machine dealers toward the installation of departments handling popular music, particularly the current "hits."

There are several reasons why a message of this sort has to them a particular appeal. In the first place it was not so many months ago that the popular publishers had a large distribution of their prints through the medium of the 5 and 10-cent syndicate stores and it has been estimated that over a thousand stores featuring the sale of 5 and 10-cent articles, including one very large syndicate, were the means of giving publishers large sales and distribution facilities. Owing to many changed conditions in the marketing of sheet music the 10-cent store distribution has been entirely eliminated and the publishers no longer find it a source of revenue. The final action in that regard was recently taken by the F. W. Woolworth Co., the board of directors of which decided to eliminate the sheet music from their stores altogether.

One of the other problems that make it necessary for the publisher to look forward to finding different means of distribution is the fact that the higher-price syndicates, those that range their prices from 5 to 50 cents, and even \$1.00, are assuming quite a dictatorial attitude in marketing music, as well as in the general co-operation they are willing to give to publishers.

The publishers, therefore, feel the need of additional means of marketing goods and in looking over the various possibilities they have arrived at the conclusion that the thousands of talking machine and record dealers would be an ideal outlet for their productions.

(Continued on page 149)

This is an authentic report from the country's leading orchestra leaders direct. The list of Leaders has been carefully selected—they are prominent figures in Eastern, Middle West and Pacific Coast musical circles. These titles are not issued in the order of their popularity and are alphabetically arranged to avoid such inference.



PAUL WHITEMAN SAYS:

- "Bright Eyes"
- "Coral Sea"
- "Do You Ever Think of Me?"
- "Humming"
- "I Never Knew"
- "Make Believe"
- "My Mammy"
- "Now and Then"



ART HICKMAN SAYS:

- "Bright Eyes"
- "Do You Ever Think of Me?"
- "Dream of Me"
- "I Spoiled You"
- "Make Believe"
- "Margie"
- "Mary Mine from Maryland"
- "My Mammy"
- "Rose"



JOSEPH KNECHT SAYS:

- "Coral Sea"
- "Fooling Me"
- "Grieving"
- "I'm Missin' Mammy's Kissin'"
- "I Used to Love You"
- "Kiss-A-Miss"
- "O-H-I-O"
- "Rose"
- "Some Little Bird"



HARRY RADERMAN SAYS:

- "Bright Eyes"
- "Caresses"
- "Crooning"
- "Deenah"
- "I'll Always Keep on Loving You"
- "I Never Knew"
- "Jabberwocky"
- "My Mammy"



AL JOCKERS SAYS:

- "Bright Eyes"
- "Coral Sea"
- "I'm Missin' Mammy's Kissin'"
- "I Never Knew"
- "Make Believe"
- "Moonlight"
- "My Mammy"
- "Now and Then"



ISHAM JONES SAYS:

- "Bright Eyes"
- "Do You Ever Think of Me?"
- "Humming"
- "I Never Knew"
- "Make Believe"
- "My Mammy"
- "Na-Jo"
- "Some Little Bird"
- "Toddle"

Sam Fox, head of the Sam Fox Publishing Co., Cleveland, O., is now spending his time in Pacific Coast territory. Mr. Fox will make his headquarters in Los Angeles, Cal. From there he will visit leading trade centers.



EDDIE KUHN SAYS:

- "Ain't We Got Fun?"
- "Broken Moon"
- "Do You Ever Think of Me?"
- "Humming"
- "Make Believe"
- "Mazie"
- "Some Little Bird"
- "Strut, Miss Lizzie"



D. SHERBO SAYS:

- "Bright Eyes"
- "Caresses"
- "Coral Sea"
- "I'm Waiting for the Sunrise"
- "Make Believe"
- "Moonlight"
- "My Mammy"
- "Now and Then"

There are none Bigger—Nor Better!

"KISS-A-MISS" WALTZ

"O-H-I-O" O-MY-O

"SIREN OF A SOUTHERN SEA"

"LEARNING"

FORSTER MUSIC PUBLISHER, INC.
235 So. Wabash Ave., Chicago, Ill.

The House of the Western Sun

SCANDINAVIA

Fox Trot

Sing Dose Song
and
Make Dose Music

A REAL OVERNIGHT SENSATION

THE MOST REMARKABLE NOVELTY SONG HIT IN YEARS.

A SMASHING DANCE HIT

Being played by leading orchestras from Coast to Coast

"SCANDINAVIA"
(SING DOSE SONG AND MAKE DOSE MUSIC)
FOX TROT

By RAY PERAZZIS
Lyrics by Edouard R. CAYROL

V. Violin

2nd Violin (2nd Part)

Note: PLEASE SING (Sing Dose Song And Make Dose Music)
Copyright 1921 by Stark and Cowan Inc. 234 W. 46th St. N. Y.

1st Violin

2nd Violin (2nd Part)

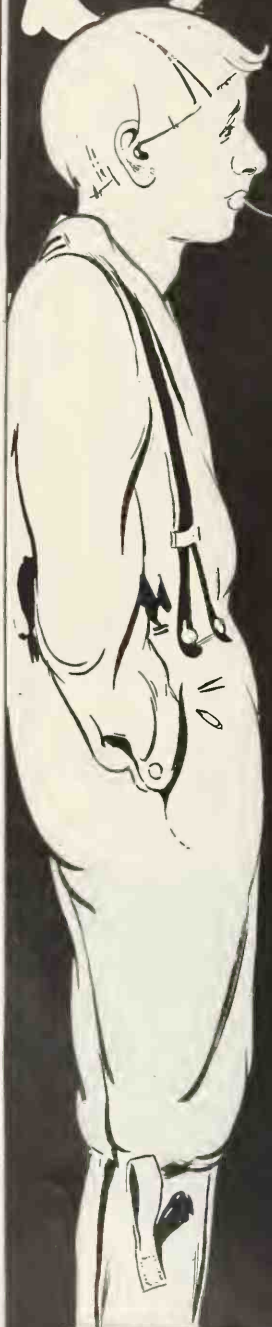
3rd Violin (3rd Part)

4th Violin (4th Part)

Conceded by dealers to be the biggest talking machine record and word roll seller since "Dardanella."

PUBLISHED BY

STARK and COWAN INC. 234 W. 46. ST. NEW YORK



NEW MELODY BALLAD SUCCESS

The Rose I Call Sweetheart

*The Fairest Rose in
The Garden of Songs*



*"You can't go wrong
with any Feist Song"*

NEW SALES OUTLETS WELCOMED
(Continued from page 147)

Of course, they did not expect to get all of the talking machine dealers to handle sheet music, or even a large percentage of them to do so, but with the number that now find it feasible and profitable to handle such goods and with an additional 2,000 talking machine dealers placing popular prints in stock, they are very well satisfied that they have accomplished considerable in the way of creating sales in what they term a market prepared to buy.

Most of the jobbers of sheet music have prepared a plan that opens the way and shows the methods by which talking machine dealers can stock the popular hits in an economical, profitable manner, involving only a minor investment, taking up little room in the dealer's store and

without interfering with the regular sales or methods the dealer has arranged for marketing his more substantial goods.

SECURES "JAZZ ME BLUES" RIGHTS

The Edw. B. Marks Music Co. has acquired the sales rights of "Jazz Me Blues," published by the Palmetto Publishing Co., of Baltimore, Md. This is the number that has been featured by Lucille Hegamin on Arto records.

RICHARD POWERS BACK IN EAST

Richard Powers, New York representative of Sherman, Clay & Co., of San Francisco, is back in town after spending some time on the Pacific Coast and making a trade trip to Middle West and Southern territory.

NEW MUSICAL SHOWS IN NEW YORK

Much Promising Music Found in "Love Birds," "The Right Girl," and "It's Up to You," Recently Produced on Broadway

Several new musical shows had their New York premieres since the last issue of The World was sent to press. These include "Love Birds," "The Right Girl" and "It's Up to You." "The Right Girl," produced by the Gleerich Co., Inc., is at present at the Times Square Theatre. It was written by Percy Wenrich and Raymond Peck. The musical numbers include "Cocktail Hour," "The Rocking Chair Fleet," "Girls All Around Me," "Old Flames," "You Will Get Nothing From Me," "Call of Love," "A Girl in Your Arms," "Things I Learned in Jersey," and "Love's Little Journey."

"Love Birds" opened up at the Apollo Theatre. Pat Rooney and Marion Bent head an exceptional cast. This show will undoubtedly be in New York throughout the Summer months. The outstanding hits appear to be: "Two Little Love Birds," "A Little Dream That Lost Its Way," "Is It Hard to Guess?" "The Trousseau Incomplete," "In Kokara, Miss O'Hara."

"It's Up to You," a William Moore Patch production, opened up at the Casino Theatre, and much of its music is the work of the late Manuel Klein, although considerable was contributed by Ray Perkins and Werner Jansen. The prominent songs appear to be: "Love Me All the Year 'Round," "Dreamland," "Any Pretty Little Thing," "I'll Tell the World," and "That Oriental Strain."

SUCCESS OF "MY MAMMY" WEEK

Robert Crawford, sales manager of Irving Berlin, Inc., was very much gratified at the response received by his organization from all channels in the planning and carrying out of the national "My Mammy" week, held early this month.

GRANT EGE IN NEW YORK

E. Grant Ege, manager of the music department of J. W. Jenkins' Sons Music Co., Kansas City, Mo., spent several days in New York late in March.

JACK MILLS ON LONG TRIP

Jack Mills, head of Jack Mills, Inc., left New York late in March on a trade trip which will include visits to the larger cities from coast to coast.

The Kay Vee Co. recently held a formal opening of its new store, located at 46 South Main street, Wilkes-Barre, Pa. A special program had been arranged, which attracted large crowds. There was a fine line of Columbia Grafonolas.

They're in the Air

WYOMING WALTZ

by GENE WILLIAMS

The RAGE of TWO CONTINENTS

Deenah

(My Argentina Rose)

by AL DUBIN and HENRY SCHARF

The FOX TROT UNUSUAL WITH THE TANGO FLAVOR

Crooning

FOX TROT

by AL DUBIN HERBERT WEISE AND WILLIAM F. CAESAR

The MUSHROOM HIT SPRUNG UP OVER NIGHT

M. WITMARK & SONS · NEW YORK

GREAT EUROPEAN SONG SUCCESS SECURED BY LEO FEIST

New York Publishing House Purchases American Publication Rights for French Song Success, "Mon Homme"—Will Doubtless Be One of the Big Hits in the United States

The recent announcement by Leo Feist, Inc., that it had purchased the American publication rights for the French song success, "Mon Homme" (My Man), really marks the entry of the first big European musical success into this

is without doubt one of the biggest things in song importations that have ever reached America.

Herewith is reproduced the cablegram making the original announcement of the purchase,

Form 311

COMPAGNIE FRANÇAISE DES CABLES TELEGRAPHIQUES

NEW YORK
EXECUTIVE OFFICES: 41 BROAD STREET
25 BROAD ST. (ALWAYS OPEN) TELEPHONE, 481 & 482 BROAD
PULITZER BUILDING TELEPHONE, 3028 BROADWAY
1 WORTH STREET, TELEPHONE, 212 FRANKLIN
487 BROADWAY, TELEPHONE, 2320 CANAL
65 FIFTH AVENUE, TELEPHONE, 1022 BROADWAY
281 FIFTH AVENUE, TELEPHONE, 237 MADISON SQ.
ORLEANS, MASS.
WALTERS AGENCY,
118 NORTH LA SALLE STREET,
CHICAGO, ILL.
EDWARD C. SWEENEY, MANAGER



PARIS. 76
18 BOULEVARD MONTMARTRE 23 RUE VIVIENNE
LONDON
24 ROYAL EXCHANGE, E. C. 2 LANCING LANE
NEW BRIDGE STREET, E. C. BALTIMORE CANAL AND
24 SOUTHMARK ST., E. S. SHIPPING EXCHANGE, E. C.
28 VICTORIA STREET, WESTMINSTER.
MADRID. 30 RUE DE CHILLOU
BREITENBURG. 20-22 RUE DE CHATELAIN
ANTWERP. 14 RUE VENUS
BRUXELLES. 12 RUE DE L'EUROPE

TIME DATE

The following MESSAGE is received via FRENCH TELEGRAPH CABLE, subject to the terms and conditions printed on the back hereof, which are ratified and agreed to.

HCP 490 PARIS 58

FEISTEL NY (Leo Feist, Inc)

HAVE JUST SECURED FROM SALABERT AMERICAN PUBLISHING RIGHTS FOR
MON HOMME ABSOLUTELY BIGGEST MUSIC HIT OF YEARS NOT ALONE IN FRANCE
AND ENGLAND BUT ALSO THROUGHOUT EUROPE STOP GET BUSY ON DANCE ARRANGE-
MENTS TITLE PAGE ETC SO THAT OUR AMERICAN FRIENDS CAN GET THIS WORLD
BEATER HIT QUICKLY STOP AM LEAVING SUNDAY IMPERATOR KIND
XXXXX REGARDS BITNER

Copy of Cablegram Received From country since the war. This number, originally so successful in France in song and instrumental form, following which it became one of the most prominent musical offerings in England, Belgium and other European countries,

E. F. Bitner, of Leo Feist, Inc. which, it is understood, was consummated after negotiations of several days' duration in competition with at least two other interested American publishers. Mr. Bitner and Leo Feist, Inc., are to be congratulated.

Two Popular Songs Creating a Sensation



BLUE JEANS



NA-JO

PUBLISHED BY
Sam Fox Publishing Co.
Cleveland and New York

BUYS SONG OVER THE TELEPHONE

Louis S. Bernstein, of Shapiro, Bernstein & Co., Inc., recently purchased a song from Ted Lewis, entitled "I'm Coming Back to You, Maybe." The purchase was made over the long-distance telephone and the number was both sung and played in that manner. There was a gathering of newspaper men at the executive offices of Shapiro, Bernstein & Co., Inc., New York, at the time of the purchase, the song being demonstrated in San Francisco.

"NA-JO" NOW IN "APHRODITE"

The new song, "Na-Jo," by Rudy Wiedoeft, and published by the Sam Fox Publishing Co., was recently interpolated into the spectacular musical show, "Aphrodite."

NEIL MORET MAKES A CHANGE

Neil Moret, former member of the firm of Daniels & Wilson, Inc., has sold out his interest in that company and has joined the writing staff of Waterson, Berlin & Snyder.

JOINS PHILADELPHIA SHOW CASE CO.

A. H. Bond has joined the selling force of the Philadelphia Show Case Co., distributor in Pennsylvania of the Vocalion and the Vocalion Red records. He is now covering the northern section of the State with much success.

C. C. Church & Co., Hartford, Conn., are the publishers of the new song, "Baby," interpolated and sung by Eddie Cantor in the musical show, "The Midnight Rounders."

SONG SITUATION HAS IMPROVED

Latest Catalogs Contain Large Number of Live Popular Hits

The early part of April shows an improved situation regarding the sales of popular songs. The situation is not as yet normal, but is encouraging. Any slump that may be felt in sales now can hardly be accounted for; that is, speaking particularly of hits. No matter how abnormal conditions are, the hits usually have their quota of sales. However, such has not always been the case this year.

At no time during the past two years has there been a period when there were more popular successes acknowledged by the public than at the present time. Many of these have been only recent issues, so they should do much to revive the activity which, of course, will be

felt in the various channels affected by the popularity of songs and instrumental successes.

Another thing that is greatly in favor of these newer issues is not only the high standard of the lyrics but the quality of the melodies. Both of these are of the type to meet the approval of the most discriminating when considering popular songs.

The publishers are invariably enthusiastic over the present status of their catalogs, and if energy and the use of various publicity channels that have been proving meritorious are any indication of the coming demands for popular music, then those interested can rest assured that there will be a distinct revival from a sales point.

An idea as to the caliber of the present songs is gleaned from the list of titles that are having indisputable popularity, deservedly so, and this will bear out the assertion that the Spring catalogs were never healthier, especially when compared with lists of past seasons. The present hits include such numbers as: "Some Little Bird," "Humming," "Do You Ever Think of Me?" "Mon Homme," "My Madeline," "Na-Jo," "I'm Missin' Mammy's Kissin'," "I Never Knew," "Crooning," "My Mammy," "Love Bird," "Scandinavia," "Wyoming," "Mazie," "Learning," "Make Believe," "Now and Then," "Paper Doll," "Bright Eyes," "I Spoiled You," "Broken Moon," "Romance," "Happiness" and "Over the Hill." There are numerous others that the writer could note by reference, but these come quickly to mind.

BIG SELLING RECORDS

International Waltz Song Hit
"LOVE in LILAC TIME"

New Melody Fox-trot
"PINING"
By the Authors of "Feather Your Nest"

Georgie Price's
"MOONBEAMS"
Wonderful Melody Fox-trot

"HI-YO"
Chinese Romance (Fox-trot)

Super Hit Fox-trot
"HELD IN A BABY'S HANDS"
FAST

Latest "Blues" Hit
"THE JAZZ-ME BLUES"

EDW. B. MARKS MUSIC CO.
102-104 W. 38TH STREET, N. Y.

THE SWEEPING HIT

"CAROLINA LULLABY"

Lyric by WALTER HIRSCH Music by LOUIS PANELLA

ON ALL RECORDS AND ROLLS

1658 Broadway **HARRISON MUSIC CO.** New York City

AN ORCHESTRA WHOSE RECORDS HAVE WON GREAT FAVOR

Hazay Natzy's Biltmore Dance Orchestra, Under Direction of Jack Green, Is Now Making Records for the Pathé Frères Phonograph Co.

Among the better known New York hotel orchestras which are at present having great popularity is Hazay Natzy's Biltmore Dance Orchestra. This organization, under the direction of Jack Green, has gained such recognition

touch to the effect of its playing that is especially popular in dance music, and contributes in a measure to the volume of the regulation instruments such as strings, cornets, trombones and traps.



The Personalities Who Make Up the Biltmore Dance Orchestra

in dance circles that it has been considered an authority on the latest and newest of dance hits.

Its reputation has become national in form inasmuch as it has made some exceptional dance records for the Pathé Frères Phonograph Co. The use of saxophones and banjos adds a bizarre

Jack Green makes it a point to revise practically every orchestration to assure novel effects. He recently has featured the successful London waltz, "Wyoming," which is showing unusual possibilities in orchestra circles in this country.

GOES AFTER BUSINESS AND GETS IT

R. A. Fude, manager of J. Ramser & Sons, Edison dealers, Rock Island, Ill., is a hustler. He believes in going after business and getting it. Recently he made a tour of the territory in which his company operates, accompanied by Phil Leon, the well-known tenor, and W. H. Whitney, also a first-class talking machine man and musician. In addition they featured one of the large Edison models, and wherever they ap-

peared these three stars attracted enormous crowds and demonstrated the Edison to such good purpose that sales and follow-ups were booked in a manner to emphasize that it pays to be up and doing.

The Blue Bird Music Shop has been opened in Long Beach, Cal., and is representing the Blue Bird phonograph, made in Los Angeles. The latter instrument is also being featured by the Los Angeles Furniture Co. very extensively.

NEW RETAIL STORE IN PEORIA

Peoria Music Shop Organized With Arthur E. Severe as President and General Manager

PEORIA, ILL., April 7.—The Peoria Music Shop, 216 South Adams street, made its debut early this month. It has taken over the business formerly conducted by C. E. Wheelock Co., at the same address.

In the announcement in the local papers the Peoria Music Shop stated in part: "The entire main floor of the former Wheelock store will be a new home for the Victrola. After remodeling this store we will give to Peorians one of the finest and best-equipped Victrola shops in the State of Illinois."

The new establishment is being operated by a trio of well-known Peorians, namely: Arthur E. Severe, Margretta Scherff, and Russell S. Stutzman. Mr. Severe, the president and general manager, has, for several years past, been associated with the Putnam-Page Co., Victor wholesaler of this city. Miss Scherff has also been associated with the same institution, and Mr. Stutzman has had a valuable experience in the retail Victor business.

MAGNAVOX ACTIVITIES IN THE EAST

J. O. Morris Co. Planning Intensive Campaign —A. F. Macoun Joins Sales Staff—Magnavox Placed in Schenectady Public Parks

The J. O. Morris Co., New York, distributor of the Magnavox, is planning to launch an intensive sales campaign in behalf of this popular instrument. New accounts are being established daily in the talking machine trade and Mr. Morris is enthusiastic regarding the success attained by the Magnavox in this section.

A. F. Macoun, well known in local talking machine circles and thoroughly familiar with the problems of the dealer, has recently joined the sales staff of the J. O. Morris Co. and will devote his entire time to furthering the interests of the Magnavox in this trade.

Arrangements were recently completed by the J. O. Morris Co. whereby the Magnavox will be installed in all of the Schenectady public parks for the purpose of enabling visitors to appreciate the band concerts which will be given in these parks throughout the Spring and Summer. Mayor Lund, of Schenectady, was responsible for the installation of the Magnavox in the parks, and this unique idea will undoubtedly meet with the approval of Schenectady music lovers.

We've Got It !!!
 IT'S NOT A PUZZLE — JUST THE TITLE OF
**A WONDERFUL
 FOX TROT**

JABBERWOCKY

Originally
 Published by
 KENDIS & BROCKMAN
 AND NOW IN
OUR CATALOG of GREAT SUCCESSES
M. WITMARK & SONS · NEW YORK

ARTO RECORDS



85c. ARTO 10 Inch Records 85c.
Phonograph

FOR MAY, 1921

DANCE AND VOCAL RECORDS

- 9056 Scandinavia (Sing Oose Song and Make Oose Music). (B. Perkins). Tenor Solo, Orch. Acc. Billy Jones All For You. (B. Davis-A. Johnson) Fox-trot. Chorus by Arthur Hall. Yerkess' Dance Orchestra
- 9057 Now I Lay Me Down to Sleep. Ballad. Baritone Solo. Orch. Acc. Ernest Hare I Call You Sunshine. (A. Silvers) Fox-trot. Chorus by A. Hall. ARTO Dance Orchestra
- 9060 Nestle In Your Daddy's Arms. Fox-trot. (L. Herscher & Burke). Chorus by A. Hall. Selvin's Novelty Orchestra Wandering Home. Waltz (L. Stevens) ARTO Dance Orchestra
- 9059 Underneath Hawaiian Skies. Fox-trot (F. Rose). Selvin's Novelty Orchestra Would You? I'll Say You Would! Fox-trot. (A. B. Sterling & B. McConnell) Chorus by Arthur Hall. Moulou Rouge Orchestra
- IRISH VOCAL AND DANCE RECORDS
- 3063 Wrap the Green Flag Round Me, Boys. Tenor Solo. John Burke. God Made Ireland a Nation. (R. Villar). Tenor Solo. John Burke.
- 3064 Molly Brannigan. Tenor Solo. John Finnegan. Acc. Ridgely's 69th Regiment Band Irish Jigs Medley. Ridgely's 69th Regiment Band

COLORED VOCAL RECORDS

- 9058 He's My Man, You'd Better Leave Him Alone. (A. Lada-S. Williams). Vocal Blues. Lucille Hegamin and Her Blue Flame Syncopaters
- Mamma Whini Mamma Spank! If Her Daddy Don't Come Home. (R. Turk-J. R. Robinson). Vocal Blues. Lucille Hegamin and Her Blue Flame Syncopaters

ARTO Word Rolls \$1.00

VOCO Word Rolls 85c.

ARTO Popular Rolls 50c.

Subject to Liberal Trade Discounts

FOR MAY, 1921

- 1390 Crooning. (Crooning Lullabies). Fox-trot.
- 1393 Ain't We Got Fun. Fox-trot.
- 13.3 Flower of My Heart. Waltz Song.
- 1389 Gypsy Moon. Fox-trot.
- 1388 Down Around the 'Sip 'Sip 'Sippy Short. Waltz Song.
- 1380 I'm Coming Back to You Maybe. Fox-trot.
- 1378 I'm Nobody's Baby. Fox-trot.
- 1377 Jealous of You. Waltz Song.
- 1379 Lazy Mississippi. Waltz Song.
- 1381 Little Crumbs of Happiness. Waltz Song.
- 1377 Madeline. Fox-trot.
- 1332 Moonbeams. Fox-trot.
- 1332 Nobody's Rose. Waltz Ballad.
- 272 Old Time Waltz Songs. Introducing: "Little Annie Rooney." "The Sidewalks of New York." "Sweet Rosie O'Grady."
- 1384 Pining. Fox-trot.
- 1385 Rebecca From Mecca. Fox-trot.
- 1376 Scandinavia. (Sing Oose Song and Make Oose Music). Fox-trot.
- 1391 That Creamy Waltz. Waltz Song.
- 1386 When You're Gone I Won't Forget. Ballad.
- 1394 Orwsky Head. Waltz Song.

STANDARD INSTRUMENTAL ROLLS

- 86329 Primrose Waltz. Schmidlin
- The above Songs without words can be had in the ARTO POPULAR Rolls, which retail at 50c.

THE ARTO CO.

STANDARD MUSIC ROLL CO.

Factories, Orange, N. J.

New York Offices, 1604 Broadway

OUR PRINCIPAL JOBBERS ARE:

- CROWN MUSIC CO., New York City.
- PLAZA MUSIC CO., New York City.
- FULTON TALKING MACHINE CO., New York City.
- GRIMLER SALES CO., New York City.
- ARTO DISTRIBUTING CO., New York City.
- ARTO RECORD SALES CO., Brooklyn, N. Y.
- WILLIAM H. FERRIS CO., INC., Brooklyn, N. Y.
- THE MORRIS MUSIC PUBLISHING CO., Philadelphia, Pa.
- CHAS. W. HOMEYER & CO., Boston, Mass.
- CONSOLIDATED TALKING MACHINE CO., Chicago, Ill.

OTHER JOBBERS WANTED

DETROIT IS RETURNING TO NORMAL TRADE BASIS

Review of Conditions—Jewett Exhibit at Hotel Statler—Larger Vocalion Territory for Lind-Marks—New Officers Detroit Association—Grinnell Activities—Other News of Interest

DETROIT, MICH., April 9.—With the Motor City standing first of all big cities for re-employment of labor, it shows that we are fast returning to a normal basis. Most of our large manufacturers say they are not overenthusiastic, but with the Spring weather has come a steady and increasing demand, so much so that in Detroit we actually have some plants working overtime.

Talking machine dealers are not inclined to believe that there will be an unusual volume of business during the Spring and Summer, but they do look forward to very big business next Fall and Winter, by which time Detroit will be hitting the prosperity pace of 1918 and 1919.

A. A. Fair, of the Jewett Phonograph Co., who recently established an exhibit in the Hotel Statler, says that plans have been completed for increasing the line, giving a total of seven Jewett models. Mr. Fair is extremely well pleased with the way business is going along. He is constantly adding new dealers and orders are being received steadily. Elmer Sharpe and A. N. Doty, special representatives of the sales department, are in charge of the exhibit.

S. E. Lind, of the Lind-Marks Co., Michigan distributor for the Aeolian-Vocalion, in addition to handling Cleveland, Toledo and adjoining territory, has added quite a number of new dealers. For the first week in April Mr. Lind reports the following: The Goosman Piano Co., and Rae & Maxwell Co., of Toledo; the Woodworth Bros., of Plymouth and Northville, Mich.; C. E. Mapes, of Durand, Mich.; Budds Music House, of Lansing, Mich.; C. C. Warner, St. Johns, Mich., and the Carpenter Drug Co., of New Baltimore, Mich.

William Oaten, city salesman for the Columbia Co., has resigned to accept a similar position with the Lind-Marks Co.

The members of the Detroit Talking Machine Dealers' Association will be guests of the Detroit Music Trades Association at a special meeting to take place on the evening of April 12 at the Hotel Tuller, when Robert Lawrence, of the Music Industries Chamber of Commerce, is to address them on how to conduct a Music Week in which both the piano and talking machine dealers will participate.

The Lind-Marks Co., jobber for Okeh records, reports that one of the big hits at present is "Love Bird." It also reports a big demand for foreign Okeh records, especially German and Polish. Although this company has only been operating for about four weeks it has already worked up a business of nearly 100 regular accounts.

The Ling Piano House is closing out its business and J. Henry Ling, proprietor, will retire after many years of activity in the retailing of pianos and talking machines. He handled the Columbia line.

The weekly concerts in the Victrola Hall of Grinnell Bros. fine music store on Woodward avenue attract very large crowds and are a great stimulant to the sale of records. Grinnell Bros. talking machine business is holding up splendidly, everything considered. They handle the Victrola line exclusively in Detroit and in all of their branches, and in addition are distributors of the Victor line. Dealers tell of continued business betterment.

E. P. Andrew, manager of the J. L. Hudson Music House, has returned from California, where he has been sojourning the past six weeks.

The Detroit Talking Machine Dealers' Association, at its March meeting, took in quite a number of new members and new life has been given the organization. A motion was carried unanimously endorsing the suggested plan of a

ACME-DIE

• CASTINGS •

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago

national association of retailers. Many other matters of importance were taken up. The new officers of the Association are: Sidney J. Guest, president; Otto Keif, vice-president; Phil Lang, secretary; Oswald Hustedt, treasurer; A. A. Grinnell and Jacob Goldberg are on the executive committee with the officers. A number of dealers were called upon at this meeting to give their views of conditions. They all spoke optimistically and predicted that business would improve right along.

C. A. Grinnell, vice-president of Grinnell Bros., returned Tuesday of this week from Sea Breeze, Fla., where he has been spending the past two months at his Winter home, looking the picture of health. Mr. Grinnell said he did a lot of golfing, fishing, boating and motoring.

Columbia dealers are certainly advertising and pushing their present stocks under the new prices established by the company, and as a result they have been able to very materially reduce their merchandise on hand.

OKEH JOBBER VISITS NEW YORK

A recent visitor at the executive offices of the General Phonograph Corp., New York, was A. J. Heath, president of the A. J. Heath Co., Okeh distributor in Philadelphia. Mr. Heath spoke enthusiastically regarding the success of Okeh records in his section of the country, commenting upon the fact that Mamie Smith records had attained phenomenal popularity. During the past few weeks the A. J. Heath Co. has opened quite a number of new accounts with responsible houses, and these dealers are making elaborate plans for an aggressive Okeh campaign.

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

JOINS BLACKMAN SALES STAFF

Walter R. Grew Joins Victor Wholesaler's Sales Staff—Will Cover New York and Brooklyn

Fred P. Oliver, vice-president and general manager of the Blackman Talking Machine Co., Victor wholesaler, announced recently that Walter R. Grew, formerly connected with the Sonora Phonograph Co., had been added to the Blackman sales staff. Mr. Grew, who is thoroughly familiar with present-day conditions in the retail field, will cover New York and Brooklyn territory, and his knowledge of the problems confronting the dealer will undoubtedly enable him to give the trade efficient service and cooperation.

A. D. Robbins will continue to visit Blackman dealers in nearby out-of-town points, and Edgar S. Palmer will continue to cover Connecticut, the Hudson Valley and a part of New Jersey. Both of these wholesale representatives have many years' experience to their credit and are doing fine work for the Blackman Co.

CLOSES IMPORTANT OKEH DEAL

Consolidated T. M. Co., Chicago, Places Okeh Line with Buck & Rayner—Will Introduce Aggressive Sales Campaign.

CHICAGO, ILL., April 8.—A very important deal was closed this week by E. A. Fearn, general manager of the Consolidated Talking Machine Co., of this city, Okeh jobber, assisted by G. I. Stanton, of the General Phonograph Corp., whereby Buck & Rayner's store at the corner of Madison and State streets will handle Okeh records. An exclusive Okeh record department is now being installed and an advertising campaign is being prepared.

The Buck & Rayner store is located at the "world's busiest corner," and the establishment is one of the foremost retail concerns in the Middle West. A window will be used for the exclusive display of Okeh records, and Mr. Fearn has been receiving the congratulations of the General Phonograph Corp. upon the consummation of this important deal.

EDISON'S GREAT WAR WORK

Forty Unknown Inventions Improved by the Wizard to Meet Wartime Emergencies, Especially Submarine Perils

In an article in The World Magazine of April 3 Prosper Buranelli points out that the recently issued official report on the work of the Naval Consulting Board, of which Thomas A. Edison was president, credits him with astonishing accomplishments. No fewer than forty war inventions, which he made, were in use or ready to be used when the armistice came. Score one for the phonograph wizard.

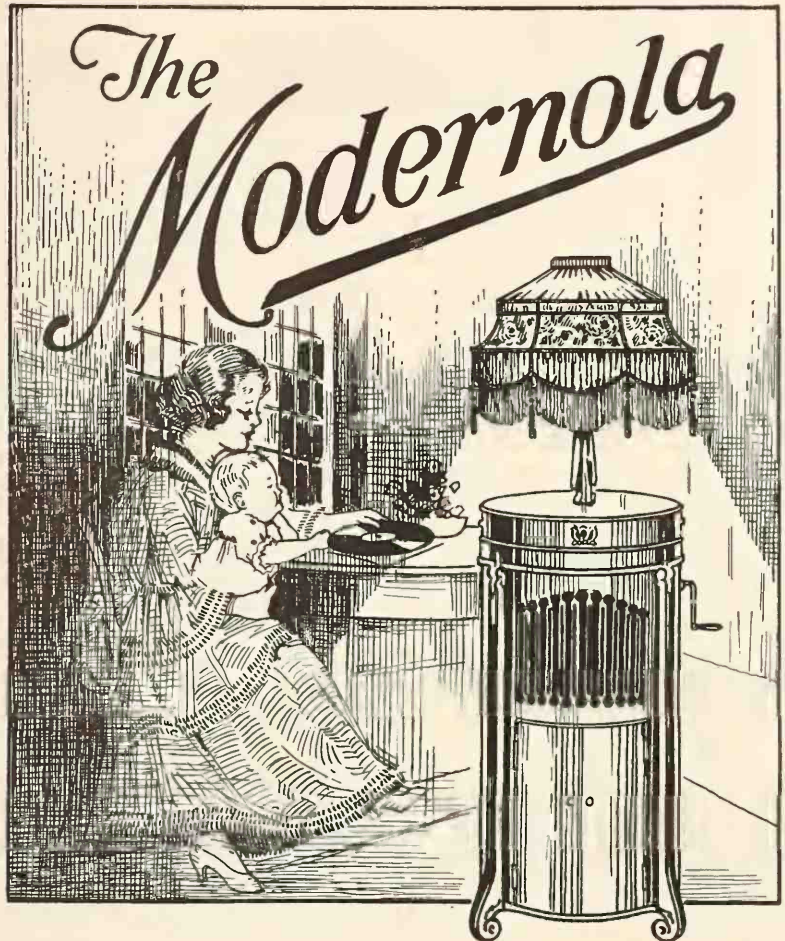
PRODUCE NEW AUTOMATIC CUTTER

CHICAGO, ILL., April 8.—The Alto Mfg. Co., manufacturer of the Alto fibre needle cutter, has moved its offices and factory from 4100 Lincoln avenue to 1801 Cornelia avenue. The new location gives the company a building of its own in which to manufacture its various products and greatly increase its facilities.

J. Branstetter, president, announces that he has perfected a new automatic needle cutter, which he thinks will be a great improvement over any of the hand cutters hitherto produced. He reports business in various accessories handled by him as being generally satisfactory.

MOVE TO NEW QUARTERS

John J. Gifford & Co., who, for some time past, have been conducting a music store at 3 West Fourth street, Charlotte, N. C., have just moved to new and larger quarters at 33 West Fourth street, where, in addition to their large stock of talking machines and records, they will carry everything in the line of music.



MODERNOLA

Features

TONE

BEAUTY

UTILITY

Retailers of the Modernola are finding 1921 a big year.

There is an irresistible charm about this phonograph in both tone and appearance that has placed it among the leading makes.

Write us regarding Modernola representation in your locality.

Exclusive Eastern Distributors

EASTERN PHONOGRAPH CORPORATION

GEO. SEIFFERT
PRESIDENT

Office and Showrooms:

101 West 20th Street }
100 West 21st Street } Corner Sixth Avenue, New York
Telephone Chelsea 2044

H.K. Lorentzen

Manufacturer of
Exclusive Cabinet Hardware and Accessories
60 Grand Street
New York City

COLUMBIA BRANCH IN MONTREAL

New Headquarters Established in That City Under General Supervision of A. E. Landon—Hector Garand to Act as Resident Manager

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., announced last week the establishment of a Montreal branch of the company at 824-826 St. Denis street. This branch is under the general supervision of the Toronto headquarters and A. E. Landon, manager of the Columbia Co.'s Canadian business, will be in general charge of the Montreal branch, with Hector Garand as resident manager.

The Columbia Co. will occupy 20,000 square feet in Montreal, using the second and third floors of the building. The facilities for handling incoming and outgoing shipments are ideal, adequate receiving and shipping rooms being located on the first floor. The fact that the building is situated midway between the two largest freight stations in Montreal gives ready access for shipments.

The establishment of the Montreal branch reflects the rapidly growing business of the Columbia Graphophone Co. in Canada and particularly in the Province of Quebec. The company has been making a very strong appeal to the French-Canadian population with the large selection of recordings which have been made for this particular trade.

VICTOR WHOLESALE LEASES SPACE

New York Talking Machine Co. Will Move to New Quarters May 1—Ideally Located for Shipping Purposes—To Be Well Equipped

The New York Talking Machine Co., Victor wholesaler, has leased space in the Willys-Overland Building at Fifty-seventh street and Tenth avenue, New York, and according to its plans will move from its present quarters at 119 West Fortieth street about May 1. The company will occupy over 30,000 square feet in its new home, and plans are now being made whereby this floor will represent one of the most up-to-date wholesale establishments in the country.

Shipping facilities from this new building are ideal, as the building is only a few blocks from all of the important railway and pier terminals. From a transit standpoint the Willys-Overland Building is splendidly located, as it is two short blocks from Columbus Circle, with the subway, Sixth and Ninth avenue "elevated" stations nearby and the Fifty-ninth street crosstown line two blocks away.

As the New York Talking Machine Co. will occupy the entire top floor of this building, the lighting facilities and working conditions for the employees will be ideal. The increased space in its new home will permit the company to take care adequately of its fast-growing business, and Arthur D. Geissler, president of the company, together with Hugh C. Ernst, of the executive staff, is planning to leave nothing undone to make the company's new home attractive and practical.

APPOINTED ADVERTISING MANAGER

William Strong Now Advertising and Sales Manager for Gretsch Mfg. Co.

William Strong, of Chicago, has been appointed manager of advertising and sales for the Fred Gretsch Mfg. Co., manufacturer and jobber of small goods and musical merchandise, at 54-82 Broadway, Brooklyn. Mr. Strong is a man of considerable experience and training in his work, having been for several years with Montgomery, Ward & Co., the well-known Chicago mail order house. A. Prevetti, who has been temporarily in charge of this department, has left the company.

A BOSTON INCORPORATION

Among the incorporations filed with the Secretary of the State of Massachusetts recently was that of the Eeinherz Music Shop, Inc., Boston, for the purpose of dealing in phonograph records and sheet music, with a capital of \$20,000. The incorporators are: Myer Eeinherz, Dorchester, and Mark Reinhart and Manie P. Reinhart, of Brookline.

TO MAKE RECORDS ON LARGE SCALE

Thos. H. McClain Now in Charge of U. S. Record & Mfg. Corp. Plant—Factory Equipped to Produce Records in Large Quantities

The United States Record & Mfg. Co. is now under the direct supervision of Thomas H. McClain, an engineer of long experience in the business. Mr. McClain was formerly practical production manager with Thos. A. Edison, Inc., the American Ever-Ready Co., and the Crucible Steel Co., and is thoroughly familiar with handling large manufacturing propositions.

The company has established temporary executive offices at 48 East Thirty-fourth street, New York, and it is now endeavoring to secure permanent offices in the Grand Central district.

The United States Record & Manufacturing Corp. owns a large record plant in Long Island City, and under the direction of the new executive staff maximum co-operation will be offered to the trade in general in the manufacture of disc records. The plant is equipped with the most up-to-date machinery for the production of records on a large scale, and contracts are now being closed with a number of well-known concerns which are placing orders for the immediate delivery of substantial quantities of records.

INTRODUCE NEW MODERNOLA MODEL

Is Leather-covered and Represents an Interesting Novelty—J. A. Endres a Visitor—Co-operating with the Dealer

J. A. Endres, sales manager of the Modernola Co. of Johnstown, Pa., made his headquarters at the executive offices of the Eastern Phonograph Corp., New York City, Eastern distributor of the Modernola phonograph, during the early part of the month.


Mr. Endres called upon the many Modernola dealers in this territory and told them of the progressive plans the Modernola Co. had in store for the future. He found conditions throughout the trade encouraging and believes that the future holds much for the progressive Modernola dealer. Future publicity in the New York newspapers is a part of the sales plan. Particular attention will also be given to the foreign-record field and advertisements will be placed in foreign-language newspapers.

A new model of the Modernola phonograph has been presented to the trade. It is similar in design and shape to the other well-known models, but it will be entirely original in the fact that it will be leather-covered. This innovation in cabinet work is expected to create much attention from the buying public. Leathers of various colors will be used and thus it will be possible to match up with any color scheme of interior decoration.

George Seiffert, president of the Eastern Phonograph Corp., Eastern distributor of the line, recently wrote to the Modernola dealers in his territory offering co-operation with them through the use of trade acceptances. The offer met with hearty response on the part of the dealers and Mr. Seiffert is in receipt of numerous complimentary letters from the dealers in regard to his efforts.

Bradford Weise & Co., who operate a Victrola wareroom in connection with their department store in Waverly, Ill., publish a newspaper giving all the news of their establishment, in which the monthly record list, as well as the talking machine business generally, is featured to good purpose.

BEE CROFT



Delivery Envelopes

Art Series
New Designs

NEW LIST OF RECORDS



↓ ↓

Every 60 Days

A Selected List of Victor Records

We Will Gladly Play Any of THESE for You

10000	Impassioned	Waltz	Waltz
10001	Waltz	Waltz	Waltz
10002	Waltz	Waltz	Waltz
10003	Waltz	Waltz	Waltz
10004	Waltz	Waltz	Waltz
10005	Waltz	Waltz	Waltz
10006	Waltz	Waltz	Waltz
10007	Waltz	Waltz	Waltz
10008	Waltz	Waltz	Waltz
10009	Waltz	Waltz	Waltz
10010	Waltz	Waltz	Waltz
10011	Waltz	Waltz	Waltz
10012	Waltz	Waltz	Waltz
10013	Waltz	Waltz	Waltz
10014	Waltz	Waltz	Waltz
10015	Waltz	Waltz	Waltz
10016	Waltz	Waltz	Waltz
10017	Waltz	Waltz	Waltz
10018	Waltz	Waltz	Waltz
10019	Waltz	Waltz	Waltz
10020	Waltz	Waltz	Waltz

Very attractive proposition to Jobbers
Write for trial shipment

CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA



ANNOUNCEMENT

On or about May 1st we will move to our new ware-rooms and general offices at 28-30 West 23rd Street, where we will occupy the entire second floor running through to 9-19 West 22nd Street. This location is between Fifth and Sixth Avenues, and we believe is ideal in every respect.

This move is not only necessary to efficiently handle our steadily increasing business, but also shows our confidence in the future.

It gives us much additional floor space—approximately Twenty Thousand square feet—and while it involves a substantial increase in our general expense, it also reflects the courage of our convictions.

We are positive, as Victor Distributors exclusively wholesale, that Victor Supremacy was never so apparent—that the trade can place every confidence in the future of the Victor Talking Machine Co. and its product, and that with courage of foresight Victor Dealers and Distributors, who are prepared, will enjoy increasing prosperity.

In our new quarters, we hope to merit a continuance of the fullest co-operation from the trade in general, the factory and our employes.

Blackman
TALKING MACHINE CO.
81 READE ST. NEW YORK N.Y.
VICTOR DISTRIBUTORS - WHOLESALE ONLY



VICTOR JOBBERS HOLD TWO VERY SUCCESSFUL MEETINGS

Executive Committee of National Association of Talking Machine Jobbers Meets With Members at Large in St. Louis and Later in Boston to Discuss Trade Matters—Important Business Development Plans Considered—Visitors Royally Entertained by Boston Wholesalers

The special Spring meetings of the executive committee of the National Association of Talking Machine Jobbers, at which the general membership of that organization was invited to attend, were held early this month, the first meeting in St. Louis on April 4 and 5 for the Western members, and the second in Boston on April 7 and 8 for the benefit of the Eastern members. The members of the executive committee traveled by special car from St. Louis to Boston, and each of the meetings drew close to 100 per

in July, were also gone over at length and elaborated, and if the suggested program is carried out there will be enough special features alone to warrant a trip half way across the country to attend the sessions. The plans call for, among other things, a baseball game between Eastern and Western jobbers, with William Haussler, of C. Bruno & Son, New York, appointed to captain the Eastern team, with the able assistance of J. J. Davin, of the Reincke-Ellis Co., and Charles K. Bennett, of the Eclipse Musical Co., Cleveland, charged with building up the Western team. An interesting and exciting contest is promised when the teams meet at the convention.

G. H. Montague Makes Addresses

Gilbert H. Montague, counsel for the Association, who also defended the several jobbers in the Macy-Victor case, addressed both the St. Louis and Boston meetings regarding various legislative matters. He also took occasion to point out some of the phases of the Macy-Victor case, and particularly the manner in which the verdict of the jury served to vindicate the present Victor Co. distributing methods.

Alfred Smith Speaks on Tax Situation

At the Boston meeting the jobbers were addressed by Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, who told of the efforts being made by the Chamber to have the Government adopt some sort of commodity sales tax in lieu of present excise taxes, and asked that the talking machine men lend their support to the Chamber's program.

The St. Louis Meeting

The St. Louis meeting was held at the Missouri Athletic Club, where the arrangements for the entertainment of the members of the Association, made by the Koerber-Brenner Co., left little to be desired. On Tuesday, April 5, at the conclusion of the meeting, the executive committee boarded a special car for Boston, arriving in that city on Wednesday evening. It was met by a delegation representing the three Boston jobbers and consisting of George A. Dodge, Robert Steinert, Kenneth Reed and others. The headquarters were at the Copley-

**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

Plaza Hotel, where special accommodations were provided for the conventioners.

Boston Jobbers Entertain

The three Boston jobbers, M. Steinert & Sons Co., Eastern Talking Machine Co., and the Oliver Ditson Co., confined their efforts to entertaining the visitors, and it is safe to say that the visit to Boston will not soon be forgotten. Through the personal efforts of Mr. Dodge, of the Eastern Co., complete arrangements were made whereby those who sought an oasis after crossing the hot sands, as well as those who were entitled to the oil of joy after their labors, were completely satisfied. The rule was, "Ask and ye shall receive," and the antiquated query, "Boys, what will you have?" was again revived. Mr. Dodge's hospitality resulted in the passage of a heartfelt resolution of appreciation by the Association.

On Thursday evening the visiting jobbers were the guests of the Boston wholesalers at a theatre party at the Majestic Theatre, to witness a performance of "Honey Dew," a musical comedy for which Efreim Zimbalist, noted violinist and Victor artist, composed the music. After the session there were also a number of private parties arranged for those visitors who remained in town.

Those in Attendance

The members of the executive committee of the Association who attended both the St. Louis and Boston meetings included: President L. C. Wiswell, of Lyon & Healy, Chicago, who presided at both sessions; Vice-President Louis Buehn, of the Louis Buehn Co., Inc., Philadelphia; Secretary A. A. Trostler, of the Schmelzer Co., Kansas City, and Treasurer W. H. Reynolds, of the Reynolds Music Co., Mobile, Ala., together with J. N. Blackman, Blackman Talking Machine Co., New York; W. F. Davison, Perry B. Whitsit Co., Columbus; E. C. Rauth, Koerber-Brenner Co., St. Louis; Thomas F. Green, the Silas E. Pearsall Co., New York; H. A. Winkelman, Oliver Ditson Co., Boston; George E. Mickel, Mickel Bros. Co., Omaha; C. K. Bennett, Eclipse Musical Co., Cleveland; Lester Burchfield, Sanger Bros. Co., Dallas, Tex.; Fred H. Putnam, the Putnam-Page Co., Inc., Peoria, Ill.

In addition to the members of the committee, those who attended the St. Louis meeting included: H. A. Goldsmith, Badger Talking Machine Co., Milwaukee; E. F. O'Neill, Beckwith-O'Neill Co., Minneapolis; G. P. Ellis, Chicago Talking Machine Co., Chicago; John Elliott Clark, John Elliott Clark Co., Salt Lake City; H. J. Shartle, Cleveland Talking Machine Co., Cleveland; Ross P. Curtice, and C. P. Moores, Ross P. Curtice Co., Omaha; George A. Mairs, W. J. Dyer & Bro., St. Paul; E. B. Lyons, Eclipse Musical Co., Cleveland; B. F. Bibighaus, Elyea Talking Machine Co., Atlanta, Ga.; E. F. Dunham, Florida Talking Machine Co., Jacksonville; A. A. and C. H. Grinnell, Grinnell Bros., Detroit; J. F. Houck, O. K. Houck Piano Co., Memphis, Tenn.; M. C. Shoenly, J. W. Jenkins' Sons Co., Kansas City, Mo.; J. A. Frye, Knight-Campbell Music Co., Denver; H. G. Koerber, C. B. Gilbert, H. S. Grover and R. K. Brandenberger, Koerber-Brenner Co., St. Louis; H. B. Sixsmith, Mickel Bros. Co., Des Moines, Ia.; A. H. Bates, Ohio Talking Machine Co., Cincinnati; G. Page and P. A. Ware, Putnam-Page Co., Peoria, Ill.; George E. Stewart,



L. C. Wiswell, President

cent attendance, only one member of the Association not being represented.

The programs at both of the meetings were practically the same. General business conditions naturally came in for a full share of consideration, and the jobbers, without exception, were most enthusiastic not only regarding the present situation, as they saw it, but also as to the future. There were some instructive talks relative to methods for co-operating with the dealers and helping them to develop business on a solid basis.

Perfect Plans for Colorado Springs Convention

Plans for the annual convention of the Association, which will be held at Colorado Springs

A.F.Co.

felts

for Turntables

It's a fact that the sale of a talking machine often depends on appearance. Beautiful, lustrous Turntable Felts do their part along with careful wood finish and smooth, bright metal parts.

American Felt Company Turntable Felts are used exclusively in some of the best-known Talking Machines. This is because our Turntable Felts have elegance as well as uniformity.

If you have a felt problem, ask us about it without incurring obligation.

American Felt Company

TRADE MARK



BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 S. Market St.

Stewart Talking Machine Co., Indianapolis; J. D. Moore, Talking Machine Co. of Texas, Houston; A. R. Boone, The Talking Machine Co., Birmingham, Ala.; C. H. Womeldorff and Warren Kellogg, Toledo Talking Machine Co.; W. G. Walz, W. G. Walz Co., El Paso, Tex.; Lester E. Noble, Rudolph Wurlitzer Co., Chicago; T. F. Sigman, Rudolph Wurlitzer Co., Cincinnati.

The members at large attending the Boston session included: R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; C. N. Andrews, Buffalo; W. D. Andrews, Syracuse, N. Y.; Emanuel Blout, New York; W. J. Haussler and Jerome Harris, C. Bruno & Son, Inc., New York; O. W. Neal and V. W. Moody, Buffalo Talking Machine Co., Buffalo, N. Y.; Elmer J. Walz, Cohen & Hughes, Inc., Baltimore; L. W. Collings, Collings & Co., Newark, N. J.; Frank W. Corley, the Corley Co., Richmond, Va.; C. B. Snow, Cressey & Allen, Inc., Portland, Me.; Norman Curtice, Ross P. Curtice Co., Omaha; P. E. W. Carlson, Chas. H. Ditson & Co., New York; W. R. Lyman, E. F. Droop & Sons Co., Washington, D. C.; G. A. Dodge, T. Harry Dodge and Herbert Shoemaker, Eastern Talking Machine Co., Boston; George H. Rewbridge, W. F. Frederick Piano Co., Pittsburgh; E. C. Gallo and W. P. Mason, Horton-Gallo-Creamer Co., New Haven, Conn.; Abram Davega, Knickerbocker Talking Machine Co., New York; T. G. Evans, C. C. Mellor Co., Pittsburgh; H. C. Ernst, New York Talking Machine Co., New York; C. L. Price, Ormes, Inc., New York; L. L. Spencer, Silas E. Pearsall Co., New York; T. W. Barnhill and H. Miller, Penn Phonograph Co., Inc., Philadelphia; John Fischer and R. C. Rogers, Rogers & Fischer, Washington, D. C.; W. A. Condon, Sherman, Clay & Co., San Francisco; French Nestor, Standard Talking Machine Co., Pittsburgh; Robert Steinert and Kenneth Reed, M. Steinert & Sons Co., Boston; Harry A. Ellis, Talking Machine Co., Philadelphia; W. H. Weymann, H. A. Weymann & Son, Inc., Philadelphia; S. W. Williams, G. T. Williams Co., Inc., Brooklyn, N. Y. It was a gathering to be remembered.

L. EARL ELSHAM RESIGNS

Gives Up Position as Manager of Music Department of Leader Department Store

ST. JOSEPH, Mo., April 4.—L. Earl Elsham has resigned as manager and buyer of the piano and talking machine departments of the Leader Department Store Co., this city, his resignation to take effect on April 15. Mr. Elsham states that he has made definite plans for the future, but is not yet ready to announce them.

Mr. Elsham opened the piano and talking machine departments in the Leader Store about two years ago and the venture has proven a distinct success. Commodious and elaborate music salons occupy most of the fifth floor of the building.

ISSUES SPECIAL RELEASE OF HIT

"Scandinavia" Issued by Emerson Phono. Co.—Popular Hit Meeting With Success

Emerson dealers throughout the country are featuring to excellent advantage the special release by the Emerson Phonograph Co. of "Scandinavia," which has been issued in dance form and as a vocal number. It is played as a fascinating fox-trot by the Merry Melody Men, and is sung by Irving Kaufman, the popular tenor.

"Scandinavia" is one of the outstanding hits of the current year in musical circles, and as a novelty song it has won international popularity. The Emerson recording laboratory, recognizing the success of the number, arranged for a special release so that the dealers could feature it at an opportune time.

NEW STORE IN KINSMAN, OHIO

KINSMAN, O., April 4.—Announcement is made of the opening of the new store of the Tri-State Music Co. in the building formerly occupied by Binley's harness shop in Main street. A complete line of pianos, players, talking machines, records and musical merchandise is carried.

CONSIDERING SALES TAX PLANS

Treasury Officials Seeking to Learn What Revenue Will Be Brought in by That Means—General Sales Tax Strongly Favored

Treasury officials are at work to determine the result in revenue of various sales taxes. The department has prepared no definite recommendations for tax reforms for submission to the Ways and Means Committee and Finance Committees of Congress, but it was made known that Secretary Mellon is in general agreement with Congressional leaders as to the advisability of some form of sales tax.

Treasury calculations are to determine just how much revenue such taxes in different forms will bring, rather than with respect to policy in instituting such taxes. Varying proposals and varying exemptions have been suggested. The latest plan, the one apparently with the most backing, provides for a sales tax of one-half of 1 per cent on all sales except those specifically exempted. Exemptions would be given to all sales by retail merchants whose gross sales were less than \$4,000 a year, or \$1,000 a quarter. Articles already paying a revenue tax, such as tobacco, would be exempted, as would certain sales of foodstuffs and necessities.

Recommendations for a general plan of tax revision are being prepared for Secretary Mellon by the Treasury Board of tax advisers. They run close to the recommendations made by Secretary Houston in his last annual report, the chief recommendation being for repeal of the excess profits tax.

WILL DISTRIBUTE POPULAR LINES

SENECA FALLS, N. Y., April 5.—The Radder Vending Machine Co., Inc., of this city, has been appointed a jobber for Regina phonographs and Grey Gull records, and the company has recently made plans whereby it will occupy a three-story building with ample facilities for handling the requirements of the dealers.

To Serve You Best
is the definite, unswerving aim of
GRINNELL SERVICE

The great and constantly growing prestige and popularity of Victor products makes this the line through which the merchant wins highest standing in his community and achieves greatest business success. Through it he best serves his buying public.

He builds for permanency and ever greater business.

We Can Be a Real Aid to You in Your Victrola and Record Business.

With a half-century of merchandising experience we've a full appreciation of what service really means.

It is on the basis of this knowledge that we ask the opportunity of serving you.

We know that the ability to supply the Victrolas and Records wanted is essential.

That accuracy in filling orders is absolutely necessary.

That there must be no delay in shipment.

That all we can do to serve your interests serves our own. **WE ASK THE PRIVILEGE OF DEMONSTRATING HOW PERFECTLY WE CAN CARE FOR YOUR VICTROLA AND RECORD NEEDS.**

Grinnell Bros
Wholesale Distributors of Victrolas and Records

FIRST AND STATE STREETS

DETROIT

CANADIAN COPYRIGHT SITUATION INTERESTS TRADE

Music Roll, Talking Machine Record and Sheet Music Trade Watching Developments Across the Border With Much Interest—Nathan Burkan Outlines Provisions of New Bill

Much interest has been shown in the development of the Canadian copyright situation and the moves made by various interests to have special features incorporated in the new bill, which passed its first reading on February 28 of this year, after a similar measure had failed to pass last year. Special interest has been shown in those provisions of the new bill calculated to affect the reproduction of musical works by mechanical means and the protection afforded the author and composer under such conditions.

Nathan Burkan, well-known New York attorney, who has been representing a number of music publishers in copyright matters, made the following digest of the new bill, which should be of interest not only to the music publishers themselves, but to manufacturers of music rolls and talking machine records:

The bill in the main follows the British copyright act of 1911, with a number of variations, none of which are material to the dramatic, motion picture and musical interests except the following:

Section 19, subdivision 3, provides that if a phonograph record or music roll is adapted to represent two or more different works and the owners of the copyrights therein are different persons, then the fixed royalty shall be apportioned among the several owners of the copyrights equally. In the British act the fixed royalty is apportioned among the various owners of the copyrights in such proportions as, failing agreement, may be determined by arbitration.

A very significant provision is found in section 19, subdivision 6, which provides that mechanical royalties shall belong to the author or his legal representatives and not to his assignee, notwithstanding that the author has made an assignment of the work before the

passing of the act, and the royalties shall be payable to, and for the benefit of, the author of the work or his legal representatives. The intent and purpose of this provision is to guarantee the payment of the fixed mechanical royalties to the author and not to his publisher.

Section 19, subdivision 2, fixes a royalty of two cents for each playing surface of each disc record and two cents for each music roll, but if, at any time after the expiration of seven years from the commencement of the act, it shall appear to the governor and counsel that such royalty is no longer equitable, then the governor and counsel may, after holding a public inquiry, make an order either decreasing or increasing such royalty to such extent as under the circumstances may seem just, but such order must first be confirmed by Parliament.

Section 19, subdivision 5, of the act provides that the governor and counsel may make rules and regulations prescribing the mode, time and frequency of the payment of royalties, including regulations requiring payments in advance or otherwise securing the payment of royalties. This provision is to insure the payment of the royalties, as and when due, to the authors and the publishers. The American act has worked great hardship upon the authors and publishers because of the frequent failures of disc and roll manufacturers to keep proper books of account. This is a distinct improvement upon the American act.

The act applies only to British subjects and citizens or subjects of a foreign country which has adhered to the revised Berne Convention of the 20th of March, 1914, also to the residents within the British Dominions, also to works first published within His Majesty's Dominions, and the act also applies to countries not signatories to the Berne Convention who have given

assurance that they grant reciprocal protection to citizens of Canada. It is under this provision that American citizens would be entitled to the protection of the Canadian act.

A work shall be deemed to be first published within the British Dominions if the time between the publication in one place and the other place does not exceed fourteen (14) days.

As a condition for securing a Canadian copyright upon any book, the owner, before publishing such book in Canada or simultaneously with such publication, must deposit with the Minister of the Crown three copies of such book, and register with the minister a notice specifying the publisher of such book, and stating whether it is intended to print such book in Canada or whether it is intended to import such book.

The word "book" is defined to include a sheet of music, a volume, pamphlet and a sheet. I am of the opinion that the word "book" as used in the act would include a drama as well as a musical composition.

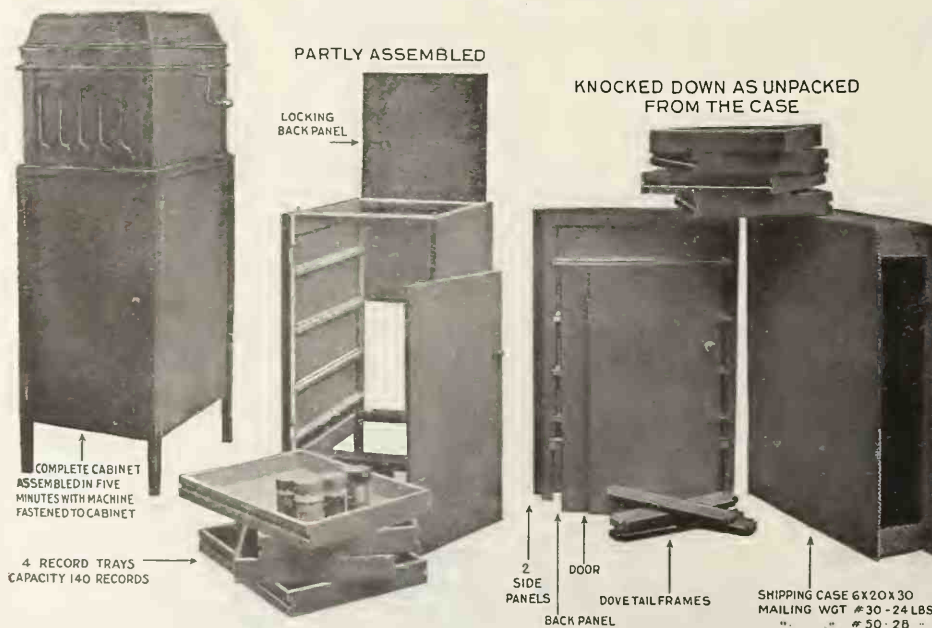
Section 14 provides, if it shall appear by such notice that any book is not intended to be printed in Canada or if such book is not printed in Canada within two months after filing such notice or if it is shown to the satisfaction of the minister that the owner of the copyright has failed to supply the reasonable demands of the Canadian market for such book, then any person other than the owner of the copyright may apply for a license to print such book in Canada; in other words, compulsory printing is required in Canada as a condition for securing copyright, otherwise any other persons may make application to the minister for leave to print upon terms and conditions prescribed by the minister.

The Standard Talking Machine Co., of Pittsburgh, has sent out an interesting circular in which the merits of the extra loud Tungs-tone needle are set forth in the usual able and convincing style for which the publicity department of this company is noted.

KNOCK DOWN K



SAVES 1/2 The Weight The Freight



Twelve Fitting Parts

Unpacked and Assembled in 10 minutes by anyone (no tools required). Ships anywhere by Parcel Post, Freight or Express.

Amberola Models (all Finishes) ready for immediate shipment. Write for special introductory offer. Advertising Dept.

Fits and fastens to the Amberola, making a one-piece "Unit" to match in material and finish. Write for catalogue, prices and list of jobbers. Orders filled direct until jobbers have stock.

Ogden Sectional Cabinet Co.
LYNCHBURG VA.

The Value of Display

F. W. Woolworth made millions of dollars in his 5 and 10 cent store business. He built the Woolworth Building downtown in New York, the tallest office building in the world, which stands as a monument to his success.

His success was accomplished by displaying the goods he had to sell.

Properly displaying goods is one of the sure methods of making a sale.



No. 567

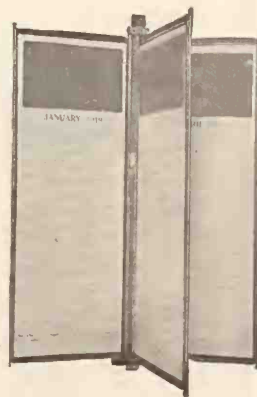
Universal Displayors

Save room and present your records to your customers in a most appealing way.

They move the records which have been pigeonholed and forgotten.

They sell new goods without the aid of a salesman.

They offer a self-service to your trade which your trade likes.



No. 558



No. 551

Fifty different models that fit every need in the phonograph record store, for the display of records, music rolls and sheet music. One catalogue shows the whole list, free for the asking. A postal card will bring it.

Universal Fixture Corporation

133 WEST 23rd STREET, NEW YORK CITY

EUROPE'S BIGGEST DANCE HIT

MON HOMME

(MY MAN)

*"You can't go wrong
with any Feist song"*COPYRIGHT AND PUBLISHED
By FRANCIS SALABERT PARIS, FRANCE
PUBLISHED IN AMERICA
By LEO. FEIST Inc New YorkYou can HEAR IT
and BUY IT HERE!

PATHE EXHIBITS GREATLY INTEREST

Display at Brooklyn Industrial Exhibition Under
Direction of H. N. McMenimen a Success

Following its usual custom, the Pathé Frères Phonograph Co. participated in the Brooklyn Industrial Exhibition held at the Twenty-third Regiment Armory in that Borough. This exhibition was confined to the products of Brooklyn manufacturers and was one week in duration, from April 2 to 9. Befitting its status as one of the largest manufacturers in the Borough, the Pathé Co. was accorded the most prominent space. In general attractiveness the exhibit surpassed all efforts of former years. The decorative scheme was Oriental and contained an Oriental room in which was featured the Chinese Chippendale model of the Actuelle. The Actuelle Model T was also attractively displayed in an Oriental throne effect. The hangings, prayer rugs and other property were secured from a moving picture studio and the effect was entirely realistic. Many of the models, both Pathé and Actuelle, were equipped with the new Pathé electric motor. An interesting part of the exhibit was this new motor without the cabinet and with only a turntable and the Actuelle stylus bar and diaphragm. A mirror placed beneath the motor brought into view its entire simplicity. The May Pathé and Actuelle records were used for demonstration purposes.

The large numbers of visitors were greeted with Pathé music at the very entrance of the

armory, for the Brooklyn Eagle used a Pathé instrument to add to the attractiveness and call attention to its exhibit.

The Pathé exhibit was under the able direction of H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., who was assisted by a number of the company's representatives.

COLUMBIA RECORDS REDUCED

Records by Exclusive Artists Now Listed at 85
Cents—Important Announcement to Trade

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, advised the trade this week of a reduction in price of ten-inch "DD" Blue Label records and ten-inch "DD" E series records to 85 cents. With this reduction in price, effective immediately, all ten-inch double-disc records in the Columbia catalog will retail at 85 cents.

The records included in this reduction announcement are the records made by exclusive Columbia artists, which heretofore listed at \$1.00. The exclusive artist label will appear on all exclusive Columbia artist records, and, as pointed out by Mr. Hopkins, this label can be used as an added talking point for the sale of these records. This is particularly important, in view of the fact that a great number of the leading stageland favorites are making records for the Columbia library exclusively.

In his letter to the dealers Mr. Hopkins stated that this reduction in price was made as a fur-

ther means of co-operating with the Columbia dealer organization, and that he felt sure that the future sale of the records would evidence the approval of the entire dealer representation.

CANTON PHONOGRAPH CO. MOVES

Recent Addition to Music Houses of Canton, O.,
Occupies Larger Quarters

CANTON, O., April 4.—The Canton Phonograph Co., one of the newest music firms here, moved last week to its new store in the Y. W. C. A. Building, Market avenue S. The former location was in Cleveland avenue S. Twice the floor space of the old store is available at the new location and the display of merchandise is made to much better advantage. While incomplete as yet the new store will be running smoothly within thirty days, according to E. H. Woomer, the manager. Three booths are being built along one side of the store at the present time and later others will be added. This store is largely a talking machine shop, but some few pianos and players are carried in stock. The Brunswick is the leader, while the Stradivara also is sold. Brunswick records exclusively are carried by the store.

NEW TYPE OF RESURRECTONE

Number 5 Declared to Have Several Most Inter-
esting Features

The Hoffay Phonograph Co., 59 Fourth avenue, New York, manufacturers of the Hoffay "Airtight" tone arm and "Resurrectone" reproducers, have just placed on the market a new reproducer known as the Resurrectone No. 5, which is equipped with "lateral and longitudinal, independent, adjusting construction" for the stylus lever. This construction, Mr. Hoffay states, permits the sound box to be "tuned up like a piano" and limits the pressure on the diaphragm with accuracy, for which he states patent protection has been applied for.

EDISON CONCERT IN HIGH SCHOOL

DOVER, O., April 6.—Marie Morrissey, celebrated contralto, appeared in person at an invitation concert at the Dover High School, Wednesday evening, March 16, under the auspices of Richards & Jeweler, well-known Dover talking machine dealers. She was assisted by Harold Lyman, flutist, and by the New Edison.

TO HANDLE THE VICTOR LINE

George A. Young, well-known talking machine dealer of 151 Central avenue, Albany, N. Y., has secured the representation for the Victor line, and is remodeling his store to give a proper setting to his Victor stock of talking machines and records.

The Pioneer Phonograph Co., of New York, has filed a notice of dissolution with the Secretary of State.

THE CABINET and ACCESSORIES COMPANY

Otto Goldsmith, President

145 East 34th St.

New York City

We are
Sole Metropolitan Distributors
of

The CIROLA

Price Now, \$35.00
Regular Trade Discount
to DealersWrite or Phone for Representative
to callGet All Your Accessories
from One Source

Lundstrom Convento Cab-
inets
Bubble Books
Record Albums
Record Delivery Envelopes
Crotolas
Gilt Edge Needles
Record-Lites
Fibre Needle Cutters
Tonofone Needles
Cabinets
Talking Machine Toys
Brilliantone Needles
Fletcher Needles
Red, White & Blue Needles
Polishes and Oils
Repeaters and Rotometers
Wall-Kane Needles
Record Cleaners
Dust and Moving Covers
Motor Spring Safety Device

Have you seen our new
Console table?

BRUNO



Another Important "Point"!

FOR some time the Victor Talking Machine Company has recognized the need for a Tungs-tone Stylus capable of reproducing in still greater volume the characteristic Tungs-tone clarity of tone—a stylus that would answer the demands of the public for unusual volume.

After extensive and costly experimental work, the Victor Talking Machine Company—always equal to the job—has perfected the Extra Loud Tungs-tone Stylus that will give fuller tone, greater volume and longer service than any needle the industry has yet produced.

The Extra Loud Stylus possesses all the desirable features sought by the consumer. It is a real needle, one that will meet with the sincere and enthusiastic endorsement of the public and remember, Mr. Victor Dealer, there is no other needle just as good as the Extra Loud Stylus.

Educate the people of your community to the decided advantages of the Victor Styli—demonstrate to them that their every need can be met and with greater satisfaction and economy—then, and certainly then, bigger profits for you will result.

In the Victor Tungs-tone Stylus, the dealer has another non-competitive item, another item of supreme merit that is confined to him exclusively.

Victor wholesalers are now in a position to provide moderate quantities of the Extra Loud Tungs-tone Stylus. Lose no time in ordering. The story of the "early bird" is again appropriate in this instance. Get the "points," Mr. Victor Dealer?

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Distributors to the Dealer Only

AN INTERESTING DEMONSTRATION

Knickerbocker Talking Machine Co. Entertains Large Number of Dealers at Monthly Reunion

Balmy Spring weather, combined with the entirely novel invitations sent out by Abram Davega, vice-president of the Knickerbocker Talking Machine Co., drew a large attendance at the advance monthly recital of the May Victor releases held in the auditorium of the Knickerbocker Talking Machine Co., New York City, on April 5. The demonstration of these records was accomplished with the aid of one of the period model Victrolas, attractively set in the center of the stage.

During the course of the morning session an exhibition was given of the new window trim made by the Binger Co. and presented by a representative of that company. J. J. Davin, of the Reincke-Ellis Co., also addressed the assembled dealers on the new Binger supplements. An entertaining and very instructive address on painted-sign display advertising was given by Mr. Fisher, of Redfield & Fisher, Inc., of New

York City, under whose supervision the Victor dealers' standardized sign campaign is being conducted.

Following the usual custom, immediately upon the adjournment of the business session, the dealers retired to the roof garden of the Hotel Theresa, where they were the guests of the Knickerbocker Talking Machine Co. at a luncheon.

HANFORD, HORTON CO. EXPANDS

MIDDLETOWN, N. Y., April 8.—Stanley G. Schimer, president of the Hanford, Horton Co., announces that his company has leased the building at 8 North street, this city, which, as soon as alterations are completed, will be connected with the present establishment.

Under the plans of the company the Victrola department will occupy the front of the new quarters, and it is probable that a toy department and some other lines will be added. John J. Wallace will continue in charge of the Victrola department and Robert F. Cunningham will manage the book and stationery departments.

RETURNS FROM COAST TRIP

Sales Manager Morrison, of Emerson Phonograph Co., Brings Back Optimistic Reports—Territory of Spokane Jobber Enlarged

H. E. Morrison, sales manager of the Emerson Phonograph Co., New York, returned recently from a three months' trip, which included a lengthy stay on the Pacific Coast. While there Mr. Morrison completed arrangements whereby the Northwest Phonograph Jobbers, Inc., Emerson jobbers in Spokane, will handle increased territory, which will include Seattle and Portland. Under this arrangement these progressive jobbers will distribute Emerson machines and records in eastern Washington and Oregon, in addition to the western part of Washington. The company has added three new salesmen to its staff, and plans are being made for an aggressive campaign.

En route East Mr. Morrison spent a few days with the Emerson Ohio Co., of Columbus, O., Emerson jobber, and found S. Goldsmith, the head of this concern, most enthusiastic regarding the sale of Emerson products in his territory. New accounts are being closed steadily and this jobber is co-operating with the dealers in every possible way.

Mr. Morrison states that general business conditions seem to be steadily improving and there is a feeling of confidence and optimism among the Emerson dealers and jobbers that is most encouraging. The new monthly releases are being well received and, judging from all indications, the demand for Emerson records is steadily increasing.

GUS GOLDSTEIN WITH CARDINAL CO.

The Cardinal Phonograph Co. is entering the field of foreign recordings in an energetic manner. Robert Clifford, manager of the company, has announced the addition of Gus Goldstein to the recording staff of the company. Mr. Goldstein, as "Mendel Telebende," has a large following among collectors of Jewish records. At one time he was assistant manager of the foreign record department of the Emerson Phonograph Co., and he is very familiar with the music of many nations, for he is a singer, composer and actor of note. Mr. Goldstein has assumed charge of the foreign catalog of the Cardinal records, for which he is particularly fitted through his past experience.

ISSUES NUMERICAL CATALOG

The American Odeon Co., New York, has just issued a numerical catalog of Odeon and Fonotipia records, which is now being mailed to the dealers. This catalog includes recordings of many celebrated artists whose records are meeting with a ready sale. Some of these artists are well known in this country, while others are famous in Europe as grand opera stars and their records are popular with music lovers abroad. The American Odeon Co. recently made arrangements whereby its factory output will be increased materially and the fast-growing demand for these records reflects the co-operation offered by the company to its trade.

ADDS NEW CONSOLE TABLE

The Cabinet & Accessories Co., New York City, has added a new console table to its varied list of accessories. This new table is built to hold a table model, and also comes equipped with motor, turntable, tone arm and sound box. The Cabinet & Accessories Co. is also displaying at its headquarters a new Lundstrom Convento model for the Columbia A2.

The Fitzgerald Talking Machine Co., of Boston, was incorporated last week with capital stock of \$50,000, for the purpose of conducting a business in talking machines and records. The incorporators are: Wm. J. Fitzgerald, Daniel J. Kelly and Wm. J. McCarthy, all of Boston.

HONEST QUAKER MAIN SPRINGS

Packed in rust-proof, dust-proof, individually numbered containers indicating their use! No advance in price!

(No Shipment Made Less Than Six Springs)

	Lots of			
	6 each	12 each	25 each	50 100 each each
No. 24 1/2"x.018x8 feet, for small toy motors, pear shape hole.....	\$.20	\$.18	\$.17	\$.16 \$.15
No. 25 3/8"x.020x8 feet, for Sonora, Swiss, Pathé, pear shape hole.....	.22	.20	.19	.18 .17
No. 26 3/8"x.020x11 feet, for Edison Gem. loop end.....	.30	.28	.27	.26 .25
No. 28 3/4"x.022x9 feet, for Carola, Triton, Melophone, etc., pear shape hole.....	.38	.37	.35	.33 .31
No. 29 3/4"x.022x10 feet, for small Columbia, Universal, Heineman, Harmony, Vanophone, Pathe, pear shape.....	.43	.42	.40	.38 .35
No. 30 7/8"x.022x10 feet, for Blich, Wonder, Premier, Meisselbach Nos. 9 and 10, oblong hole.....	.47	.46	.44	.42 .40
No. 51 3/8"x.022x10 feet, for Talk-O-Phone, Koch, Alura, etc., pear shape hole.....	.47	.46	.44	.42 .40
No. 31 1"x.025x9 feet, for Swiss motors, small Columbia, Stewart, pear shape hole.....	.54	.53	.50	.48 .45
No. 32 1"x.020x13 1/2 feet, for small Victor, pear shape hole.....	.54	.52	.50	.48 .45
No. 48 1"x.020x15 feet, bent arbor, for Victrola No. 1A.....	.65	.63	.60	.55 .50
No. 33 1"x.025x12 feet, for Pathé, Heineman, Mandel, Aeolian, Meisselbach, Vitrola, pear shape hole.....	.70	.67	.60	.55 .50
No. 34 1"x.025x14 feet, for Sonora, Saal, Thomas, Silvertone, oblong hole.....	.75	.70	.65	.60 .55
No. 35 1"x.028x10 feet, for all styles Columbia machines, pear shape.....	.54	.52	.50	.48 .45
No. 36 1 1/2"x.025x9 feet, for Meisselbach, No. 12, Thomas, oblong hole.....	.54	.52	.50	.48 .45
No. 37 1"x.025x16 feet, for Meisselbach, Saal, Thomas, Silvertone, Modernola, Rishell, Widdicombe, Sonora, Stephenson, oblong hole.....	.85	.83	.80	.75 .70
No. 38 1"x.025x16 feet, for Vitrola, pear shape.....	.85	.83	.80	.75 .70
No. 39 1"x.028x11 feet, for Edison Standard, pear shape.....	.59	.57	.53	.50 .47
No. 40 1 3/16"x.028x16 feet, for Heineman, Pathé, Rex, pear shape.....	.90	.88	.85	.80 .75
No. 43 1 3/4"x.020x9 feet, bent arbor, for Victrolas Nos. 6A and 8A.....	.55	.53	.50	.45 .40
No. 44 1 3/4"x.020x9 feet, bent arbor and bent up end, for Victrolas, Nos. 6A and 8A.....	.55	.53	.50	.45 .40
No. 45 1 3/4"x.020x12 feet, bent arbor, for Victrolas, No. 11A, No. 80 and No. 90.....	.67	.65	.62	.57 .52
No. 46 1 3/4"x.020x17 feet, bent arbor, for Nos. 9A, 10A, 11A and 16A.....	.75	.73	.70	.65 .60
No. 47 1 3/4"x.020x17 feet, for old style Victors and Victrolas, pear shape holes.....	.72	.70	.67	.62 .57
No. 49 1 5/16"x.021x12 feet, for Edison Home, pear shape hole.....	.95	.93	.90	.85 .80
No. 41 1 1/2"x.025x25 feet, for Edison Diamond Disc, pear shape hole.....	1.80	1.70	1.65	1.55 1.50
No. 50 2"x.025x14 feet, for Meisselbach No. 18 and Edison Triumph, oblong hole.....	1.80	1.70	1.65	1.55 1.50

(If the above are desired in assorted sizes, the quantity price will be allowed.)

TERMS: 2% 10 days or 30 days net, to houses with satisfactory commercial rating. To others, 3% discount, cash with order. Please enclose Parcel-post charges, if wanted that way.

Our catalogue contains hundreds of illustrations of needed parts. Can we send you a copy?

EVERYBODY'S TALKING MACHINE CO.

Largest Distributors of Main Springs in America

38 North Eighth Street PHILADELPHIA, PA.

Exclusive Distributors for the General Phonograph Corporation

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page—

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



DO you feel that serious longing to be a "clinging vine" or "sturdy oak"? Do you see the birds mating, the lambkins frisking in the meadow? Do you have thoughts of a tiny cottage, or a little flat, a place to hang your hat, with "Welcome" on the mat—and "HER"? Or "HIM," if by chance you are a "her"? Well, if your mind does run along like this, then it is all the more reason to suspect that the other fellow's mind runs along a similar channel, and it is all the more reason that you should use all the more energy to push your business in order to make the other fellow buy.

AND while on the matter of "him" and "her," and maybe in June—"them," it occurs to me that it is high time to start a clipping bureau of engagements and wedding announcements. May and June, generally speaking, are the marriage months. Therefore, keep track of all engagement announcements and notice whether or not a wedding day is fixed. Also keep track of wedding announcements. See to it that a letter reaches the home of the parents telling them of the many reasons why a talking machine would be the ideal wedding present.

WHEN Greek meets Greek—talk Greek. A dealer whom I recently visited stated that people who were coming in to look at talking machines at this time bartered down to the last penny, and that it was impossible to do business. Another nearby dealer whom I visited said that he met with the same difficulty of bartering, but that he met price with price. By talking the cost per day of owning the instrument, and showing how the investment would be but a few cents a day, he said that he had successfully closed many sales.

IN Greek mythology there is a story of an honest man who went before one of the oracles and asked how he might help to make all the other people absolutely honest. The oracle is supposed to have replied to the effect that if he could succeed in making known the fact that every act of every person would be made public information daily he could then succeed in making everybody honest—for everyone would wish only the best published about him. Now, in modern times this can also be applied to sales records. By publishing a record made by your sales force weekly you will exert a great impetus toward bringing the lower up to a higher standard. A concern in the East has established a bulletin board, and publishes each Monday morning the rating of the different members of the sales force. A prize of a box of candy is given if a girl wins the highest score, and a box of 100 cigarettes is given if a man wins the highest score. Through the Summer months, when business tends to lessen a bit, a half-holiday is given as a prize. This system has worked admirably, and has resulted in a higher sales record for all and has had a surprising tendency to pull those with the poorest records up to a much higher mark.

THIS is the month when they begin to toss the sphere around once more. Whether Babe Ruth is going to hold his position as chief swatsmith of the United States is a question which is going to interest millions of fans throughout the country. Therefore, arrange a window to meet this particular season. Place a few bats, balls, gloves, a catcher's mask and other baseball material in your window, so as to convey the baseball idea. In a single row, across the front of the window on a rack, display one-half dozen new dance numbers. Hang a card from the ceiling of your window, with the following printed upon it: "The BIG LEAGUERS have started off once more—and here are several of the BEST RECORDS that were ever made."

THEY tell me it has been the custom in Oriental lands for attendants to fan the patrons while they are making their purchases. Although in this country we have gone one better and have developed the electric fan, at the same time this modern device is not suitable for talking machine booths, the noise interfering with the demonstration. However, the booth is a warm spot in the Summer, and it is therefore necessary to devise some means to make your customers more comfortable. If you place hand fans where they can be conveniently reached your patrons will readily take them up for use. Of course, the ideal stunt is to have these fans bear your name, so that the customers may carry them away, and thereby gain more comfort, while you gain considerable publicity.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

HAVE you ever walked into a store and queried a salesman in regard to a particular sale which his firm had featured in an advertisement, and had him reply, "What?" It seems extraordinary that an institution will announce to the public a sale, regarding which it fails to instruct its sales force. Be sure that your salespeople know all about any sale you are conducting or any particular instrument that you are featuring. Erect a bulletin board in the salesmen's office, and on this affix proofs of all advertisements which will appear from time to time.

THERE is an old story told about an ancient king who, when asked the difference between noise and music, replied, "To me, when I hear my wife sing, it is noise; when I hear the cries and yells of my warriors as they go into battle—ah! that is music to my ears." So, after all, it depends largely on which side of the fence you are. However, respect the other fellow's viewpoint. You may be in your store, close to one talking machine which is playing, and hear music, but any prospective customer may be coming into the door and hear three or four machines playing in the establishment, and what he hears is—noise. Therefore, be sure that only one machine is allowed to be operated in the open, and that the others used in demonstrating are played with the doors to your booths closed.

IN the Wintertime we speak of the cozy little nook by the fireplace, or the warm, sociable room; and in the Summertime we talk of the open country, the large expanse of forest land. In other words, in the Winter you like things to be cozy and snug; in the Summer you prefer a lot of space and open and free movement. Apply this psychology to your sales window. See that from the time the warm weather begins until Fall your window is not crowded. Also see that it is not draped too heavily. To your sales floor this policy should be applied also. Do not have too many machines on display. Even though you cannot display all models, it is better to have one or two stand out prominently than to have a large number which will crowd and give the prospective customer a feeling of closeness.

FOR very obvious reasons, it has usually been found convenient to place the booths in the background, often in a badly lighted section of your store. On a warm day this close, uninviting aspect may be overcome, to a large degree, by bringing a breath of Springtime into the room in the form of a vase with a few sweet peas, or nasturtiums, or a branch of dogwood or apple blossoms, or any pretty flower which unconsciously will enliven and cheer a tired patron.

THERE is a lot of difference in the different letters of the alphabet. Too many people are careless with the use of the alphabet when making up their mailing list. For some reason or other the average person takes particular pride in the way his or her name is spelled. Although it has been said that the height of mistake is pushing the "e" key for the "i" key in spelling the name of the honorable Mr. Hill, other mistakes equally perturb the recipient. Be sure, therefore, that the names on your mailing list are correctly spelled. Also that the addresses are up to date and do not need correction.

SOME people break away for their vacation in May, but the majority do not go until June or July. It is best to be with the crowd and not too far in advance. Therefore, feature your portable vacation model talking machines very sparingly in April and not too prominently in May. You make more on selling large models. Do not turn to portable models until sales are stagnant with your leader.

THE public speaker always winds up with a burst of oratory at the conclusion of his address in order to leave a final good impression with his audience. The talking machine dealer should be equally careful to leave a final good impression with his customers. A small card bearing the following should be placed directly over the door: "If you are not thoroughly satisfied with the attention you have received, or if you are not thoroughly convinced that you have made a correct selection, please speak to the manager and he will be delighted to be of assistance to you." Such a card will go a long way toward making your customer appreciative of your endeavor to render the very best possible service.

IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C., ENGLAND

Six appearances in New York this season have established the reputation of Kerekjarto, the great Hungarian violinist, with New York's music-loving public. All the rest of the country wants to hear him. Drdla's "Serenade" is one of his best selections. Columbia 79577.

**Columbia Graphophone Co.
NEW YORK**



CONDITIONS MOST ENCOURAGING IN NEW ORLEANS TRADE

Some Substantial Reasons for Optimism Expressed by Leading Jobbers and Retailers in the Talking Machine Field—Dwyer & Co. Increase Equipment—Werlein Activity

NEW ORLEANS, LA., April 7.—Conditions in the talking machine business in New Orleans, as reported from every source, are very encouraging. Most dealers are running nicely ahead in the first three months of the year, as against 1920 figures of the same period.

The reasons for this, as one prominent dealer pointed out, are obvious. Government statistics recently issued show that New Orleans has the smallest percentage of unemployment in the United States, and this has its effect upon the general business in the city. Then the business of the port in exporting and importing is immense, which, of course, means a large revenue for the city. Another thing that has been referred to is the huge amount of money invested in New Orleans by outside capital, particularly by the "chain stores" concerns. This means increased rentals in particular and, of course, has much to do with the general prosperity.

Conditions in the New Orleans territory and in the several surrounding States are in a good many cases improving, and this is viewed with optimism by the wholesale firms, who are all looking forward to good business from now on in these sections.

At Maison Blanche, the "big store," its recent anniversary sale served as a stimulant in its general business and the talking machine business was no exception. Manager Gordon Powell states that sales were keeping up nicely, due to the drive on several particular models of machines.

Manager Wm. P. Berry, of the newly installed Victor account, the Dwyer Piano Co., is making plans for the early installation of demonstrating booths and other equipment and expects to build up a large retail business. These im-

provements are now being completed and one of the best-appointed talking machine shops in the South will be the result.

The Collins Piano Co., the well-known house on Baronne street, near Canal, is also getting its share of business these days and reports that the record business particularly has been very good.

The new types of Victrolas are being featured by the Ashton Music Co. and Mr. Ashton states they have met with a fine response and he only wishes they could come in larger quantities, for he has no trouble in selling them as soon as they are put on the floor.

At Werlein's retail Victrola department Ralph A. Young, manager, is taking care of the business that comes their way and says he expects the present good business to continue right through the Summer. Titta Ruffo records are being featured at Werlein's since the great artist appeared in concert here on the evening of April 4—in fact, there is a big call for high-class records.

CHANGES COMPANY NAME

The Victor Fegley Co., Inc., Newark, N. J., has changed its name to the Phonograph Control Corp. The company manufactures an automatic stop for talking machines.

E. J. CHAPMAN RETURNS

E. J. Chapman, Victor distributor, of Rochester, N. Y., who has been spending a vacation in Europe, is expected home around the time The World makes its appearance this month. He has made an extensive tour through France and the Continent.

MISSLE TO MAKE EMERSON RECORDS

Famous Colored Tenor Will Make Emerson Records Exclusively—A Popular Figure

The Emerson Phonograph Co. has announced that Noble Sissle, the famous colored tenor, is now making records exclusively for the Emerson library. As soloist with the Jim Europe Band in the 307th Regiment, Mr. Sissle won international popularity, and this popularity was augmented considerably by his recent vaudeville tour. Mr. Sissle's records for the Emerson library are now being distributed to the dealers, and in the rendition of these records he is accompanied by the "Sizzling Syncopators," a musical organization that is unique in many respects and which is admirably fitted to accompany Mr. Sissle.

INCREASES ITS SALES FORCE

M. M. Roemer Sales Corp. Adds Four Men to Sales Staff and Cabinet Repairer

Four additional men have been added to the staff of the M. M. Roemer Sales Corp., metropolitan distributor of the Granby phonograph. Messrs. M. L. Atkins, William C. Rose, F. P. Howard and Murray L. Cohn. An expert cabinet repairer has been added to the service department of this company in order to extend practical service to all Granby dealers without charge for either parts or service. Granby advertising in the metropolitan district is growing and has recently been extended to the New York American, World, Herald, Bronx Home News and Brooklyn Chat.

The Latona Talking Machine Co., Evansville, Ind., has been incorporated, with capital stock of \$100,000, to manufacture cabinet talking machines. The directors are Oscar and Thomas G. Grimwood and John S. Scott.

AT YOUR SERVICE!

Werlein's
South's Foremost
Jobber



New Orleans
South's Foremost
City

PHILIP WERLEIN, Ltd., New Orleans, La.

CANTON'S BIG MUSIC STORE OPENS

Klein & Heffelman's Talking Machine Department a Big One—Smith Buys Brown Stock—Business Outlook Shows Betterment

CANTON, O., April 9.—Towering above its surrounding structures like a giant sentinel, at the northwest corner of Market avenue, North, and Fifth street, is the new seven-story home of the Klein & Heffelman department store. It stands as the first gate to Canton's new shopping center, which is slowly but surely surging northward.

The talking machine and record department of Canton's most complete department store, which, until last week, was incorporated in one of the company's three stores, has been enlarged to three times its former size and now occupies a most conspicuous place in the front of the third floor.

P. Q. Shrake, for many years identified with the Klein & Heffelman firm, is in charge of this department. Carpenters are still at work on this floor and, although doing business, the efficiency of the department is retarded by the confusion. A tea room is located to the rear of this floor for the convenience of patrons.

The opening of the store last Thursday saw a unique Victor display in this department. Victor and Edison talking machines are this store's leaders. The sales force has been increased and the music department is resplendent in lavish appointments. Specially purchased rugs and floor lamps add to its appearance. In the old store there were but seven record booths, and in the new store there will be in all fifteen.

Formal opening of the Canton Phonograph Co.'s new store in the Y. W. C. A. Building is announced for late this month by Manager E. H. Woomeer.

It is announced that the A. B. Smith Piano Co., of Akron, O., has acquired the stock of the W. J. Brown Piano Co., which was operated here for many years by the late W. J. Brown.

S. S. Van Fossen, president of the newly organized Van Fossen-Smilely Music Co. here, announces he will call together all music dealers of Canton soon to learn their attitude toward the formation of a Canton Music Trades Association. Mr. Van Fossen was head of the Akron Music Dealers' Association while located there.

Business with Canton talking machine dealers the past two weeks has shown decided improvement and each day brings more encouraging announcements of steel plant resumption in the Canton district, which means sounder



SOSS

INVISIBLE HINGES

Soss Invisible Hinges

preserve beauty. The fine cabinet work which is required in many instances to preserve the disguise of talking machine cabinets requires that hinges be as inconspicuous as possible. Soss Hinges are invisible.

Write for Catalogue

SOSS MANUFACTURING COMPANY
778 Bergen Street, Brooklyn, N. Y.



business for the future. Sales held up well in March, according to dealers here, and it is predicted that April will be even a better month. Record departments report increased sales.

NEW SERIES OF WINDOW DISPLAYS

The advertising department of the Emerson Phonograph Co. has advised its dealers that arrangements have been completed for the production of a new series of window displays. This series will be entirely different from the former one, as all of the display matter will consist of oil-painted designs, which will be very artistic.

The units are arranged so that they adapt themselves to any size window, and Emerson dealers who have seen the first display in the new series are enthusiastic regarding its practical value. Emerson jobbers are signing up contracts for the new series and from all indications the new displays will be very successful.

ISSUES EFFECTIVE PUBLICITY

Sterling Devices Co. Sends Out Unique Card to Consumers—Interesting and Practical

CHICAGO, ILL., April 8.—The Sterling Devices Co. is a believer in "personal contact" with purchasers of its attachments. In order to emphasize its good will toward purchasers it encloses the following notice in every container:

"Dear Owner: When I am not required to perform for you, wouldn't you please replace me in the container in which you received me, as naturally some very delicate parts enter into my original construction and these must not be injured by rough handling if I am to perform for your entertainment.

"If some slight injury befalls me, or my complexion becomes bad, please return me to my originators, Sterling Devices Co., 536 Lake Shore drive, Chicago, and their Dr. Woods will treat and return me to you immediately, providing I am received there in my original container. If I am taken care of properly I agree to perform for you as long as any other part of your machine is able to do so. Yours faithfully,

EDISON STERLING.

"P. S.: My brother Victor and sister Columbia are equally good performers in their respective places."

BROWN TO HELP SALVATION ARMY

Bayonne Music Merchant Elected Treasurer of Advisory Board of That Body

E. G. Brown, the live music dealer of Bayonne, N. J., who has been the treasurer of the local Salvation Army Home Service Fund for the past two years, has been elected treasurer of the Salvation Army Advisory Board, which will, in the future, have full charge of all Salvation Army activities in Bayonne. Mr. Brown, with most of the other officers elected, will represent the Bayonne Lodge of Elks, who have been indefatigable in the past in raising funds for the Army and who have undertaken to further support its good work.

Mr. Brown, who is secretary of The Talking Machine Men, Inc., the organization of talking machine dealers of New York, New Jersey and Connecticut, is also being boomed as a candidate for the presidency of the New Jersey Elks' Association.

THE Talking Machine Dealer insists upon strong, effective, dignified window displays that sell phonographs and records.

That is why "Einson" created window displays get into and stay in store windows.

Makers of Talking Machines, Records and Accessories should consult with

**EINSON LITHO
INCORPORATED**

Factory & Plant: 327 E. 29th St.

Offices & Studios: 71 W. 23rd St., New York

“Siam Soo,” the great Oriental song fox-trot played by The (always) Happy Six, with a song interpolation, is sure to be a seller. Have you ordered a big supply? A-3379.

**Columbia Graphophone Co.
NEW YORK**



COURT OF APPEALS DECIDES BROWNING-JOHNSON CASE

Browning Application Granted by Court of Appeals of District of Columbia—Litigation a Long Time Under Way—Interesting Comments Made by Counsel for Both Sides

WASHINGTON, D. C., April 6.—A decision of unusual interest to the talking machine trade was handed down April 4 by the Court of Appeals of the District of Columbia in an interference proceeding involving the application of John B. Browning, serial number 411,454, filed January 18, 1908, which is controlled by the Brunswick-Balke-Collender Co., and U. S. Patent 946,442, issued January 11, 1910, to Eldridge R. Johnson, on application filed January 12, 1906, and assigned to the Victor Talking Machine Co. The decision follows:

IN THE COURT OF APPEALS OF THE DISTRICT OF COLUMBIA.
JOHN BAILEY BROWNING, Appellant,

vs.
ELDRIDGE R. JOHNSON, Appellee.
Patent Appeal No. 1407.

The invention in interference relates to a talking machine with the mechanical parts enclosed in a cabinet. Prior to the invention in issue, the amplifying horn was situated on top of the reproducing mechanism and exposed to view. The present invention was designed to enclose the amplifier in the cabinet in such manner that it would give forth sufficient volume of sound. It also contemplates a plurality of doors to regulate the sound issuing from the amplifier. The issue is in a single count, as follows:

“The combination with sound reproducing means, of a co-operating amplifier, a cabinet enclosing the major portion of said amplifier and provided with an opening, of substantially the same size as the delivery end of said amplifier, and means to vary the quality of the reproduction at will on either side of said cabinet.”

The party Johnson filed his application January 12, 1906, on which a patent was issued January 11, 1910. The party Browning filed his application January 18, 1908.

Browning copied the claims in issue from the Johnson patent in June, 1915, at the suggestion of the Patent Office, for the purpose of interference.

It appears that Browning, in 1897, prepared a rough drawing on the back of a dance card, disclosing the invention in issue. This was signed by Browning and certified

to by two competent witnesses. This alone, we think, established conception and disclosure. This was followed, however, by other drawings and the construction of certain rough models which clearly disclosed the invention. As Johnson's alleged conception is 1903, and the earliest date to which his proof will entitle him is May, 1905, it must be held that Browning was the first to conceive and disclose the invention in issue.

It will be observed that we are here dealing with long periods of time. The action of neither party is indicative of great diligence. Browning conceived in 1897, reduced to practice by the construction of commercial machines at Kansas City, Missouri, where he was then located, in the latter part of 1907, filed in 1908, and presented the present claim in response to the suggestion of the Patent Office in 1915. Johnson conceived in May, 1905, filed in January, 1906, put machines on the market, through his assignee, the Victor Talking Machine Co., in August, 1906, presented his claim corresponding to the present issue in December, 1909, and was awarded a patent January 11, 1910.

But these dates are of little importance, since the case turns upon the single question of originality. Was Johnson an original inventor, or did he derive the invention from Browning? Browning entered the employ of the Victor Talking Machine Co., of which Johnson was the president, in 1901. His position was that of inspector of motors, indicating to some extent, at least, skilled knowledge of the business.

In the Summer of 1900, Browning, in company with his wife, took what is known as “Sketch Exhibit No. 7,” which is a complete disclosure of the invention, to Horace Pettit, of Philadelphia, to ascertain the cost of procuring a patent. Pettit was at that time attorney for Johnson, and after the organization of the Victor Talking Machine Co., in 1901, he became its attorney, and continued such until the date of his death, in 1914. The price named by Pettit for procuring a patent seemed high to the Brownings, and they expressed a desire to take time to consider it. Pettit suggested that the sketches be left with him and he would submit them to a client of his, a Mr. Johnson, of Camden, who was engaged in the business of manufacturing talking machines. Browning then attempted to induce a friend by the name of Stafford to take an interest in the invention and furnish the money necessary to secure a patent. To this end, Browning and Stafford visited Pettit's office to consult him with reference to the procuring of a patent. Pettit informed them that he had laid the matter before Johnson but had failed to interest him in the invention; that a patent could be procured, but that they would not be able to market the machines, because of certain other existing patents. Following this interview, Stafford, who had taken further time to consider the matter, wrote Browning the following letter:

“2073 E. Elkhart St., Philadelphia, Pa. Oct. 20, 1900.

“Friend John:—Your letter received. I think the price H. Pettit asks for securing us the patent on the two drawings he returned to you is too much. I don't understand his remarks about getting a patent and not be allowed to sell the talking machine on account of some other patent.

“This probably explains why he was unable to interest his client, E. Johnson, that he mentioned.

“I will be over to see the machine next week and discuss the matter more fully. Sincerely yours, Rob.”

These facts are positively testified to by Browning and his two corroborating witnesses. They are also strongly supported by corroborating circumstances. Browning also testifies to three disclosures, at least, of the invention to Johnson and to other officers of the Victor Talking Machine Co. between 1901 and 1905. Johnson, on the excuse of sickness, failed to testify. Pettit was dead when the testimony was taken, and while others named by Browning in connection with the disclosures testified, no positive denial was interposed by any one of them in reference to the disclosure of the invention to Johnson and his associates. Unless we are to discredit by the wholesale competent wit-

nesses who stand unimpeached, this record overwhelmingly discloses that Johnson derived the invention from Browning. Hence, neither he nor his associates are entitled to benefit from the monopoly conferred by the patent.

This disposes of the case, since neither Johnson nor his assignee is in position to charge Browning with lack of diligence, laches, or estoppel by public use, as has been attempted. The decision is reversed.

JOSIAH A. VAN ORSDEL,
Associate Justice.

Endorsed. No. 1407 Patent Appeal. John Bailey Browning, Appellant, vs. Eldridge R. Johnson. Opinion of the court per Mr. Justice Van Orsdel. Court of Appeals. District of Columbia. Filed April 4, 1921. Henry W. Hodges, Clerk.

Statement by Counsel for Browning

Referring to this decision, George W. Case, Jr., counsel for Browning and the Brunswick-Balke-Collender Co., issued the following statement:

“While the issue involved in this interference is claim 19 of the Johnson patent, which describes the doors at the mouth of the amplifier of the modern inclosed type of talking machine, and the decision just handed down awards priority of invention to Browning on these doors, the scope of the decision is much broader. The court records show that arguments were presented by the appellee stating that if the Browning sketches were genuine they showed not only the doors, but also other important constructional features of the modern talking machine. The Court of Appeals decided that Browning's sketches are genuine and we are taking steps immediately to have interferences declared between the Browning application and the patents controlling these other important features.

“We will also take necessary steps immediately toward the issuance of a patent to Browning founded on the application that he filed January 18, 1908, based on the decision of the Court of Appeals. This opinion decrees that Mr. Browning is not guilty of laches, and we are therefore expectant that this patent will be granted to Mr. Browning at a very early date. Our future activities will be of great interest to the trade, as we believe that Mr. Browning's application, coupled with this recent decision,

(Continued on page 168)

MAGNEDO

**EACH NEEDLE
PLAYS 10 RECORDS**



**THE ORIGINAL AND FASTEST
SELLING MULTI-PLAYING NEEDLE**

SUPERTONE NEEDLE WORKS
18 West 20th Street,
New York

CROSLEY PORTABLE

Neat, attractive, light, portable phonograph with excellent tone qualities. Mahogany and nickel finish. Universal tone arm. Box for records.



**List Price—
\$35.00**

Liberal Discounts

Crosley Manufacturing Company

DEPT. 1650

Cincinnati

Ohio

DECIDES BROWNING-JOHNSON CASE
(Continued from page 167)

constitutes one of the most important developments of recent years in the talking machine industry.

"The interference in the Browning-Johnson patent suit was declared by the Patent Office in 1915. Testimony began to be taken in November, 1917, and was completed in April, 1918. The first argument was made before the Examiner of Interferences in the Patent Office in September, 1918, and three months later the examiner filed his decision, awarding the invention to Browning, but recommending that no patent be granted to Browning because of his laches.

"Johnson appealed from this decision in January, 1919, to the Board of Examiners-in-Chief, the second highest tribunal of the Patent Office, and the appeal was argued in April, 1919. Johnson won this appeal, and Browning immediately appealed to the Commissioner of Patents, who, in July, 1920, sustained the findings of the Board of Examiners.

"We then appealed to the Court of Appeals of the District of Columbia, the court of last resort. This appeal was argued on March 17 and decided on April 4 in Browning's favor."

Statement by Counsel for Victor Co.

In a statement issued by its legal department the Victor Talking Machine Co. said:

"The decision of the Court of Appeals of the District of Columbia on April 4, in the interference in the United States Patent Office between the application for patent of John Bailey Browning and Patent No. 946,442, issued January 11, 1910, to the Victor Co. as assignee of Eldridge R. Johnson, involves as its issue a single claim. The decision does not invalidate the Johnson patent, and the Victor Co. will continue to assert its rights under this patent and will enforce the patent against infringers.

"The testimony in this proceeding was taken some years ago when certain important witnesses

in behalf of the Victor Co. were incapacitated or otherwise unavailable, and in any new case involving this patent the Victor Co. expects to present testimony completely denying and disproving any alleged disclosures of the invention from Browning to the Victor Co. or Mr. Johnson prior to the filing of the Johnson application in the Patent Office in January, 1906. Through unfortunate circumstances the Victor Co. could not have the benefit of such testimony in the present proceeding.

"This decision does not determine the right of Browning to obtain a patent, as that matter was not considered or passed upon by the Court of Appeals and remains in the jurisdiction of the Patent Office. All the three tribunals of the Patent Office, before whom the present proceeding came, held that Browning was not entitled to a patent. Of these three tribunals the last two hearing the case, viz.: the Board of Examiners-in-Chief and the Assistant Commissioner of Patents, rendered decisions in favor of Johnson on the matter in interference."

Kenyon & Kenyon represented Johnson and Melville Church and George W. Case, Jr., represented Browning and the Brunswick-Balke-Collender Co.

THE NEW RECORDS MAGAZINE

Attractive and Useful New Piece of Publicity for Talking Machine Dealers

The New Records Magazine is the title of an interesting and attractive little publication designed to be issued monthly for the service of Victor talking machine dealers, and to provide an individual bit of literature in addition to the usual supplements from the manufacturer. The first half of the new magazine, which is of a size to fit in the regular number six envelope, is devoted to interesting short stories about noted record artists, composers, etc., short stories of general import, and other matter of a musical sort. It is published by the Reincke-Ellis Co.,

Equip Your Phonographs

with Triangle tone arms and sound boxes

and raise the standard of your product.

The Triangle is a perfect sound reproducing combination. Harsh and metallic sounds so common to the average tone arm and sound box are entirely eliminated. Only a trial can prove to you the sterling quality of this tone arm and sound box. It is a marvel of beauty with a surprising and wonderful tone, clear as a bell. Every detail of the record is brought out in a marvelous manner.

Manufactured in two lengths, 8 1/4" and 9", in both nickel and gold finish.

We make everything for the phonograph manufacturer except the cabinet—motors, tone arms and cabinet hardware, samples upon request.

Triangle Phono Parts Company

722 Atlantic Ave., Brooklyn, N. Y.

Inc. The last half of the sixteen-page magazine is given over to the monthly record list, each record being followed by pertinent descriptive matter. The last page, which forms the outside back cover, bears a selected list of records as compiled by the wholesaler himself, records he is desirous of moving. The little magazine is attractively designed and printed and includes a number of special illustrations. The first regular issue for the use of the dealers will appear in June.

At the funeral services at the grave of John Burroughs, the naturalist, a talking machine was used to supply the music.

85c NEW CARDINAL RECORDS 85c
NOW READY FOR DELIVERY

10—NEW CARDINAL RECORDS—10

ALL HITS

The Phonograph With The Tongue

The Record That Talks

- 2028 { COOK IN THE KITCHEN—Medley of Irish Reels By Tom Ennis
- 2028 { LITTLE JUDY—Medley of Irish Reels By Tom Ennis
- 2029 { TRIM THE VELVET—Reels By Tom Ennis
- 2029 { HUMORS OF BANDON—Irish Long Dance By Tom Ennis
- 2030 { WRAP THE GREEN FLAG 'ROUND ME BOYS—Irish Song Patriotic Sung by Hugh Donovan
- 2030 { SINN FEIN AWAHN—Irish Song Patriotic Sung by Dennis O'Hara
- 2031 { NOW I LAY ME DOWN TO SLEEP New Stellar Quartet
- 2031 { DOWN AROUND THE 'SIP 'SIP 'SIPPY SHORE New Stellar Quartet
- 2032 { ALL FOR YOU Harry Raderman's Jazz Orchestra
- 2032 { MAKE BELIEVE Harry Raderman's Jazz Orchestra
- 2033 { WANG WANG BLUES Played by Cardinal Jazz Band
- 2033 { WEARY BLUES Direction Chas. Kritzler
- 2033 { WEARY BLUES Played by Cardinal Jazz Band
- 2034 { MOLLY Played by Ray Miller, Melody King, and his Black & White Melody Boys
- 2034 { TWO SWEET LIPS Played by Ray Miller, Melody King, and his Black & White Melody Boys
- 2035 { HUMMING Played by Ray Miller, Melody King, and his Black & White Melody Boys
- 2035 { WITHOUT YOU Played by Ray Miller, Melody King, and his Black & White Melody Boys
- 2036 { AT THE NEW JUMP STEADY BALL Sung by Ethel Waters, accompanied by Albury's Blue and Jazz Seven
- 2036 { THE NEW YORK GLIDE Sung by Ethel Waters, accompanied by Albury's Blue and Jazz Seven
- 2037 { HELD FAST IN A BABY'S HANDS Sung by Chas. Harrison
- 2037 { DRIFTING APART Sung by Chas. Harrison

Jobbers and Dealers—Write for Information

CARDINAL PHONOGRAPH CO.

106 EAST 19th ST., NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — PT. PLEASANT, N. J.

How to Open a Small Goods Department

More and more phonograph dealers are appreciating the advantages of carrying a line of musical merchandise.

There are others planning to add this department, but are not sure just how to go about it.

*To these dealers we
address this announcement:*

The first consideration is: Who will the supply house be? In offering our services we would call attention to our 38 years of experience in musical merchandise, our co-operative service to the dealer and the wide range and sterling quality of Gretsch instruments.

The second question of what is needed to start a department is answered in our special assortments from \$500 up.

We have made a study of the installation of musical merchandise departments. Our experience is at your command.

Send for our new confidential price list, just off the press.

THE FRED. GRETSCH MFG. CO.

MUSICAL INSTRUMENT MAKERS

Since 1883

54-82 BROADWAY

BROOKLYN, N. Y.

Dealers Attention!—

Our Special Offer Introducing the *Masterphone*



The MASTERPHONE, a scientific instrument, easily attached in a few seconds, which will help you discover the soul of your Phonograph

Live dealers seeking a fast selling, moderately priced article of superior merit to add to their line of accessories will find in the MASTERPHONE an article that recommends itself to all discriminating lovers of music and owners of phonographs.

THE MASTERPHONE

“*The Soul of the Phonograph*”

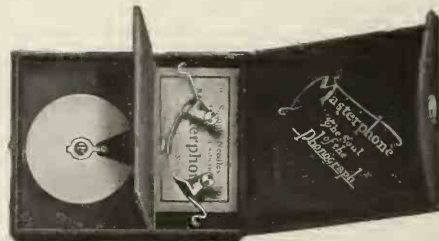
is an attachment for the improved reproduction of tone, reproducing with absolute fidelity to the original the tones and expressions of all instruments and the human voice with complete absence of the grinding and scraping that detracts so much from the charm of a phonograph.

The MASTERPHONE method of tone reproduction embodies absolutely new principles for improving the quality of rendition, bringing out with all virility and naturalness the tones originally recorded and at the same time saving the wear and tear on the records.

Instantly attachable to the sound-box of any make of phonograph, and as easily removable, as the mood dictates, the MASTERPHONE makes immediate appeal to every owner of a phonograph.

In performance and appearance, the MASTERPHONE is an article of high selling quality, selling easily and without resistance. Gold-plated throughout, it is packed in a handsome velvet-lined fabrikoid case, and effective counter displays and literature, furnished all dealers, aid greatly in moving this wonderful little instrument from the dealers' shelves.

Moreover, every MASTERPHONE is backed by the unqualified guarantee of the makers as to satisfaction in performance, workmanship and materials, or money refunded.



Every MASTERPHONE is packed in an attractive fabrikoid case plush lined—resembling in compactness and beauty a high grade jewel case; a fitting receptacle for such a high quality product.

Write for our special introductory offer to dealers, without obligation, and prove for yourself in your own store the great selling merit of the MASTERPHONE.

The Masterphone Corporation of America

Manufacturers and Patentees

29 West 34th Street, New York

PLAZA

BUY YOUR ACCESSORIES
"All From One Source"

ALL FROM ONE SOURCE


REPAIR PARTS
NEEDLES
CLEANERS
ENVELOPES
SAPPHIRES
ALBUMS
RECORDS

PLAZA MUSIC CO. TRADE MARK

24-hour service on all orders

Special Until MAY 15th

RECORD DELIVERY ENVELOPES



YOUR ADVERTISEMENT
WILL BE PRINTED
IN THIS SPACE

Made of No. 1 Kraft Paper with Buttons and String

10" \$8.50 per M.
12" 10.25 per M.

Headquarters for

BRILLIANTONE STEEL NEEDLES
MAGNETO MULTI-PLAYING NEEDLES
SUPERTONE STEEL NEEDLES
SHEET MUSIC
ARTO RECORDS
MUSIC ROLLS
RECORD CLEANERS
RECORD ALBUMS
BUBBLE BOOKS
FIBRE NEEDLES
FIBRE NEEDLE CUTTERS
RECORD FLASHERS
REPEATER STOPS
TONOFONE NEEDLES
REFLEXO NEEDLES
MOTROLAS
DANCING RASTUS
MAIN SPRINGS
SUPPLEMENT MAILING ENVELOPES
SAPPHIRE BALL NEEDLES
SAPPHIRE POINT NEEDLES
DIAMOND POINT NEEDLES
UNIVERSAL DISPLAY RACKS
SHEET MUSIC RACKS
SPRING LUBRICANT
MICA DIAPHRAGMS
PHONO MOVIES
STOCK ENVELOPES
NULIFE MUSIC ROLL ATTACHMENT

Watch for Next Month's Special

PLAZA MUSIC CO.
18 WEST 20TH STREET
NEW YORK

THE FAVORITE RECORD POSTERS

Elaborate New Sales Help Offered to Dealers by Victor Talking Machine Co.

On more than one occasion talking machine dealers have found that the admirer of a certain artist has been particularly anxious to learn just what record was that artist's particular favorite in order that it might find a place in the library of the admirer. Sometimes this information has been forthcoming from the dealer, but more often he is not in a position to answer the question because the artists have not provided the answer.

It was for this purpose of advising music lovers just what records the artists considered their best recordings that the Victor Co. recently issued the elaborate series of "Favorite Record Posters" for the use of dealers, the first two of the posters being sent out with the March tube service. The posters, printed on heavy, smooth-coated paper and ideal for framing, are about sixteen inches wide and ten inches high. Each poster bears the portrait of the artist in full colors, and a personal note by the artist, followed by a list of five or six favorite records and a facsimile signature.

The new posters have made a decided impression upon dealers who realize the great value of such material in increasing the sales of records made by the various artists of note. They add a most desirable personal touch that helps sales.

NEW KIMBALL REPRESENTATIVE

The W. W. Kimball Co., Chicago, Ill., has announced the appointment of Geo. M. W. Kobbe, formerly vice-president of the Crescent Talking Machine Co., as its Eastern representative in charge of sales of Kimball talking machines, pianos and player-pianos in the Eastern territory. Mr. Kobbe will establish sales offices and showrooms in the course of the next week or so, and full details regarding his plans will be announced later.

ENTERS TALKING MACHINE FIELD

The Vogelsanger Hardware Co., of Cape Girardeau, Mo., has entered the talking machine field and has secured the agency for the Sonora line. A third of the company's floor space has been set aside for the talking machine department. The Vogelsanger Hardware Co. stands high in its territory, having been established in business for over twenty-six years.

RECORD OF BIRD IMITATIONS

The educational department of the Columbia Graphophone Co. has just announced a record of bird imitations made by Edward Avis that is attracting considerable attention. Mr. Avis is recognized as one of the leading bird imitators in the country and he has given many recitals and lectures of bird imitations. His record issued a year ago by the Columbia Co. met with an enthusiastic reception everywhere, and his new record is considered one of the best bird-imitation recordings ever produced. Among the birds imitated by Mr. Avis on his new record are the blue bird, hermit thrush, Southern mocking bird, red-winged blackbird, screech owl and others.

The J. N. Johnson Co. has made arrangements to handle the Victor line of Victrolas and records exclusively in Mt. Vernon, Ill. Miss Grace Maxey has been placed in charge.

RESURRECTIONE NO. 5

—lateral and longitudinal adjustment



Reproducer and Attachment

FREE OF BLAST
CLEAR AND SMOOTH SOUND

Order now. Money refunded if not satisfactory.
"Tuned Up Like a Piano" Write for Quantity Prices

HOFFA PHONOGRAPH CO. 59 Fourth Ave., New York City

**IMPORTANT
DISTRIBUTING
TERRITORY
OPEN**

Demand has increased over
800%

Since January 1st for
**MELODISC
RECORDS**

35c each—3 for \$1.00

This phenomenal increase is not due alone to the fact that Melodiscs are the only 7" double disc records on the market, and therefore without competition.

It is because Melodisc quality is identical with that of similar products of the largest record manufacturers.

New releases every month of the very latest dance and song hits, by well-known artists, bands and orchestras.

Write for samples and discounts

**Emerson Phonograph
Company, Inc.**

Melodisc Department
206 Fifth Avenue, New York

(Makers of the famous Emerson Standard 10" Gold Seal Records)

WILL HOLD INFORMAL OPENING

New Wurlitzer Victrola Department Will Be Informally Opened Next Week—Paul Whiteman and Palais Royal Orchestra Will Appear

The Victrola department in the new Wurlitzer Building, 120 West Forty-second street, which has been open for the past three weeks, is planning to hold an informal reception and opening on April 23. The company will announce this reception and opening with full-page advertisements in the local newspapers, and also by means of attractive bulletins and special invitations. It is planned to have many attractions for this reception, the headliner being Paul Whiteman and his Palais Royal Orchestra, exclusive Victor artists, who will play all afternoon.

Max Kortlander, composer of "Tell Me" and "Any Time, Any Day, Any Where"; Vic Arden, popular pianist, with the All Star Trio; Phil Ohman, writer of "Dixie Kisses," and J. Russell Robinson, writer of "Margie," will all appear during the day, singing and playing their own compositions for the entertainment of visitors to the store.

R. A. Brennan, manager of the Victrola department, states that while this will be the first public announcement of the opening of the Wurlitzer Victrola department, it will be entirely informal, and that he is planning to hold similar entertainments and receptions at frequent intervals during the year.

The store will be specially decorated for this event, both windows carrying a display featuring the artists that will be present. Many advertising innovations will be introduced, and every effort is being made to bring this beautiful and modern retail Victrola store to the attention of the most discriminating talking machine clientele in New York City.

GOT IN TOUCH WITH THE TEACHERS

Russell N. Smith, who conducts a talking machine store in Carthage, Ill., carried on a very successful campaign in bringing the Victrola to the attention of the teachers of Hancock County at their recent meeting. He saw to it that every teacher got a letter full of facts showing how the Victrola aids in the development of music appreciation in the school.

Bert Ranger, formerly with F. E. Bolway, Inc., and W. V. Goff, of Syracuse, N. Y., has opened a talking machine repair business of his own at 153 James street, that city.

MOVE EXECUTIVE OFFICES

Stewart Phonograph Corp. Moves From Buffalo to New York—A. C. Moreland in Charge of Executive Offices as Director of Sales

The Stewart Phonograph Corp., manufacturer of the Stewart phonograph, has recently moved its offices from Buffalo, N. Y., to New York City. This company is now located, with very attractive offices, at 461 Eighth avenue, on the eighth floor of the Printing Crafts Building. A feature of these new offices is a large demonstrating room where the company is exhibiting its portable models and also its new cabinet phonographs, a recent addition to the popular portable line.

A. C. Moreland will have charge of the executive offices in the capacity of director of sales for the Stewart line in the United States. Carl Reimers, general sales manager, is located with headquarters at Toronto, Can., and will spend part of his time in the New York office, co-operating with Mr. Moreland. The company is now making plans for an intensive advertising campaign for the Stewart phonograph, with the expectation of doing a very fine Summer business.

PLANS IMPORTANT SALES CAMPAIGN

Bubble Book Sales Corp. Will Hold "Parties" in Leading Trade Centers—Dealers Co-operate With Company in Developing Its Sales

The Bubble Book Sales Corp., New York, has inaugurated an intensive Spring and Summer campaign in co-operation with dealers handling Bubble Books. This campaign will be nationwide and is primarily designed to create a desire for Bubble Books in the homes. One novel way of bringing Bubble Books to the attention of prospective buyers is by means of Bubble Book parties given at local Y. M. C. A.'s, churches and town halls under the direction of the local dealer. These parties attract the heads of the families, who bring the children, and while it is of "special interest to the "kiddies," mothers become interested as well, with the result that sales in Bubble Books show a decided increase.

The Bubble Book Sales Corp. in putting on these Bubble Book parties has designed and created attractive stage settings, each one representing a scene from fairyland, with the characters portrayed by children who pantomime the scenes while the records are being played.



MAGNEVO
EACH NEEDLE
PLAYS 10 RECORDS

THE ORIGINAL AND FASTEST
SELLING MULTI-PLAYING NEEDLE
SUPERTONE NEEDLE WORKS
18 West 20th Street,
New York

General Manager Foster, who recently returned from a trip to New England, states that one of the most successful of these parties was held by the Jordan Marsh Co., of Boston, Mass. Special invitations were sent out and extensive local advertising was used. Similar parties will be held in Memphis, Houston, Topeka and Denver, with a series of parties in metropolitan New York, Chicago, Philadelphia and many other large cities.

THE EDUCATION OF THE DEALER

Interesting Article by Roland Cole in Printers' Ink Tells How the Victor Co. Educates the Dealer to Sell Red Seal Records

The leading article in Printers' Ink of March 31 was an extended description of "How Victor Educates the Dealer to Sell Red Seal Records," by Roland Cole, and the matter throughout the article is of a nature that makes it deserving of special study by every talking machine dealer who is desirous of acquiring new ideas for the building up of his business.

In the introduction to his article Mr. Cole called attention to the two methods of selling, that of giving the customer what he asks for, rather than chance killing the business by salesmanship, and the other endeavoring to lead the customer's mind into new channels, with the resultant making of new sales. He tells of one dealer who received 350 records of a popular song sensation, advertised it heavily and cleaned out his stock of that particular record in one day. He hadn't tried to sell anything else because it might interfere with the sale of the "hit." At the same time another Victor dealer down the street had only fifty records of that particular success, but by trying out his selling ability on each customer moved many other records of the regular stock, with the result that his gross sales for the day exceeded in value those of his competitor. In other words, he used the "hit" as bait to bring customers into the store and realized on the opportunity.

There are many interesting stories of salesmanship in the article, all of which point a moral.

Telling of what the Victor Co. is doing and has been doing towards the education of the sales person as a step toward the education of the public to the value of good music, Mr. Cole gave a lengthy description of the Victor salesmanship classes that have been held at Camden for some time past, dwelling upon the manner in which the class is organized, the sort of instruction given, and the practical way in which the student is taught to not only appreciate the value of better records himself, but to arouse a similar appreciation on the part of the customer.

The cross index system adopted by the Victor Co., which enables the salesman to learn from the descriptive text on the record envelopes what other records are in the same class and calculated to make a similar appeal, comes in for special favorable comment, as do other successful Victor sales methods.

RODEHEAVER'S

SACRED SONGS

Every cloud will wear a rainbow if your heart keeps right

RAINBOW RECORDS

Now Ready for Distribution

Wide awake dealers are looking for Sacred Records to add to their regular line. *Rainbow Records* are leaders in the field of Sacred Records. Twenty-four numbers now ready for release. *Rainbow Records* will prove profitable to any dealer, because *Rainbow Sacred Records* have no special season, but sell twelve months in the year. Write—Wire or Telephone Today for our complete list of records and terms to dealers and distributors proposition.

RODEHEAVER RECORD COMPANY

PHILADELPHIA
814 Walnut St.

NEW YORK
219 E. 39th St.

CHICAGO
440 S. Dearborn St.



Model B—The quaint Queen Anne. One of the most desirable designs. In keeping with the furnishings of many music rooms in modern American homes.

Made in Mahogany and American Walnut.



KNOWN FOR STYLE AND TONE

BABY GRAND DESIGN PHONOGRAPH

The most distinctive type of phonograph on the market. Provides the dealer with unlimited sales possibilities. A welcome addition to any high class lines.

New and Exclusive in Design
our Ellis Reproducer and large amplifying Chamber is the secret of its wonderful vocal and instrumental tone.

The only Fibre Reproducer on the market.

Its Musical Qualities are Incomparable
PROTECT YOUR TRADE and stimulate your phonograph business by having THE BABY GRAND DESIGN LINE on your floor.



Our Reproducer

Patented U. S. A.

(Guaranteed for Twenty Years)

1. Its light weight will always keep your records new.
2. Plays all makes of records without any extra attachments.
3. Diaphragm is insulated from all metal parts, assuring natural tone without the metallic phonograph tones.
4. By off setting the bridge connection to the diaphragm provides a short and long area over which the high and low notes respectively must travel for best results.
5. Oval bar provides ample protection for bridge connection.



Model C—The Hexagon design fits in with almost any character of home furnishing. Its solid and artistic appearance is in keeping with the best of periods.

Made in Mahogany and American Walnut.



Model D—The ever-popular Louis XVI, an especially favored design which finds its place in the drawing rooms of prosperous Americans all over the land.

Made in Mahogany and American Walnut.



Model E—For the Chippendale room. Delicate carvings, perfect design and the last word in arts and crafts workmanship. Study the perfection of this design.

Made in Mahogany and American Walnut.



Model A
PATENTED
Price \$225.00

Model A—Baby Grand in Adam period design. The marvelous simplicity and beauty of the period faultlessly carried out. Much favored by the critical buyer.

Made in Mahogany and American Walnut.

The Fern-O-Grand Company

"Makers of the Baby Grand Design Phonograph"

212-220 West Canal Street
Cincinnati : : Ohio

FULLY PROTECTED BY PATENTS, DEALERS' DISCOUNTS PROMPTLY FOLLOW UPON YOUR REQUEST

The Dimensions of the Amplifying Chamber are 24 ins. in width and 10 ins. in height. Think of that. The Cabinet is 36 ins. high, 27 ins. wide and 34 ins. in depth—Shipped K. D., which assures lowest freight rates.

Distributors for New York and surrounding territory: Kroll-Horowitz Furniture Co., Inc., 258 Canal St., New York.

Distributors for Denver and West: Cassell Bros. Music Co., Denver, Colo.

Distributors or Agencies write for prices and territory.

SPECIAL TALKING MACHINE SESSION

National Association of Music Merchants Sets Aside Morning of May 11 for Special Meeting Devoted to Talking Machine Interests

The National Association of Music Merchants, which has invited talking machine dealers throughout the country to meet with it in national convention in Chicago during the week of May 9 for the purpose of forming a national association of talking machine retailers, has just announced that a special session of the convention on the morning of May 11 will be devoted entirely to a program of talking machine topics. President E. Paul Hamilton, of the Association of Music Merchants, will speak on "What the National Association Offers," and there will be other speakers on business topics of particular interest to the talking machine men.

Secretary C. L. Dennis, of the National Association of Music Merchants, has sent a letter to the various local associations of talking machine retailers, inviting the members to attend the Chicago meetings, or at least to send delegates.

OPENS EDUCATIONAL DEPARTMENT

COLUMBUS, O., April 3.—One of the most interesting features of the recently augmented Perry B. Whitsit wholesale organization was the opening of an educational department, under the direction of Esther Reynolds Beaver, a musician of some note, who has succeeded in establishing courses in opera appreciation, taught with the Victrola, in public schools throughout the State.

DEALERS TO MEET IN ALBANY, N. Y.

ALBANY, N. Y., April 9.—A meeting of the Edison dealers in the Albany zone, which is expected to bring together over 100 retailers, will be held at the Hotel Ten Eyck here on next

Wednesday, April 13. The plans call for a morning and afternoon session with a special luncheon in between, and in the evening a formal dinner. The dealers will be the guests of the American Phonograph Co., local Edison Jobber, and Nathan D. Griffin is personally looking after the arrangements.

ALL READY FOR SECOND MUSIC WEEK

Celebration Beginning on April 17 Expected to Surpass All Previous Efforts

Preparations have been completed for New York's Second Annual Music Week to begin on Sunday, April 17, and run until Sunday, April 24, inclusive, and from the information available the celebration will outshine in every particular the most successful Music Week held here last year. Churches, schools, clubs and musical organizations in general, together with the Metropolitan Opera Co. and prominent individuals, have arranged to co-operate in the carrying out of the program, under the direction of the Music Week Committee of which Otto H. Kahn, the noted banker and music patron, is honorary chairman, Berthold Neuer, chairman, and C. M. Tremaine, Director of the National Bureau for the Advancement of Music, secretary.

One of the interesting developments this year is that a material part of the expense of the celebration will be borne by public-spirited citizens outside of the music trade and profession, and it is the hope of those back of the movement that it will eventually become an annual event of a self-supporting nature.

It will be a week of music in every particular, with special opera performances, professional and amateur concerts, musical services in the leading churches, sermons and addresses on music in churches and schools, special programs in motion picture houses, and other features calculated to bring home to every New Yorker the beauty

MAGNEDON
EACH NEEDLE
PLAYS 10 RECORDS



**THE ORIGINAL AND FASTEST
SELLING MULTI-PLAYING NEEDLE**

SUPERTONE NEEDLE WORKS
18 West 20th Street,
New York

and value of music in its fullest sense. The talking machine trade is, of course, co-operating in a full measure, and a number of prominent talking machine artists will appear in the various musical events.

J. MILNOR DOREY HONORED

A signal honor was bestowed recently upon J. Milnor Dorey, educational representative of the Columbia Graphophone Co., when he was given a place on the program of the Pennsylvania State School Directors' Association, which held its annual meeting at Harrisburg. On a crowded program devoted to administrative problems a place was made for Mr. Dorey to discuss the importance of music in the public schools and his address was highly applauded.

The Brooks Automatic Repeating Phonograph
is justly termed The Wonder Instrument. It has all the good



Model 145

DEALERS
There are some communities where the BROOKS is not represented effectively as yet. Write us at once regarding your territory. We are planning a sales campaign of wide scope this year and large distributors and dealers will find the acquisition of the BROOKS line a big factor for business volume during 1921.

THE REPEATING DEVICE
The Brooks Automatic Repeating and Stop Device is an exclusive Brooks feature. It gives this phonograph a broader scope than any other make and requires no attention beyond setting the needle and turning a little knob. It is to the phonograph what the self starter was to the automobile.



Model 165

qualities of other high grade makes, but is completely put in a class by itself by virtue of the inbuilt Repeating Device, which enables the operator to play any make of record, any desired number of times.

Shown are three Brooks models of different sizes, all beautifully carved and finished. Each style is identically equipped with the repeating and stop device.



Model 250

Brooks
The Wonder Instruments

**Automatic Repeating
Phonographs**

BROOKS MANUFACTURING COMPANY, SAGINAW, MICH.

Protect Your Phonograph Instalment Accounts

OVERWINDING or fear of winding too much is the direct cause of most complaints. OVERWINDING causes escutcheon to shift, thereby ruining the side of cabinet, breaking handle, shearing off screws and pins, forcing graphite out of cups, in consequence of which thumping occurs, pulling out rivets that hold spring in place, springs breaking in various forms, thereby forcing turn table backward, pressing needle into record, thus damaging the reproducer.

WHY NOT eliminate above complaints, saving time and money on free repair work and make a profit through the sale of the PHONOGRAPH MOTOR AND SPRING SAFETY DEVICE? This device, automatically preventing overwinding, can be attached by anyone in a few minutes, without altering any part of the phonograph. It is screwed on winding shaft, inside of cabinet. Once placed, it needs no further attention. It is constantly lubricated with graphite, tested to 10,000 windings, and proves all claims; is equipped with a sound indicator when the proper tension is reached, at which the handle automatically ceases winding, notwithstanding continuous turning of handle.

Retail price, \$3.75 each. Samples and terms mailed to dealers on receipt of price, \$2.25.

Phonograph Specialties Mfg. Co.
67 Fleet St. Jersey City, N. J.

EXTRA LOUD TUNGS-TONE STYLUS

Victor Co. Announces Introduction of New Tungs-Tone Reproducing Point

The Victor Talking Machine Co. has just announced to the trade the new Extra Loud Tungs-Tone Stylus, which has been developed and placed on the market to meet the demand for such a stylus for use with dance records and on other occasions when unusual volume is desired. The introduction of the extra loud stylus, in addition to the Tungs-Tone Stylus, with which the trade has long been familiar, makes this line of distinctly Victor reproducing points complete, and the trade is urged to give due publicity to the fact.

RECEIVER FOR EJECT-O-FILE CO.

HIGH POINT, N. C., April 6.—Judge James E. Boyd, U. S. District Judge for the Western District of North Carolina, has recently appointed R. B. Terry receiver for the Eject-O-File Co., of this city, against which concern an involuntary petition in bankruptcy was recently filed by a number of creditors. Mr. Terry will serve until such time as a trustee is appointed, which will be about the latter part of May. At present it is impossible to give any estimate of the assets and liabilities.



We are introducing a reproducer which is different from anything on the market. In principle it is non-metallic, at the same time practically indestructible and not affected by moisture or temperature changes.

We guarantee it as a quality product.

All principles of construction covered by basic patents.

Samples to the trade \$7.00 each.

Requests for Tests and Demonstrations Are Solicited from Manufacturers, Jobbers and Dealers.

Steurer Reproducer Company, Inc.
158 West 21st Street New York City

HANDLING OF INSTALMENT PAPER

United Phonograph Dealers' Association Holds Interesting Meeting at Hotel McAlpin—Discusses Important Trade Subjects

The United Phonograph Dealers' Association, comprising talking machine dealers in Greater New York whose recent organization is referred to elsewhere, held a meeting last Friday at the Hotel McAlpin, which was attended by more than fifty dealers. Joseph Tylkoff, president of the Association, was in the chair, and the first speaker of the afternoon was A. Watkins, of the National Surety Co. Mr. Watkins outlined an interesting plan whereby his company could assist the dealers in handling talking machine paper through the medium of a finance company backed by the National Surety Co.'s bonds.

Joseph Mayers, of the executive board of the Association, advised the dealers that important plans were in process of consummation relative to the handling of instalment paper, and stated that Brownsdorff & Goell, certified public accountants, were working with the board in preparing these plans.

President Tylkoff informed the dealers that at a recent meeting of the executive board the principal topic of discussion was a suitable basis for the return of records. The members of the board had practically decided that a 10 per cent basis would be an adequate one and this subject was discussed at length by the dealers. Recognizing its importance, the dealers left this matter in the hands of the executive board for further action, as the return of records by any other method than the cut-out system constitutes a most important problem. President Tylkoff stated further that the executive board wished to go on record as irrevocably opposed to the cut-rate methods being utilized by "gyp" dealers in different parts of the city. He stated that a confidential committee of two members had been appointed for the purpose of definitely eliminating the "gyp" dealer, and he asked the co-oper-

ation of the dealers in driving out this menace.

The executive board advised the dealers that the Columbia Graphophone Co. had reduced the price of its records to eighty-five cents, and Mr. Mayers read an interesting letter from George E. Brighton, president of the Sonora Phonograph Co., advising the dealers that his company would esteem it a pleasure to co-operate with the dealers in every possible way.

THE PLAZA MUSIC CO. RESUMES

Company Again Becomes Active Factor in Field Following Discharge of Receiver

The Plaza Music Co., jobber of talking machine accessories, music, etc., at 18 West Twentieth street, New York, has resumed its normal activities following the recent discharge of the receiver who was handling the affairs of the company. In relation to the development of the company's business, H. Germain said:

"Our future plans are definitely settled and it is our purpose to develop our company in the jobbing field of phonograph accessories to a point where the trade will recognize us as one of the leading houses in this line.

"Our service, shipping arrangements, and other plans, as now arranged, have been prepared with an idea of giving the buyer every convenience. It is our purpose to carry every staple article that the phonograph store requires and, inasmuch as the dealer will be able to get much material from one source, we are looking forward to a constantly increasing business."

EXECUTIVE COMMITTEE AT CAMDEN

Following its meetings in St. Louis and Boston, the executive committee of the National Association of Talking Machine Jobbers went to the Victor Co. factory on April 11 and conferred with the officers and department heads. In the evening they were entertained at the theatre in Philadelphia.

PHONOGRAPH RECORD LABELS



That will meet the requirements of the manufacturer of Records. Our experience along this line assures you of the best of results, quality as well as artistic in design. We make record labels for some of the largest record manufacturers.

If we are not making any of the following Specialties for you we would be pleased to quote you as our experience enables us to give you the desired results.

KEYSTONE PRINTED-SPECIALTIES COMPANY

321-327 Pear Street
SCRANTON, PA.

Our Specialties—
Phonograph Record Labels
Gummed Stickers of large quantities
Trading Stamps, etc.

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.

SALESMEN WANTED—If you have had at least four years' retail experience in the talking machine and piano business, we can use you. The positions we have open are for the type of men who know how to present a high-class proposition in a strictly high-class manner. We do not want amateurs. You will have to travel. Drawing account against commission will be allowed you after you have proved to us that you are the man capable of presenting our proposition. This position is good for \$5,000 the first year, provided you lend us your entire time. The concern for which you will work has been in business over forty years and enjoys an unquestioned reputation throughout the music industry. Please outline to us your qualifications for fulfilling this position in first letter. Address your reply to Box "930," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Traveling man handling phonograph line who is in a position to also represent old-established line of moderately priced pianos and player-pianos. Address Box "924," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Matrix maker and plater. Fifteen years' experience. All formulas and strips. Can install plant. Address Box "925," care The Talking Machine World, 373 Fourth Ave., New York City.

MANAGER or SALESMAN at present employed, wishes to make a change. Can furnish good references. Desires position preferably in metropolitan district. Address Box "927," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED — PHONOGRAPH SERVICE MEN. Retail salesmen familiar with repairing and adjusting phonographs; accustomed to following leads. Preferably men with phonograph, sewing machine or vacuum cleaner experience. Salary, expenses and bonus. Address Box "929," care The Talking Machine World, 373 Fourth Ave., New York City.

LABORATORY FOREMAN AVAILABLE—Capable of taking charge of any recording laboratory. Thoroughly familiar with the most up-to-date method of manufacturing backed up matrix. 17 years' experience in the actual making of matrices and mothers, and also familiar with recording. Will consider a high-class proposition after April 15th. Address Box "933," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Experienced phonograph man, eight years' selling, executive experience, wholesale, retail talking machine business, desires good connection representing manufacturer of either machines or records. Chicago and Middle Western States. Address A. L. 5, Talking Machine World, 209 South State St., Chicago, Ill.

SALESMAN WANTED—Energetic salesman to cover New England territory with a complete line of phonograph accessories, sheet music, rolls and records. Must have experience and acquaintance with the trade. Address Box "936," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED MECHANIC to head experimental and testing department of phonograph motor manufacturer. Must be an expert. Address reply to P. O. Box 123, Grand Central Station, New York City.

SALESMAN WANTED—Experienced phonograph supply salesman to cover Southern States with a complete line of phonograph accessories and other musical merchandise. Excellent position for man who can produce results. Address Box "937," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDING EXPERT, by a well established company. Opportunity for betterment and to learn working of other record manufacturing departments. Give full particulars regarding experience. Replies treated confidentially. Address H. W., Box "915," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Unusual opportunity for man capable of managing phonograph, small goods and sheet music department in growing Western city of 130,000 population. Man from New England States preferred. Address "Western Opportunity," care The Talking Machine World, 373 Fourth Ave., New York City.

AVAILABLE—An experienced salesman and capable manager, with thorough knowledge of buying and selling Victrolas and records, desires connection with a substantial house as manager of Victor department. Can furnish unquestionable references. Married man. No objection to relocating. Address Box "912," care The Talking Machine World, 373 Fourth Ave., New York City.

A SIDE LINE WITH SUBSTANTIAL PROFIT. Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

PLATER and MATRIX MAKER wanted. Must be familiar with modern processes and be able to handle work from wax to finished stampers. Confidential. Reply to W. L., Box "916," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesmen for splendid side line, all over the country. Pocket sample. Ten to twenty dollars easily made daily. Demonstration requires few minutes only. Write Puritone, Room 1408, 347 Fifth avenue, New York City.

WANTED—Experienced roll man. Must understand rolling and mixing and have knowledge of stock formulas. "Box 938," care The Talking Machine World, 373 Fourth avenue, New York City.

WANTED—Working foreman for record-pressing factory. State experience, age and nationality. "Box 939," care The Talking Machine World, 373 Fourth avenue, New York City.

SITUATION WANTED—Thoroughly experienced manager of Victor talking machine department, retail, desires connection with reliable house in or near New York City. Moderate salary. Would consider outside selling proposition. Address Box "935," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Young lady desires position as saleslady in Columbia store, also familiar with Victor. Address Box "923," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—By young man, thirty-five years old, as foreman or an all around repair man. Experienced in all kinds of talking machines as I have had full charge of motor and assembling department and in sound boxes and tone arms. Address Box "415," care The Talking Machine World, 373 Fourth Ave., New York City.

YOUNG MAN, twenty-five years old, with several years' experience in repairing of all makes of talking machines, wishes to connect with some reliable concern. Address Box "926," care The Talking Machine World, 373 Fourth Ave., New York City.

REPAIRS

All makes of Phonographs
Promptly and Efficiently

CENTRAL MUSIC SALES CO.
173 Sixth Street, Milwaukee, Wis.

VICTROLA STORE FOR SALE

Only Victor agency in good-sized Illinois city. Address Box "931," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Slovak records, any make, 10 and 12 inch, also Red Seal Victor. Write full particulars with lowest prices. Mr. John Danko, care Silver Bell Phonograph Co., 3941 Milwaukee Ave., Chicago, Ill.

FOR SALE

Imperial and Rex 10-inch records, brand new, at 20c. Job lots always on hand. Anything required in the phonograph line we will sell at reduced prices. Mandell & Co., 88 Rivington St., New York City.

FOR SALE

An assortment of Heineman No. 12, 16, 17 and 19 motors, also some No. 77 Okeh. Address Stradivara Phonograph Co., 45 Fourth St., Portland, Ore.

AN EXCEPTIONAL OPPORTUNITY

If you are a distributor or retailer selling one thousand or more phonographs yearly, let me submit to you sketches of both upright and console phonographs by the best designers of furniture in Grand Rapids. Designs to be your own exclusively. Will make them under your trade name in a Grand Rapids plant. Having a reputation for making furniture of surpassing excellence. Address Geo. M. Cook, 156 Monroe Ave., Grand Rapids, Mich.

WANTED

Phonographs, phonograph cabinets and musical merchandise. Good farm to exchange for above. "Box 934," care The Talking Machine World, 373 Fourth Ave., New York City.

EXPERT REPAIRMAN, instructor and assembling foreman, thirty-five years of age, ten years' experience on all makes of machines, wants steady position with growing concern. Address M. E. Waggoner, 410 Jackson Ave., Jersey City, N. J., care Murray.

POSITION WANTED as manager in a phonograph store or department in New England or New York. Best of references as to integrity and as a business getter. Address Box "928," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED by repairman. Five years' experience on all makes of motors. Also experience at shipping, receiving and inspecting. Best of references. Address Mr. W. Henderson, 469 Central Ave., Brooklyn, N. Y.

POSITION WANTED as manager of phonograph department by young man, twenty-three, with lots of pep and initiative. Salary to start no object. Prefer Ohio, Indiana or Michigan. Best of references. Address Box "932," care The Talking Machine World, 373 Fourth Ave., New York City.

YOUNG MAN with eight years' experience wishes to connect with some reliable concern as either salesman or manager. Box "886," c/o The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

- 7,200 pcs. Mahogany, one side, 30x17½x¾, 5-ply
- 3,600 pcs. Mahogany, one side, 30x16¾x¾, 3-ply
- 3,600 pcs. Mahogany, two sides, 13½x14½x¾, 5-ply
- 3,600 pcs. Mahogany, two sides, 19x16¾x¾, 5-ply
- 4,000 pcs. Gum.....18x17½x¾, 3-ply
- 4,000 pcs. Gum.....18x17½x¾, 3-ply
- 4,000 pcs. Gum.....9x16x¼, 5-ply
- 4,000 pcs. Gum.....18x19¾x¾, 5-ply
- 800 pcs. Walnut, one side.....30x17½x¾, 5-ply
- 400 pcs. Walnut, one side.....30x16¾x¾, 3-ply
- 400 pcs. Walnut, two sides.....13½x14½x¾, 5-ply
- 400 pcs. Walnut, two sides.....19x16¾x¾, 5-ply
- 400 pcs. Mahogany, one side.....18x16x¾, 5-ply
- 145 pcs. Butt Wal., one side, 12x12x13/16, 5-ply
- 300 pcs. Mahogany, one side, 32x18¾x¼, 3-ply
- 150 pcs. Maple, one side.....19x16¾x¾, 3-ply
- 500 pcs. Mahogany, one side, 29x16x¼, 5-ply
- 1,000 pcs. Mahogany, two sides, 20¾x18x5/16, 5-ply
- 500 pcs. Mahogany, one side, 16¾x15¾x¾, 5-ply
- 1,000 pcs. Gum.....74x22¾, 3-ply
- 400 pcs. Gum.....74x18x¼, 3-ply

Any or all of the above stock can be purchased at very attractive prices.

Jamestown Panel Company, Inc.
Jamestown, N. Y.

EDISON TONE-TEST IN PORTLAND

Audience of 2,800 Enjoys Recital Held Under Auspices of Hyatt Co.—Remick Song Shop Expansion—Wax Co. Increases Capital—Some Recent Visitors of Note—Other Items

PORTLAND, ORE., April 9.—The big event of the month among the dealers of Portland was the Edison tone-test recital, which was put on by the Hyatt Talking Machine Co., at the Municipal Auditorium, when Arthur Collins and Byron Harlow appeared before an audience of 3,800 people. The recital proved to be the most successful affair of its kind ever put on in the Pacific Northwest and Mr. Hyatt was congratulated by Mr. Harlow on the big turnout at the recital.

The test was not only a great thing for the Edison phonograph, but it also brought to the notice of many Portland people the existence of the Hyatt Talking Machine Co., which is one of the oldest and largest exclusive phonograph stores in the State. Sales of the Edison ma-

RECORDS PRESSED

With or without your stock

**STOCK ROLLED or
BLANKED or BOTH**

Brooklyn, N. Y. Plant now prepared to accept additional contracts, large or small. Densite Products Mfg. Co., 311-313-315 Ellery St., Brooklyn, N. Y.

ALBUMS FOR SALE

Cash bargains: 15,000 twelve-inch record albums, 23 cents; 7,500 ten-inch, 19 cents. Immediate delivery. Address Herman Schlacht, 112 East 23rd St., New York City. Phone Gramerey 5699.

BUSINESS OPPORTUNITY

WANTED—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. Fogarty Manufacturing Co., Dayton, O.

CABINETS

Beautiful new design in mahogany, oak and walnut. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

chine have been stimulated since the recital, for with every sale of the official laboratory model the Hyatt Co. has been giving an engraved certificate of authenticity signed by Messrs. Collins and Harlow.

The Remick Song Shop has just completed the installation of three beautiful demonstrating rooms for Columbia Grafonolas, which it handles exclusively. The rooms are 12 by 12 and are well ventilated and Taylor C. White, manager, had an acoustic chamber built in each room, which is an entirely new idea of his own. The color scheme is in soft grays and gold, with white enamel woodwork, making the mahogany Grafonolas stand out to the best advantage. Comfortable upholstered wicker settees and chairs are in each room and small rugs are over a heavy cork flooring. The five rooms which the Remick Shop have had are to be retained for the selling of records.

D. C. Peyton, manager of the Meier & Frank department, reports improved business. Andrew Sherbert, his valuable floor salesman, is going into business for himself and will handle phonograph accessories and Okeh, Gennett and Emerson records.

The Remick Song Shop, on Washington street, was the first to introduce "Siam Soo" to the Portland public. As a consequence traffic in front of the shop was blocked. The Wiley B. Allen Co. and Bush & Lane also presented "Soo" to their customers.

Portland was visited last month by I. C. Ackley, manager of the Columbia Co., with headquarters at Seattle, Wash. Other visitors were: W. H. Alfring, vice-president and general manager of the Aeolian Co., New York, and H. M. Hull, general manager of the San Francisco branch of the company.

One of the prettiest windows in Portland during the Easter season was the main window of Sherman, Clay & Co. The background was a huge white Easter egg, with a Victrola bursting forth and lilies and rabbits artistically attached to it by purple ribbons completed the picture. The window was designed by F. D. Addis, who coined the quotation, "The kind of an egg that will hatch a Victrola."

The M. J. Wax Co., Inc., has increased its capitalization from \$20,000 to \$50,000 and has recently opened up a chain of retail stores covering the entire Pacific Coast. It is exporting, jobbing and importing "talkers" and supplies.

Miss Jessie Meighen, well known in the talking machine trade, having been connected with the Hyatt, Columbia and Reed-French stores, was married last month to W. K. Royce, prominent business man of Clackamas, Ore.

Kathleen Kla-wah-na, harpist, appeared as guest artist at the monthly Victrola concert given in the concert hall of Sherman, Clay & Co. She is a native Oregon Indian, and received her musical education in Paris and London. These monthly concerts are under the management of Evelyn McFarland McClusky, head of the educational department.

Soulé Bros., who handle the Pathé records, are having a big sale of the new needle-cut Actuelle records.

H. G. Reed, president of the Reed-French Piano Co., is on a business trip to the East.

Two of Portland's music houses are under the necessity of finding new locations. The Wiley B. Allen's store has been leased to others at an annual rental of \$26,666, covering a fifteen-year lease. The company has until March 1, 1922, to find a new location. The other firm is the Hyatt Talking Machine Co., which has until August 1, 1923, when its lease expires.

ISSUE AN EFFECTIVE FOLDER

A very effective folder, in which Victor records are heralded as "Buried Treasures," was recently issued by the Block & Kuhl Co., Peoria, Ill., whose Victrola shop is under the capable direction of John D. O'Malley. This little volume contains a list of records which make a wide appeal, and which can be checked and returned to the dealer by the customer. As a means of getting business by mail it is excellent.

CABINETS

6 Models in All Sizes at a Big Cut in Prices

GENUINE MAHOGANY, AMERICAN WALNUT and GOLDEN QUARTERED OAK



Height 49 inches
Width 21 "
Depth 22½ "



Model 316
Height, 51½"
Width, 24"
Depth, 25"

SIX MODELS, ALL SIZES and FINISHES, IN COMPLETE PHONOGRAPHS AT A PRICE

A-1 Cabinet Work in Construction and Finish

Large Double Spring Motors and Universal Tone Arms

Write for Special Prices on Large and Small Quantities

SAMPLES SHOWN

New York Furniture Exchange

APRIL 18th to 30th

Corner Thirty-sixth Street and Seventh Avenue In West Michigan Furniture Co.'s Space

Player-Tone Talking Machine Co.
967 LIBERTY AVE., PITTSBURGH, PA.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Many Notable Exhibits at British Industries Fair—J. E. Hough, Ltd., Display Interests H. M. the Queen—Fair a Success Despite Some Feeling of Disappointment—Manufacturers and Wholesale Dealers Dine—How Aeolian Co. Makes Records Educational—The Reparations Bill and Its Effect on Trade—His Master's Voice Records of "Beggars' Opera"—Death of Geo. L. Newman Regretted—Retailers Discuss Bogus Publicity—News of Month

LONDON, ENG., March 28.—For the two weeks ending March 4 the British Industries Fair, at the White City, was the center of attraction for thousands of traders from all parts of the United Kingdom and oversea countries. There were about four miles of stands, the different parts being sectionized alphabetically, representative of almost every class of British industrial effort. Among the most prominent was the section devoted to the exhibits of British musical instruments, comprising some fine examples of grand and upright pianos and players, gramophones, etc. The following brief particulars of the outstanding exhibits of gramophones will be of interest:

Boynton, Dowsett & Co. interested the trade with a small range of gramophones of their own design fitted with the Reliograph sound box and auto stop. The latter is a specialty which evoked much favorable comment as being extremely effective.

The British Polyphone Co. set itself out to make an imposing display of all types of "Dulcetto" gramophones and accessories. Some nice examples of art-cabinets with suitable fittings

were given pride of place. An electric model of pleasing construction and utility gave one an indication of the progressive efforts of this house. Another exhibit on this stand was the "Capital" record album, the strength of its binding and of the record envelopes being amply demonstrated by the suspension therefrom of a weight totaling fifty-six pounds.

Messrs. J. R. Eccles made an interesting exhibit of several gramophone lines, including the Radiola portable, which won approbation from the trade. When closed the Radiola looks more like an attaché case than a gramophone. It is provided with a collapsible horn measuring 19 x 17½ inches, which, when not in use, folds up into the lid of the machine.

Cooper Bros. Co. made a feature of cabinet machines of extremely pleasing design and good all-around workmanship; also parts and accessories galore and Coliseum records.

Craies & Stavridi decorated their stand with rich silks of Eastern manufacture. It made a fine setting for their very attractive exhibits of Apollo cabinets, hornless and portable gramophones. These instruments clearly indicated by their quality and art characteristics that the firm is out on a progressive effort to uplift the industry by the total exclusion of shoddy goods. On account of its unique features the "Apollo" portable found many buyers.

Disque Cabinet Co.—At this stand were to be seen several models of gramophone record filing cabinets, some for the ordinary gramophone; others more particularly appealing to the dealer. The Disque Salon fixtures have a carrying capacity of 1,000 to 20,000 records. In

these models dealers were greatly interested, as also in the ordinary cabinet styles.

The Garrard Eng. & Manufacturing Co. expressed to me its satisfaction with the amount of orders booked at the B. I. F. As an all-British concern that has achieved a real success in the manufacture of gramophone motors the Garrard people are deserving of special praise. This is a branch of industry at which, unfortunately, many have failed to make good here. Be that as it may, this company's mechanism is now coming into its own by reason of its efficiency and value. The new model—No. 3s/s motor, specially designed for portable gramophones—made its first appearance at the Fair and won hearty approval.

Alfred Graham & Co. really made their bow to the trade at the Fair. Their instruments are representative of the highest art in gramophone conception. This statement is applicable to every part—the case work, motor, tone-arm, sound box, etc., all made in their own factories at Crofton Park, London. Everything connected with the "Algraphone" was designed by Alfred Graham, whose complete knowledge of the science of sound reproduction is evidenced by his invention of the loud-speaking telephone as far back as 1887, and which, in its much-improved state, was adopted by the Government for use on warships and in other spheres during the war. It is impossible, in this space, to describe the Algraphones, which are characterized by beauty of design and art craftsmanship. The motor is built on exclusive lines and capable of running eight ten-inch records per wind. A very ingenious automatic stop device



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balinghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

AUSTRALIA: S. Hoffmann & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 88, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: America Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES

MIDDLESEX

ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 178)

operating by movement of the tone-arm is most effective, while the "Sonat" sound box calls for unqualified appreciation.

The Algraphone is made in various models—hornless, table-grand, portable and cabinet designs. Each cabinet model carries a complete filing system of albums and index guide. The trade has not been slow to recognize the progressive effort of this new company in the field of gramophone endeavors. Messrs. Graham deserve all the praise bestowed upon their goods and their methods.

J. E. Hough, Ltd., was the next prominent exhibit claiming attention. The stand was most tastefully arranged for effective presentation of "Discaphone" models in a dozen different designs, and Winner records. Many of the instruments were equipped with the company's own mechanism, a handy and serviceable motor of merit. Of pleasing design and workmanship, the Discaphone art models won unstinted praise from trade visitors.

When the Royal party visited the Fair, H. M. the Queen spent some little time on the Edison Bell stand. Her attention was particularly centered upon the beautiful Hepplewhite instrument built to the lines of a sideboard. The Queen inquired of Mr. Alec Hesse if it were not a new kind of gramophone and, being answered in the affirmative, expressed a wish to hear it played. With wonderful presence of mind Alec put on a Winner record of the St. Hilda Colliery Band, the prize winners of the 1,000-guinea all-England championship, and which gave a special command performance at Buckingham Palace a few weeks ago. Her Majesty was delighted and expressed her pleasure accordingly.

Melodia, Ltd., introduced to the trade a new ball-bearing tone arm with flat bevel elbow, by which it is claimed the sound is reflected more directly than through the round type of elbow. Their "Ultone" sound box also attracted great attention. With its 2¼-inch diaphragm of special material, insulation, rigid steel stylus ingeniously mounted, this sound box is constructed faithfully to reproduce any kind of vocal or instrumental record.

Pathé Frères Pathéphone, Ltd.—This well-known firm is making great strides here. Its fine range of models in every conceivable design bespeaks a clear appreciation of market requirements. The new model "Actuelle" met with the reception it deserved. Through the American Branch advertisements in this journal readers are familiar with the unique nature of this instrument. Most of the English dealers saw it for the first time at the Fair and were very favorably impressed by its tonal qualities. Messrs. Pathé count their exhibit a success, all things considered.

Repeating Gramophones, Ltd.—This firm's repeating device, as shown on several models, encouraged "repeating" inquiries from all sections of the trade. Dealers were particularly interested in this most useful and efficient method of playing records over again and again without attention. H. M. the King evinced quite an enthusiastic pleasure in watching its operation. His pertinent questions to Mr. Cotton, the inventor, showed a surprising knowledge of matters gramphonic. For over ten minutes His Majesty listened to the Three Musés Gramophone and really seemed loath to leave it, so impressed was he with its purity of tone. The Three Musés is very much under Royal favor. I understand that the Prince of Wales, H. M. the King of Spain and other royalties have succumbed to the charm of this new instrument.

The Standard Manufacturing Co., Ltd., displayed a range of "Vesper" gramophones, magnificent examples of cabinet work in various periods of designs. These instruments are equipped with wooden tone arms, and a unique reproducer, which, in fidelity of tone, beats the band. Good orders were placed by dealers for immediate and future delivery. One model was equipped with a sounding board at the back of the cabinet, across which a scientific

system of keyed music wires was arranged. The sound impinges on these wires and clarity of tone is thereby secured.

The Sterno Manufacturing Co. accomplished some fine propaganda work at the Fair, bringing to the notice of traders a number of new models in cabinet and table-grand types. For sound workmanship and reasonable prices these instruments made a very strong appeal to buyers, who evinced special interest in the new Sterno cabinet grand, a machine designed upon dignified lines with pleasing ornamentation. This well-known house also exhibited the "Tower" record, which was introduced to the trade some few months ago. It won instant favor. The Sterno people are in the fortunate position of offering the trade a complete sales proposition on both machines and records.

Space precludes mention of all exhibits in this report, though it should be mentioned that attractive displays were made by the Aston Cabinet Co., L. E. Jaccard, the Johnson Talking Machine Co., Ltd., Gerophone, Ltd., Barnett Samuel & Sons, Ltd., and others.

To sum up, it cannot be denied that the British Industries Fair, as a trade exhibition, proved a little disappointing in its results generally. The music exhibitors were, for the most part, satisfied. One or two complained that the sales results were not so good as at last year's show, but after careful inquiry I am convinced that, on the whole, it was a success. It gave a splendid opportunity of demonstrating to the trade that British manufacturers are no whit behind foreign goods as regards cabinet craftsmanship, motor, tone-arm and sound box construction and finish, and improvement in methods of reproduction. Trade buyers from overseas did not come along in any great number, but what they lacked in that regard was counterbalanced by quality. Good orders were given and new agencies placed for certain of the British Dominions.

Annual Dinner of Gramophone Association

Over 160 members of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers dined together at Frascati's Restaurant last month, under the chairmanship of their popular president, Mr. Wm. Manson. During the dinner (exceedingly well served, by the way) a pleasing program of music was given by de Groot's Orchestra, and some leading gramophone and concert artists contributed at intervals between the speeches.

The chief guest of the evening, Sir George

Croydon Marks, G. B. E., M. P., pleased the members by remarking at the outset of his speech that their work was of national importance. He welcomed the growing use of the gramophone in workshops, where, through its influence, the workers attained a greater output. Referring to the Federation, Sir George remarked that no man could stand alone any more than one nation could live alone. He delighted in the being of the Association, which brought together the trade interests by which each could learn something of the other. He proposed the toast of the Association and coupled with it the name of their president, Mr. Manson.

In reply Mr. Manson expressed his pleasure that so many were able to be present. In every direction the objects of the Association had been maintained and the membership increased to 121. The supply to members of statistics re exports and imports was now undertaken by the Federation of British Music Industries—no less than 500 special replies to questions had been promised to members. Their General Committee had dealt with many problems and in the handling of which a vast amount of work fell upon the shoulders of their indefatigable secretary, C. E. Timms, to whom he was indebted for much useful help. The hearty applause which followed evidenced the appreciation of these present. Sir Harry Foster, Alexander Dow, H. J. Cullum, M. B. E., Lt.-Col. R. H. Tatton and M. F. Cooksey also addressed the audience.

A Spear Point of Merit

Messrs. W. H. Steel (Redditch), Ltd., have sent for review some of their spear point needles, No. 3. These are certainly of excellent quality, their brittleness being sufficient testimony of the highly carbonized steel of which they are made. The business ends are as sharp as they should be; I am told that every needle receives the attention of the grinder no less than three times. There is little sign of wear after one playing and I should think these needles are good for at least two ten-inch records. On the flat a good volume is obtained; with the needle edge on the record the result is of pianissimo effect. A really good product.

Gramophone Retailers Meet

The Gramophone Dealers' Association is now well established. It is making satisfactory progress and recently has received an average of six applications per week for membership. At

(Continued on page 180)



"PERFECT POINTS"

BRITAIN'S BEST Gramophone Needle

(Guaranteed made from High Carbon Steel)

IS MADE BY

W. R. STEEL, of REDDITCH,

Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:
A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality
INQUIRIES SOLICITED
 Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles

EDISON BELL

WINNER

TRADE MARK

GRAMOPHONE RECORDS

CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN
TEN INCH DOUBLE SIDED NEEDLE CUT
PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, **J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**

FROM OUR LONDON HEADQUARTERS—(Continued from page 179)

the last meeting a goodly gathering of the committee discussed the question of bogus advertisements, examples being given of the damaging influence of such advertising. This is a subject that requires broad treatment, and, while good work can undoubtedly be done in eliminating wilfully misleading announcements, I think the trade at large would welcome an official interpretation of "bogus" advertising that it may set a standard of guidance not only for members of the Association, but other retailers whose good will, if nothing else, should be encouraged in every possible way. The trade awaits a definite lead from its Association.

An Interesting Move by the Aeolian Co.

Gramophonists will undoubtedly appreciate a recent innovation of the Aeolian Co., which has arranged to publish records bearing a musical item on one side, the reverse being devoted to recording interesting particulars, comments, etc., of that item. The first of these discs are of an operatic nature.

Records of "The Beggar's Opera" Issued

The recording of an English opera is always of interest, and especially so in the case of "The Beggar's Opera," which is as attractive to-day as it is said to have been when first played at the Theatre Royal in 1728. It is now pleasing big audiences nightly at the Lyric Theatre. The work is characterized by a wealth of delightful music and witty songs of a bygone day. While not complete, the pick of the songs, duets, etc., have been well recorded on three double "His Master's Voice" records. These constitute a real treasure among operatic records of this nature and there can be little or no doubt that pride of place will be given them in the collections of all gramophone enthusiasts.

Brief Paragraphs of Interest

Apropos the question of carriage and packing charges as between manufacturers, wholesalers and their retail agents, it is interesting to learn that Messrs. Pathé Frères have advised dealers that on orders of two pounds and up they will pay carriage charges. Cases are charged at cost and credited when returned.

The Federation of British Music Industries is now installed in its new offices at 117-123 Gt. Portland street, London, W.

According to all reports the Leipsic Messe, March 6-12, was again a great success. There were about 160 musical instrument exhibitors. As usual, a number of novelties were shown, but they cannot be said to represent any real

progressive ideas of value in the advancement of sound-reproducing mediums. The attendance was good and included a few visitors from the United Kingdom.

That the use of the Gramophone for teaching music and languages has caught on is evidenced by the fact that instruments are now installed in schools all over the country. This method has even been taken up by such public schools as Eton, Winchester and Repton.

The recent death of my old friend, George L. Newman, leaves a gap in the ranks of gramophone journalism that will be difficult to bridge. He was connected with the Sound Wave, and to him fell the task of reviewing each month all the new records issued by the different companies. Possessed of a whimsical personality and good natured to a fault, "George" is sadly missed by an unusually large circle of friends.

When most firms have eased up considerably on advertising expenditure, it is a good sign to see another £1,000 advertisement by "His Master's Voice" Co.

It should be understood that the Reparations Bill to extract from the German Government some of the money claimed by the Allies will, as far as we are concerned, be a thing apart from present tariff measures. The 50 per cent on the invoice price of goods imported from Germany is additional to the present 33 per cent on dutiable products. The Bill operates as from March 31, if it ever reaches the statute book, which some think unlikely, believing that a settlement must quickly be attained by Germany. All that can be said at the moment, however, is that German commercial houses are organizing a boycott on trade with England. I have it on good authority that already German exports have been stopped. Importers here fear they will be seriously affected in any case.

New Zonophone Records

The latest discs to hand from the British Zonophone Co. would seem to be more generally representative of the ephemeral type of song and dance than usual; at least, of the records sent for mention there is a very noticeable absence of serious music. However that may be, the so-called "popular" class of song is seemingly what the public most favors, and in this respect the Zonophone program conforms with the slogan adopted, i.e., "The record the public will have." The only instrumental record to hand is by that premier organization, the Black Diamond Band. It contributes two acceptable fox-trots, "Whispering" and "Avalon." Suggestive of the plantation type of song is "Old Fashioned Mammy," with which is coupled "Dear Old Songs," in the rendering of which familiar airs like "Dolly Gray" can be identified. This record is by Hedges Bros. & Jacobson, with piano accompaniment. The great Jack Pleasants contributes two characteristic ditties, "Have You Ever Seen?" and "The Old Top Hat." Robert Woodville, in "Cuddle Up" and "Rose of Vir-

ginia," provides two attractive songs with a swinging tune that should prove big sellers. "Touch a Sailor For Luck" and "Sailing on the Good Ship Friendship" will make instant appeal, the more so as they are sung by Florrie Ford. Lastly, Herbert Payne offers two sentimentals, "Whispering" and "Girl of Mine."

The interesting fact that the Gramophone Co. had awarded Francis Barraud an annuity of £250 was revealed the other day at a gathering of artists by Sir David Murray, R. A. In this connection the daily papers have been devoting considerable space to how Mr. Barraud came to originate this famous little dog with the caption "His Master's Voice," which is known throughout the world. The picture, it appears, was painted twenty years ago for the Academy, but was rejected. Later, after some alterations, it was purchased by the Gramophone Co. for £100. Mr. Barraud stated that the annuity was entirely unsolicited, but greatly appreciated. He further said: "I have painted many copies of the picture for the company, which has sent them to its branches in America, Canada and other parts of the world. America is much interested in 'His Master's Voice,' and perhaps more people over there know the name of the artist than in England. American visitors to London often call to see me."

"The Music Without the Blur!"

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

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day. Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President
General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1536 CANDLER BLDG.
CHICAGO ATLANTA, GA.

Horn, Hornless and Table-Grand
GRAMOPHONES
FOR
EXPORT
Please State Your Requirements
REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E. C. 2, England
Cable Address "Lyrecoad, London"

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., April 5.—Variable Sound Conveyer or Horn for Talking Machines or the Like. George W. Beadle, New Rochelle, N. Y., assignor to the Columbia Graphophone Mfg. Co., Bridgeport, Conn. Patent No. 1,362,919.

This invention is intended primarily for talking machines of the "concealed-horn" type, but may be employed with other machines, and indeed as a sound conveyer for other purposes.

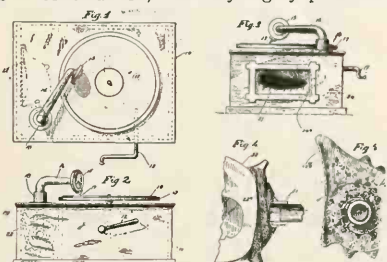
It is an object of the invention to provide a variable horn—that is, a horn whose discharge area and inclosed space can be varied at will. This object is accomplished by providing means for varying the geometrical volume of the horn from its discharge end toward its sound-receiving end. The construction preferably, though not necessarily, includes a horn that is substantially rectangular in cross-section, with two opposite sides stationary and the other two sides mounted movably, as by being hinged at their rear ends; and, preferably, the two stationary walls flare outwardly, while the movable walls are of a similar flare in shape.

The invention also comprises means for swinging the movable walls into the different desired adjustments, preferably simultaneously, for contracting or expanding the mouth of the horn; means for hinging the movable walls slidingly, so that their front edges can be moved rectilinearly; means for producing a snug fit against

Sound-Reproducing Instrument. Robert L. Poe, Chicago, Ill., assignor to the Shellophone Talking Machine Co., same place. Patent No. 1,363,482.

This invention relates to improvements in sound-reproducing instruments, and has for its object to provide in combination with such instruments means to clarify and improve, and also amplify, the sound thereof.

The main object of the invention is to apply a shell, such as a coiled or convolute seashell of the conch or similar types. It has been found that a convolute seashell is most advantageous when combined with a sound-reproducing machine, since the natural seashells are seamless in construction, and very highly polished on



their interior surface, the effect being, when joined to the tone arm of a talking machine, for example, to increase and clarify greatly the transmitted sound.

Figure 1 is a plan view of a disc type of talking machine embodying the invention; Fig. 2 is a side elevation of the same; Fig. 3 is a front elevation of the same; Fig. 4 is a detail of the application of the shell to the continuation of the tone arm; and Fig. 5 is a side elevation of the construction shown in Fig. 4.

Phonograph. Ralph E. Utley, Oak Park, Ill. Patent No. 1,362,972.

The principal object of the invention is to provide a simple, economical and efficient phonograph or machine for reproducing sounds, adapted to enable a plurality of records to be played in successive order, or selectively.

A further object of the invention is to provide in a phonograph or a machine for reproducing sounds a simple and efficient means for automatically placing a plurality of records upon a turntable or rotative record support in successive order, and removing them from the turntable successively, in such a manner as to enable

automatically making and breaking the electric circuit; and Fig. 5, an enlarged detail sectional view, taken on line 5 of Fig. 3, looking in the direction of the arrow and showing the manner of connecting and supporting the turntable supporting spindle and the means for rotating the same.

Sound Box Raising and Lowering Attachment for Phonographs. John W. Evans, Weyers Cave, Va. Patent No. 1,362,859.

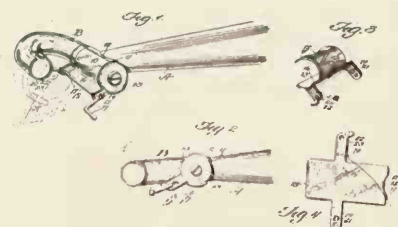
This invention relates to phonographs, and particularly to the tone arms and sound boxes thereof.

It is necessary to lower the sound box in order to bring the stylus into engagement with the record or raise the sound box in order to carry the stylus out of engagement with the record.

At the present time this is accomplished by shifting the gooseneck which carries the sound box, and in order to carry the stylus away from the record it is necessary to turn the gooseneck almost completely over until the gooseneck rests upon the tone arm or upon a bracket carried by the tone arm, and when it is desired to play the record the gooseneck must be reversely shifted through a relatively great angular distance until the stylus rests upon the record.

Aside from the relatively great extent of movement involved in the above operation and the amount of work which must be accomplished each time that a record is changed, this operation is objectionable for a number of reasons. For instance, the shadow of the hand used in rotating the sound box and gooseneck tends to prevent the stylus from being seen and thus prevents the stylus from being lowered accurately into engagement with the record groove. Oftentimes the stylus is thus lowered on the margin of the record instead of in the record groove, thus scratching the record and injuring the stylus. Furthermore, rings on the fingers of the operator or buttons on his coat tend to scratch the record while the sound box is being raised or lowered.

This invention is designed especially for use in connection with what is known as the tungstone stylus, and it is well known that a great many persons object to the use of this type of



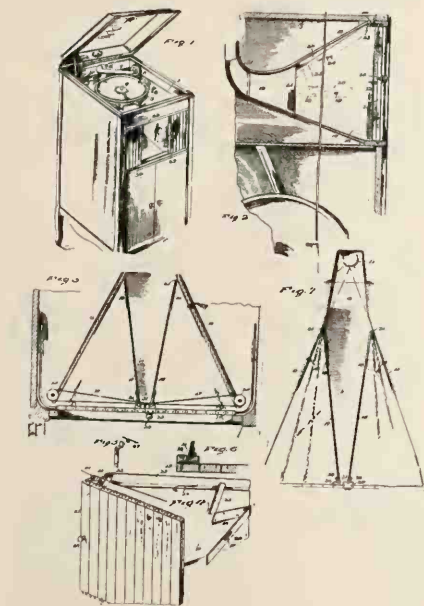
stylus, claiming that the sound box is liable to be lowered too quickly or unsteadily by nervous persons, whereby the stylus will dig into the record groove and whereby the point of the needle is liable to be injured by a too sudden or too hard contact with the record.

With these and other objections in mind the object of the invention is to provide means whereby the sound box and free end of the gooseneck may be raised or lowered to a requisite extent to lift the stylus from the record or bring the stylus into engagement with the record without the necessity of the operator taking hold of the sound box or gooseneck and rotating the gooseneck as described.

And a further object is to provide means whereby the sound box need only be raised or lowered through a relatively short distance and may be lowered gently onto the record.

Still another object is to provide means whereby not only the sound box may be raised from the record table but the sound box may be supported in its raised position as long as desired.

(Continued on page 182)



the stationary walls in the different positions of the movable walls; and, when installed into a talking machine cabinet, means for concealing the open spaces at the rear or outside of the movable walls.

Figure 1 is a perspective of a machine containing the invention, showing the partly expanded mouth of the horn; Fig. 2 is a fragmentary vertical section, from front to rear, through Fig. 1; Fig. 3 is a fragmentary horizontal section through the same, but showing the horn with its mouth completely contracted; Fig. 4 shows an elevation of the outer side or rear of one of the two adjustable side-walls of the horn, and a perspective of the adjacent flexible shield for concealing the exterior opening; Fig. 5 is a perspective of an anchorage for the actuating cable; Fig. 6 is a horizontal section of a detail, showing the connection between the outer edge of one of the adjustable side-walls and the adjacent actuating means; Fig. 7 is a fragmentary horizontal section, indicating, by broken lines, different positions of the adjustable side-walls.

any desired one or more of a plurality of records to be successively played and returned to position to be readily accessible for further and repeated use.

In the accompanying drawings Figure 1 is a plan view of a machine constructed in accordance with the invention and improvements; Fig. 2, a view in vertical section, taken on line 2 of Fig. 1, looking in the direction of the arrow; Fig. 3, a view in vertical section, taken on line 3 of Fig. 1, looking in the direction of the arrow; Fig. 4, a diagrammatic view showing the connections between the motors and the source of electrical supply, and means for connecting the electrically actuated parts, and the means for

Still another object is to provide a device of this character in the nature of an attachment which may be readily applied to the knuckle at the connection of the gooseneck with the tone arm.

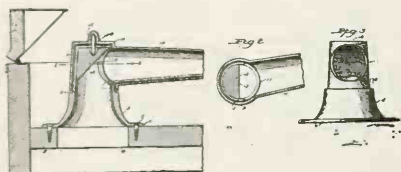
The invention is illustrated in the accompanying drawings, wherein:

Figure 1 is a perspective view of a tone arm and gooseneck, showing the attachment applied thereto and showing the sound box in dotted lines; Fig. 2 is a fragmentary side elevation of the tone arm and gooseneck of the device; Fig. 3 is a perspective view of the clip; Fig. 4 is a top plan view of the blank from which the clip is made.

Tone Arm Base. Attilio Regulus Spicacci, West Hoboken, N. J. Patent No. 1,363,061.

This invention relates to talking machines, and an object of the invention is to provide a base and tone arm constructed to permit a free turning movement, while at the same time presenting a mechanical construction which will not readily get out of order and which will wear for a long time.

Figure 1 is a longitudinal vertical section through part of a talking machine, the same disclosing an embodiment of the invention; Fig. 2



is a fragmentary sectional view through Fig. 1 on line 2-2; Fig. 3 is a front view of the base shown in Fig. 1, the same illustrating certain parts of the invention.

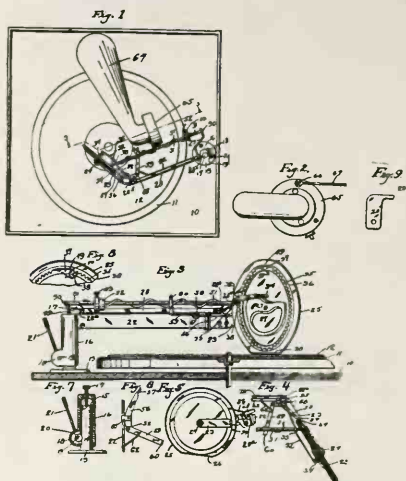
Record-repeating Device. William H. Fink, Diagonal, Ia. Patent No. 1,362,091.

The object of this invention is to provide a device of simple, durable and inexpensive construction which will efficiently move the tone arm of a phonograph after a record has been played to its starting position for repeating the playing of the record without interfering with the ordinary use of the phonograph and without injury to the record.

A further object is to provide such a device including a disc or wheel having a flat portion in its periphery, and balanced by means of weights or the like, causing the wheel to stand in position with the flat portion away from the disc, which device has coating parts, including means for holding the wheel or disc in position with the flat portion above the record, and a device adapted to be engaged by the moving tone arm when the record has been played for releasing said holding means, and which device also has means adapted when the holding means is released and the wheel rotates to its normal position to be actuated by the rotation of the wheel in contact with the disc for lifting the tone arm and moving it to starting position, and lowering it to playing position.

Figure 1 is a top or plan view of a phonograph equipped with a repeating device embodying this invention; Fig. 2 is an end elevation of the tone arm and sound box, showing the engaging arm thereon; Fig. 3 shows a rear elevation of the repeating device, part of the phonograph being shown in section on the line 3-3 of Fig. 1, the tone arm being omitted; Fig. 4 is an en-

larged top view of a portion of the repeating device shown in Fig. 3; Fig. 5 shows a front elevation of the flat wheel or disc shown in Fig. 3; Fig. 6 is an enlarged, detail view shown in plan of the locking arm and trigger device; Fig.



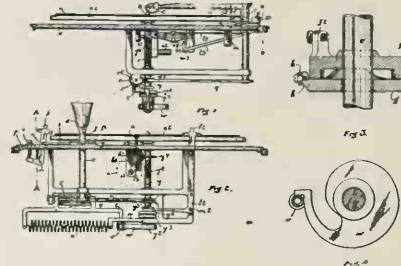
7 shows a vertical, sectional view of the supporting sleeve forming part of the repeater; Fig. 8 shows a detail view of a portion of the disc or wheel; Fig. 9 shows a detail view of one of the pivoting devices.

Phonograph. Everett H. Bickley, Philadelphia, Pa. Patent No. 1,364,689.

The nature of this invention consists of a means for cutting into a sound record an additional groove having a different and steeper pitch than the groove used to record the sound waves, said groove being a continuation of the sound groove, the object being to provide a guiding groove which will throw the sound arm of any phonograph to a predetermined center or inner circle of the record quickly, after the record has been played. The steeper pitch groove is cut by this mechanism in the master record disc, from which duplicates are afterward made, at the termination of the music, by operating a lever conveniently provided, and the sound arm is raised off the disc at the predetermined radius, automatically also when the cutting is complete, said means being incorporated in and a part of the cutting mechanism to cut the sound record groove in the master record, from which duplicate records are made. A very simple attachment is now provided on many phonographs which will trip the "stop" when the tone arm reaches the last spiral of the record, but it must be set for each record. By the incorporation of this additional groove of steeper pitch into the record, and with the simple attachment mentioned above, the phonograph becomes self-stopping without setting or adjusting, for all records. The shape and character of this groove has been made the subject of an additional patent application filed February 23, 1920, Serial No. 361,243.

It is a very difficult mechanical problem to cut a spiral of varying pitch at the end of a spiral of uniform pitch and undetermined length, and especially a spiral of certain fundamental character such as one that will give a uniform side pressure on the needle point at all times. Furthermore, there must be no angularity as the needle changes from one spiral to the other, and, to accomplish the best results, the spiral should end at a predetermined distance from the center, by the bottom of the groove coming up to the level of the surface. This prevents damage to the fragile needles that are now used to play a large number of records without change. It will be noted that a master record made on this device is cut completely at the one setting, with one cutting. The cutter arm is guided correctly for the fine spiral and when the music ceases by the operation of a lever a clutch is thrown in whereby the pitch is smoothly and gradually increased and the groove ended at the proper place, in the correct manner, without further attention or operations.

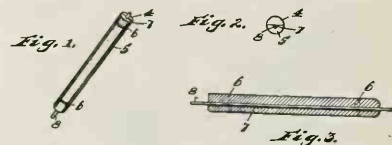
In the accompanying drawings Figure 1 is a side elevation showing the phonograph turntable, the driving mechanism and speed controller, tone arm, sound box, the record disc and top of the phonograph. Incorporated with these customary parts are the novel mechanism for superimposing upon the movement of the tone arm an additional movement controlled by the motion of the turntable and a specially designed cam to give a uniformly accelerated motion to the tone arm as it moves toward the center of the record. This view is sectionalized



on the line A-A. Fig. 2 shows the same mechanism rotated 90 degrees so that the rear view may be obtained, sectionalized at B-B (Fig. 1). Fig. 3 is an enlarged sectional view of the tone arm elevating device. Fig. 4 is an enlarged plan view of the special cam and roller.

Phonograph Needle. Frederick W. Peisch, Chicago, Ill. Patent No. 1,370,763.

This invention relates to improvements in phonograph needles and has for its object the provision of an improved construction of this character by means of which a needle is provided, capable of producing varying tones and



also capable of prolonged use and ready renewal.

Figure 1 is a perspective view of a phonograph needle embodying the invention; Fig. 2, an end view of the same, and Fig. 3, a longitudinal section of the same.

Disc Record. Herbert W. Meyer, Chicago, Ill. Patent No. 1,372,822.

This invention relates to improvements in disc records for phonographs.

In the use of disc phonograph records, trouble is often experienced in locating the beginning of the recording groove. This is especially true where phonographs are located away from good light, as, for instance, in an apartment building, some distance from the only window in the room. Many times the needle is placed on the record considerably within the outer groove, and thus part of the selection is eliminated. On the other hand, it frequently happens that the needle is placed on the very edge of the disc, and is caused to drop off the edge.

An object of the invention is to eliminate the objections mentioned above by providing a locating or guide groove which can be readily seen and which is of such size that the needle can be readily placed therein.

A further object of the invention is to provide a guide groove having an auxiliary groove leading therefrom to the record grooves, so that the needle, having been located in the guide groove, will find its way automatically to the record grooves.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently
REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN

26 Sixth Avenue New York
TELEPHONE, SPRING 1194

DAMAGED VARNISH

can be permanently and invisibly repaired by using
LESLEY'S PATCHING VARNISH

Price: 1 pt., \$1.00; 1 qt., \$1.90
Complete repair outfit, \$3.50

Write for catalogue

LESLEY'S CHEMICAL CO.

10 S. New Jersey St. Indianapolis, Ind.

Advance RECORD BULLETINS for May, 1921

COLUMBIA GRAPHOPHONE CO.

- SYMPHONY RECORDS
49720 Norina. "Casia Diva" (Queen of Heaven). Soprano Solo. Rosa Ponselle
79577 Serenade (Drda). Violin Solo. Duci de Kerekjarto
79636 Barcarolle (From "La Gioconda"). Baritone Solo and Male Chorus.

- JASCHA HEIFETZ, Violinist
74678 Canzonetta (From Violin Concerto, Op. 35), Tchaikowsky 12
EDWARD JOHNSON, Tenor
64946 Just That One Hour. Werner-Eville
FRITZ KREISLER, Violinist
64947 On Miami Shore. Jacobo
SERGI RACHMANINOFF, Pianist
74679 Valse in E Flat Major. Chopin 12
TOSCANINI and LA SCALA ORCHESTRA
64952 La Pisanella-Le Quai du Port de Famagouste (The Quai of the Port of Famagusta), Pizzetti 10
REINALD WERRENATH, Baritone
64950 Story of the Rose. "Alice"-Andrew Mack
KENATO ZANELLI, Baritone-In Spanish
64951 Ay-Ay-Ay (Creole Song), Osman Perez-Freire 10

- Arabia-One-step. Green Brothers' Novelty Band
5049 Make Believe-Fox-trot. Isham Jones Orchestra
Do You Ever Think of Me-Fox-trot. Isham Jones Orchestra

EDISON RE-CREATIONS

- 82211 Ange adorable (Tho' I Adore Thee)-Romeo et Juliette (Gounod)-Soprano-tenor, in French. Alice Verlet and Ralph Errolle
Polonaise-Je suis Titania (I Am Titania)-Mignon (Tbomas)-Soprano, in French. Alice Verlet for Violin (Godard)-Violin-Albert Spalding
Nocturne Op. 27, No. 2 (Chopin-Wilhelmj)-Violin-Albert Spalding
82213 Tutti i fior (Duet of the Flowers)-Madama Butterfly (Puccini)-Soprano-Contralto, in Italian. Marie Rappold and Carolina Lazzari
Povera Mamma! (My Poor Mamma) (Tosti) Baritone, in Italian. Mario Laurenti
82214 A quoi bon l'economie (What's the Good of Economy?)-Manon (Massenet)-Baritone, in French. Torcom Bezianin
Ingenisco (Sadly Groaning)-Requiem (Verdi)-Tenor, in Latin. Giovanni Zenatello
80602 Casse-Noisette Suite-Part III (Nui Cracker Suite), Danse Arabe and Danse Russe (Trepak) (Tchaikowsky), American Symphony Orchestra
Casse-Noisette Suite-Part IV (Nui Cracker Suite), Valse des Fleurs (Tchaikowsky), American Symphony Orchestra
80603 My Dreams (Tosti)-Tenor. Ralph Errolle
Little Mother of Mine (Burliegh)-Baritone, Thomas Chalmers
80604 I Am Praying for You (Sankey)-Tenor-baritone. John Young and Frederick Wheeler
Sweet Hour of Prayer (Bradbury)-Mixed voices. Metropolitan Quartet
80605 Voci di Primavera-Valse (Strauss), Armand Vecsey and his Hungarian Orchestra
Sunshine of Your Smile (Ray)-Cornet, Louis Katzman
80606 Giannina mia-The Firefly (Friml)-Tenor, Allan Rogers
Gipsy John (Clay)-Basso. Cbas. F. Robinson
80607 Old Refrain (Viennese Popular Song) (Kreisler)-Tenor. Paul Reimers
Son-o-Mine (Zamenik)-Soprano. Elizabeth Spencer
80608 Mennett (Boccherini)-First violin, second violin, viola and violoncello. Zoellner String Quartet
Intermezzo, Quartet Op. 13 (Ippolitov-Ivanov)-First violin, second violin, viola and violoncello. Zoellner String Quartet
50712 Bonnie Brier Bush March. Conway's Band
Pretty Dick Polka (Vangundy). New York Military Band

AEOLIAN CO.

- OPERATIC SELECTIONS
52607 Ave Maria (from "Otello"), in Italian (Verdi)-Soprano. Vocalion Orch. comp. Rosa Raisa
30119 Manon Lescaut-Donna no Vidi Mai (A Maiden So Fair), in Italian (Puccini)-Tenor. Vocalion Orch. comp. Giulio Crimi
30120 Musetta's Waltz (from "La Boheme"), in Italian (Puccini)-Soprano. Vocalion Orch. comp. Marie Sundelius
STANDARD SELECTIONS
30121 Homing (Del Riego)-Contralto. Vocalion Orch. comp. Mme. Marguerite D'Alvarez
30122 Sweetest Story Ever Told (Stutz)-Baritone. Vocalion Orch. comp. John Charles Thomas
INSTRUMENTAL BAND SELECTIONS
A-14158 President Harding March (Paul Crane), Aeolian Military Band
To Victory (Henry Hadley)-March. Aeolian Military Band
A-14159 Dreamy Hawaii (Sherwood-Vandersloot)-Waltz. Ferera, Franchini and Green
On the Way to Waikiki (Kahn-Whiting), Franchini and Green
MUSICAL COMEDY SELECTIONS
A-14167 There Comes a Some Day (from "The Rose Girl") (Duncan-Gozelt). Vocalion Orch. comp. Charles Harrison
Sweet Bells of San Jose (MacBoyle-Kortlander), Franchini and Green
POPULAR SELECTIONS
A-14160 I Makes Mine Myself (DeWitt-Bowers), Franchini and Green
A-14161 Scandinavia (Ray Perkins-Edgar Carver), Ernest Hare
Orch. comp. Harmonizer's Quartet
Timbuctoo (Kalmal and Ruby), Orch. comp. Aileen Stanley
A-14162 Nestle in Your Daddy's Arms (Lon Herscher-Burke), Orch. comp. Elliot Shaw and Charles Hart
Wyoming Lullaby (Gene Williams-Trunkaus), Orch. comp. Elliot Shaw and Charles Hart
DANCE SELECTIONS
A-35000 My Mammy (Donaldson)-Fox-trot. Selvin's Dance Orchestra
Humming (Intro. "Normandy") (Brent Henderson-Monte Carlo-Sanders)-Fox-trot, Selvin's Dance Orchestra
A-35001 I Lost My Heart (Intro. "Strut, Miss Lizzie") (Merker-Davis-Creamer-Layton)-Fox-trot, The Newport Society Orchestra
Nesting Time (Intro. "Volkhama Lu-laby") (Hanley-Monaco)-Fox-trot, The Newport Society Orchestra
A-14163 Romance (Lee David)-Waltz, The Aeolian Dance Orchestra
Mello Cello (Moret)-Waltz, The Aeolian Dance Orchestra
A-14164 Underneath Hawaiian Skies (Rose)-Fox-trot, Ray Miller's Black & White Melody Men
Molly (Hager)-Fox-trot, Ray Miller's Black & White Melody Men
A-14165 'Sippi Shore (Donaldson)-One-step, Al Jockers' Dance Orchestra
Pining (Intro. "Open Arms") (Kendis-Brockman-Jockers)-Fox-trot, Al Jockers' Dance Orchestra
A-14166 Siren of a Southern Sea (Weeks & Alford)-Fox-trot, Selvin's Dance Orchestra
Without You (Intro. "Happiness") (Gumble-Greer-Meyer)-Fox-trot, Ray Miller's Black & White Melody Men

Claudia Muzio Re-Creations

- 82223 Tacea la notte (The Night Was Calm and Peaceful)-Il Trovatore (Verdi)-Soprano, in Italian. Claudia Muzio
D'amor sull' ali rosee (Love, Fly on Rosy Pinions)-Il Trovatore (Verdi)-Soprano, in Italian. Claudia Muzio
82224 Sei forse l' angelo fedele? (The Lady's Name) Eugene Onegin (Tchaikowsky)-Soprano, in Italian. Claudia Muzio
La mamma morta (The Dead Mother)-Andrea Chenier (Giordano)-Soprano, in Italian, Claudia Muzio

Edison Re-Creations-"Bits of Broadway"

- 50756 All for You (Davis-Johnson)-Fox-trot for dancing. Harry Raderman's Jazz Orchestra
I Like It (Intro. "My Mammy") (Berlin-Donaldson)-Medley Fox-trot for dancing. Lenberg's Riverside Orchestra
50757 Toddle (Intro. "No Wonder I'm Blue")-Medley Toddle for dancing, Harry Raderman's Jazz Orchestra
I Call You Sunshine (Intro. "Dear Me") (Silvers-Golden)-Medley Fox-trot for dancing. Harry Raderman's Jazz Orchestra
50758 Arabian Yogi Man (Kendis-Brockman)-Fox-trot for dancing. Max Fells' Della Robbia Orchestra
Calling (Squires)-Fox-trot for dancing, Max Fells' Della Robbia Orchestra
50759 Come and Nestle (Intro. "The Arms of Herscher-Burke")-Fox-trot for dancing, Lenberg's Riverside Orchestra
Deenah (Scharf)-Fox-trot for dancing, Harry Raderman's Jazz Orchestra
50760 Make Believe (Schlikret)-Fox-trot for dancing. Harry Raderman's Jazz Orchestra
Siren of a Southern Sea (Weeks & Alford)-Fox-trot for dancing. Green Bros' Novelty Band
50761 Strut, Miss Lizzie (Creamer-Layton)-Al Bernard Scandinavia (Sing Dose Song and Make Dose Music) (Perkins). Aileen Stanley
50763 Margie (Conrad-Robinson)-Tenor, Harvey Hindermeyer and Mixed Chorus
In the Heart of Dear Old Italy (Glogau)-Mixed voices. Metropolitan Quartet
Edison Re-Creations-May Special
50720 Deep In Your Eyes-Ifalf Moon (Jacobi)-Soprano-tenor, Elizabeth Spencer and George Wilton Ballard
Half Moon-Selection (Jacobi). Peerless Orchestra
50721 Wond'ring (David)-Baritone. Thomas Chalmers
When I Found You-Poor Little Ritz Girl (Romberg)-Tenor. Sam Ash
50722 Pickaninny Rose (Sheppard)-Soprano, Margaret A. Freer
Bells of St. Mary's (Adams)-Tenor. Lewis James
50723 Grieving for You-Medley Fox-trot for dancing, Lenberg's Riverside Orchestra
Rose (Sizemore-Maguire-Hess)-Fox-trot for dancing. Max Fells' Della Robbia Orchestra
50724 Annie, My Own (Scharf)-Fox-trot for dancing, Harry Raderman's Jazz Orchestra
Toodles (J. Green)-One-Step for dancing, Green Bros' Novelty Band

BRUNSWICK RECORDS

- 10001 Absent. Mario Chamlec
13019 La Paloma (The Dove). Richard dunetti
runcel, Funicula (A Merry Life), Richard Bonelli and Mae Trio
5043 Saw Ye My Savior?-Baritone. Lloyd Simonson
Shepherd, Show Me How to Go-Baritone, Lloyd Simonson
2088 Evening Chimes. Gondolier Trio
Love's Old Sweet Song. Gondolier Trio
2076 Wailana Waltz. Frank Ferera and Anthony Franchini
Dreamy Hawaii. Frank Ferera and Anthony Franchini
2084 Sweet Mamma (Papa's Getting Mad), Al Bernard, with Carl Fenton's Orchestra
Strut, Miss Lizzie, Al Bernard, with Carl Fenton's Orchestra
2089 Scandinavia. Harmonizers Quartet
In the Heart of Dear Old Italy. Harmonizers Quartet
2087 Mamma's Little Sunny Honey Boy. Ernest Hare
Love in Lilac Time-Baritone. Ernest Hare
2085 Rebecca (Come Back From Mecca)-Tenor, Billy Jones
I Like It-Tenor and Baritone, Billy Jones and Ernest Hare
2082 Kitten on the Keys-Pianoforte solo. Zzz Conroy
My Pet-Pianoforte solo. Zzz Conroy
5048 Love Bird-Fox-trot. Isham Jones Orchestra
I Never Realized-Fox-trot (Intro. "Two Sweet Lups"). Isham Jones Orchestra
2081 Humming-Fox-trot. Rudy Widoelst's Californians
Na-Jo (Na-Ho)-Fox-trot. Rudy Widoelst's Californians
2083 Spread Yo' Stuff-Fox-trot, Bernice Krueger's Orchestra
Waig Wang Blues-Fox-trot, Bernice Krueger's Orchestra
2086 Mazie-Fox-trot. Green Brothers' Novelty Band

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18736 Angels (We Call Them Mothers Down Here), Henry Burr
Over the Hill. Charles Hart
18740 Wyoming (Lullaby). Charles Hart-Elliott Shaw
Blue Jeans. Peerless Quartet
18741 Rose I Call Sweetheart. William Robyn
Mother of Pearl. William Robyn
DANCE RECORDS
18738 Mazie-Fox-trot, All Star Trio, assisted by their Orchestra
Answer-Medley Fox-trot, All Star Trio, assisted by their Orchestra
18739 Kiss a Miss-Waltz, Joseph C. Smith's Orchestra
Romance-Waltz, Joseph C. Smith's Orchestra
18742 Make Believe-Medley Fox-trot, Paul Whiteman and His Orchestra
Some Little Bird-Medley Fox-trot, Paul Whiteman and His Orchestra
35707 Why Don't You? Marimba-Medley Fox-trot, All Star Trio and their Orchestra
Siren of a Southern Sea-Medley Fox-trot, All Star Trio and their Orchestra
VOCAL AND INSTRUMENTAL RECORDS
First Victor record by Ernest Thompson Seton
55136 Three Sioux Scouts-Part I, Ernest Thompson Seton
Three Sioux Scouts-Part II, Ernest Thompson Seton
45244 Pickaninny Rose. Olive Kline
Butterfly. Lucy Isabelle Marsh
45243 First Arabesque (Debussy)-Harp, Ada Sassoli
Chanson de Pecheur (Song of a Fisherman) (Zabel)-Harp. Ada Sassoli
18743 Turkey in the Straw. Pietro
Russian Rag. Pietro
RED SEAL RECORDS
FRANCES ALDA, Soprano
64948 I Passed by Your Window, Helen Taylor-May H. Brahe
GABRIELLA BESANZONI, Contralto-In Italian
74680 Favorita-O mio Fernando (Dearest Ferdinand), Donizetti
EMILIO DE GORGORZA, Baritone
64953 In Old Madrid. Bingham-Trotiere
AMELITA GALLI-CURCI, Soprano-In Italian
64945 Traviata-Addio del passato (Farewell to the Bright Visions). Verdi
BENIAMINO GIGLI, Tenor-In Italian
64944 Tosca-Recondita Armonia (Strange Harmony), Puccini

EDISON AMBERLOR RECORDS

- SPECIALS
4224 Broadway Rose (West-Fried Spencer)-Fox-trot for dancing. Harry Raderman's Jazz Orchestra
4225 Home Again Blues (Berlin-Akst)-Fox-trot for dancing. Harry Raderman's Jazz Orchestra
(Continued on page 184)

ADVANCE RECORD BULLETINS FOR MAY—(Continued from page 183)

- 4226 Palestine (Conrad-Robinson)—Fox-trot, for dancing.....Green Brothers' Novelty Band
- 4227 My Mammy (Donaldson)—Male voices, Premier Quartet
- 4228 Timbuctoo (Kalmarr-Ruby).....Al Bernard
- ROYAL PURPLE RECORDS
- 29074 Roses of Picardy (Wood)—Violin, Piano accomp. by André Benoit.....Albert Spalding
- 29075 Give a Man a Horse He Can Ride (O'Hara)—Bass-Baritone.....Arthur Middleton
- REGULAR LIST
- 4229 Rosie (Clarke-Merkur)—Fox-trot, Max Fells' Della Robbia Orchestra
- 4230 Good-bye (Levy)—"Lady Billy"—Soprano and tenor.....Elizabeth Spencer and Lewis James
- 4231 Carresses (Monaco)—Fox-trot, Lenzberg's Riverside Orchestra
- 4232 Pocahontas (MacMeekin)—Male voices, Premier Quartet
- 4233 She Walks in Her Husband's Sleep (H. Von Tilzer).....Aileen Stanley
- 4234 Royal Tourist (Jacques)—March novelette, Banjo.....Shirley Spaulding
- 4235 No Wonder I'm Blue (Ahler)—.....Ernest Hare
- 4236 That Old Irish Mother of Mine (H. Von Tilzer)—Tenor.....Allen McQuahae
- 4237 Sweet and Low (Barbary), Jules Levy's Brass Quartet
- 4238 Down the Trail to Home, Sweet Home (Ball)—Tenors.....Charles Hart and Lewis James
- 4239 Recollections of 1861-65—Trumpet.....Edna White
- 4240 Toodles (J. Green)—One-step, for dancing, Green Brothers' Novelty Band
- 4241 Favorite Hymns of Fanny Crosby, No. 2—Mixed voices.....Calvary Choir
- FRENCH RECORDS
- 27200 Margoton (Perilhou)—Tenor.....Paul Dufault
- 27201 En Passant Par la Lorraine (Passing Through Lorraine)—Tenor.....Paul Dufault
- GERMAN RECORDS
- 26210 Annamril (Ländler).....Oberbayerische Bauernkapelle
- 26211 D' Baum Schneid (Ländler).....Oberbayerische Bauernkapelle

PATHE FRERES PHONOGRAPH CO.

"POP" SUPPLEMENT No. 44 POPULAR VOCAL

- 25057 Broken Moon (Callahan-Roberts)—Baritone, Percy Hemus 10
- Monastery Bells (Leslie-Wendling)—Baritone, Percy Hemus 10
- 25057 Do You Hear Me Calling? from "Little Old New York" (Young-Schroeder)—Soprano, Gladys Rice 10
- Nobody's Rose (Wood-White-Fried)—Tenor, Lewis James 10
- 25059 Scandinavia (Sing Dose Song and Make Dose Music) (Perkins).....The Harmonizers 10
- You Ought to See My Baby (Turk-Ahler)—Comedienne.....Aileen Stanley 10
- 250510 Wandering Home (Case-Stevens)—Tenor Duet, Lewis James and Charles Hart 10
- Orange Blossoms (Piantadosi-Glogau-Green)—Tenor.....Carlton Williams 10
- 25058 Pining (Kendis-Brockman-Russell)—Baritone, Ernest Hare 10
- Mammy's Little Sunny Honey Boy (Caddigan-Story).....Crescent Trio 10
- HAWAIIAN
- 25051 Dreamy Paradise (Van Alstyne-Schmidt), Ferera and Franchini 10
- Dreamy Hawaii (Vandersloot), Ferera and Franchini 10

DANCE

- 20511 There's Something About You (Jolson-Rihaud-Gibson)—Fox-trot.....Joe Gibson and His Orch.
- Longing for Someone (Rihaud-Gibson)—Fox-trot, Joe Gibson and His Orch. 10
- 20512 Arabia (Green)—One-step, Green Brothers' Novelty Band 10
- Siren of a Southern Sea (Weeks)—Fox-trot, Green Brothers' Novelty Band 10
- 20513 Wyoming (Williams)—Waltz, Casino Dance Orch. 10
- Sweet Lavender (David)—Fox-trot, Casino Dance Orch. 10
- 20514 Spread Yo' Stuff (Levy)—Fox-trot, Lanin's Roseland Orch. 10
- Hawaiian Blues (Motzan)—Fox-trot, Green Brothers' Novelty Band 10
- 20515 Moonbeams (Price-Step)—Fox-trot, Bennie Krueger and His Orch. 10
- Some Little Bird (McPhail-Van Alstyne)—Fox-trot, Bennie Krueger and His Orch. 10
- 20516 Pretty Face (Young-Lewis-Donaldson)—Fox-trot, University Five 10
- My Mammy (Lewis-Young-Donaldson)—Fox-trot, University Five 10
- 20517 Someone Else (Rosey)—Fox-trot, Joseph Samuels' Music Masters 10
- Skied of Normandy (Breau-Carl-Sanders)—Fox-trot, Joseph Samuels' Music Masters 10

REGULAR PATHE MAY LIST

NEW OPERATIC RECORDS

- 59090 Carmen (Bizet) "Chanson Bohème" (Gypsy Song) in French—Soprano.....Emma Calvé
- Barcarolle (Gounod) in French—Soprano, with piano.....Emma Calvé 12
- 60090 La Paloma (Yradier) in Italian—Tenor, Aristodemio Giorgini 12
- Don Pasquale (Donizetti) "Serenata" (Soft Beams the Light) in Italian—Tenor, Aristodemio Giorgini 12
- STANDARD SONGS SUNG IN ENGLISH
- 25054 Colleen o' My Heart (Dick-Penn)—Baritone, Percy Hemus 10
- The Lamplit Hour (Burke-Penn)—Baritone, Percy Hemus 10
- TWO FAVORITE MODERN CLASSICS
- 20500 Forgotten (Wulschner-Cowles)—Tenor, Arthur Moller, 10
- Little Grey Home in the West (Wilmot-Lohr)—Tenor.....Henry Burr 10
- SONGS OF TENDERNESS AND SENTIMENT
- 22507—Let Me Love Thee (Maynard-Arditi)—Tenor, Eugene Spencer 10
- Eyes of Irish Blue (Clark Cook)—Soprano, Rosalie Miller 10
- SWEET VOCAL MEDLEYS OF DIXIELAND FAVORITES
- 22504 Southern Medley, Acme Male Quartet, unaccomp. 10
- Plantation Medley, Acme Male Quartet, unaccomp. 10

SOUTHLAND SINGERS' DELIGHTFUL NOVELTIES

- 20488 Go Down Moses (Freman)—Negro Spiritual, Noble Sissle's Southland Singers 10
- Year of Jubilee (Freman)—Negro Spiritual, Noble Sissle's Southland Singers 10
- NEW INSTRUMENTAL RECORDS
- 25052 Love Sends a Little Gift of Roses (Openshaw)—Violin solo, Piano accomp., Alexandre Debruille 10
- When You're Gone (DeRose)—Violin solo, Piano accomp., Alexandre Debruille 10
- 20489 Home, Sweet Home and My Old Kentucky Home (Foster).....Jules Levy, Jr.'s Brass Quartet

- Old Black Joe and Massa's in De Cold, Cold Ground (Foster), Jules Levy, Jr.'s Brass Quartet 10
- 27036 Ecossaises (Beethoven-Busoni)—Piano solo, Joseph Lhevinne 10
- El Contrabandista (Schumann-Tausig)—Piano solo.....Joseph Lhevinne 10
- THREE FAMOUS BANDS RECORD FOR PATHE
- 40218 The Wearing of the Green (Douglas)—Humorous paraphrase.....Band of H. M. Grenadier Guards
- La Tourterelle (Damaro)—Picolo solo, Versailles Military Band 12
- 40219 Le Calife de Bagdad (Boieldieu)—Overture, Versailles Military Band 12
- Parade Militaire (Massenet)—March, Garde Republicaine Band of France 12

GENNET LATERAL RECORDS

- 4686 Dreamy Hawaii (F. W. Vandersloot).....Honolulu Trio
- Drowsy Waters (Wailaina Waltz).....Ferera-Franchini
- 4687 Do You Ever Think of Me?—Intro: "Coral Sea" (Earl Burnnett), California's Brass Marimba Orchestra Arabia (Geo. Hamilton-Green), Green Brothers' Novelty Band
- 4692 Dreaming (Jas. Caruso)—Intro: "All for You", Yerkes' Jazzarimba Orchestra
- Wishing (Isham Jones)—Intro: "My Dream Rose", Yerkes' Jazzarimba Orchestra
- 4693 Broken Moon (Lee Roberts-Will Calahan), Joseph Knecht's Waldorf-Astoria Dance Orchestra
- There Comes a Some Day (Anselm Getzl)—From musical comedy, "The Rose Girl", Joseph Knecht's Waldorf-Astoria Dance Orchestra
- 4689 Aunt Jemima's Jubilee (Tracey-Pinkard)—Orch. accomp., The "Harmonizers", Cool Quartette
- I'm Missin' Mammy's Kissin' (Pollack-Clare)—Soprano, Orch. accomp., Aileen Stanley
- 4690 Learning (Tucker-Buffano-Stieger)—Intro: "Pleading", Yerkes' Dance Orchestra
- O-L-O (Eileen-Olman)—Intro: "Any Girl Is a Wonderful Girl", Yerkes' Jazzarimba Orchestra
- 4691 Love Bird (Earl-Fiorito)—Intro: Yokohama Lullaby, Broadway "Blue Moon" Orchestra
- Happiness (Geo. Meyer)—Intro: "Nobody to Love", Joe Coleman's Dance Orchestra
- 4688 Wandering Home (Case-Stevens)—Tenor and contralto duet, Orch. accomp., Hart-Terrill Angels (Kalmarr-Ruby)—Tenor and baritone duet, Orch. accomp., Hart-Shaw
- 4668 Blackthorn Stick—Accordion solo.....Pamby Dick
- 9109 Mary Mary Waltz.....Pamby Dick
- Maid of the Mountain—Part I, Irish Guards' Band
- 4674 The Shepherd True.....John Perry
- Hiding in Thee.....Robert Carr
- 9110 Simple Aveu—Violin solo.....Victor Willis
- Spring Song—Violin solo.....Victor Willis
- 4680 Oh, Joy—Part I.....Irish Guards' Band
- Oh, Joy—Part II.....Irish Guards' Band

OKEH RECORDS

- 4290 Jesus, Lover of My Soul (Sacred)—Tenor-baritone duet, with Orch., Charles Hart-Elliott Shaw 10
- Open the Gates of the Temple (Sacred)—Baritone, with Orch.....James Jordan 10
- 4291 The Barefoot Trail—Tenor, with Orch., Lewis James 10
- When—Tenor, with Orch.....Lewis James 10
- 4283 Angels (We Cal Them Mothers Down Here)—Baritone, with Orch.....Elliott Shaw 10
- I Want You Morning, Noon and Night—Tenor, with Orch.....Sam Ash 10
- 4295 Jazbo Ball—Popular Blues, Mamie Smith and Her Jazz Hounds 10
- "U" Need Some Loving Blues—Popular Blues, Mamie Smith and Her Jazz Hounds 10
- 4275 My Mammy—Contralto, with Rega Orch., Aileen Stanley 10
- Gone Are the Days—Contralto with Rega Orch., Aileen Stanley 10
- 4292 Look for the Silver Lining (from musical play, "Sally")—Soprano-tenor duet, with Orch., Elizabeth Spencer-Lewis James
- I'm a Little Nobody (from "Nobody Loves—Contralto, with Orch.....Vaughn De Leath 10
- 4293 To Follow You, I'll Not Consent (Until I Know Which Way You Went)—Baritone, with Orch.....Ernest Hare 10
- She's Always Singin' the Blues—Baritone, with Orch.....Al Bernard 10
- 3005 Raymond Overture, Part I, European Symphony Orchestra 12
- Raymond Overture, Part II, European Symphony Orchestra 12
- 6008 Mignon Overture, Part I, Henry Hadley's Symphony Orchestra 10
- Mignon Overture, Part II, Henry Hadley's Symphony Orchestra 10
- 4284 Stradella Overture.....European Concert Band 10
- Zampa Overture.....European Concert Band 10
- 4285 Ave Maria—Instrumental trio, 'Cello and Piano 10
- Traumerer—Instrumental trio, Violin, 'Cello and Piano 10
- 4286 Souvenir.....Violin Solo, with Piano accomp. Monte Cristo—Waltz, Violin Solo, with Piano accomp. 10
- 4287 The Song of the Soul—Cello solo, with Piano accomp.Arthur Hadley 10
- The Swan (Le Cygne)—Cello solo, with Piano accomp.Arthur Hadley 10
- 4288 The Stars and Stripes Forever.....Conway's Band
- The Invincible Eagle-Marc.....Conway's Band
- 4289 Aloha Oe—Hawaiian guitar duet, singing chorus by Crescent Trio.....Ferera-Franchini 10
- Ua Like No a Like—Hawaiian guitar duet, Ferera-Franchini 10
- 4274 Make Believe—Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys 10
- Beale Street Blues—Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys 10
- 4276 Some Little Bird—Fox-trot, Rega Dance Orchestra 10
- In the Devil's Garden (I Found a Rose)—Fox-trot.....Harry Raderman's Jazz Orchestra 10
- 4277 Sweet Lavender—Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys 10
- Congo Nights (from "Hitchy-Koo 1920")—Fox-trot—Ray Miller, Melody King, and His Black and White Melody Boys 10
- 4278 Biddy—Fox-trot (accordion with Hager's Novelty Orchestra).....Mario Perry 10
- Hi-Lo—Fox-trot.....Orlando's Orchestra 10
- 4279 Do You Ever Think of Me?—Fox-trot, Hager's Novelty Orchestra 10
- Learning—Fox-trot.....Banjo Wallace's Orchestra 10
- 4280 Mazie—Fox-trot.....Banjo Wallace's Orchestra 10

- Becky from Babylon—Fox-trot, Hager's Novelty Orchestra 10
- 4281 Wyoming—Waltz, Green Brothers' Novelty Band 10
- April Showers Bring May Flowers—Fox-trot, Harry Raderman's Jazz Orchestra 10
- 4282 Jabberwocky—Fox-trot, Joseph Samuels' Jazz Band 10
- Tropical Blues—Fox-trot, Joseph Samuels' Jazz Band 10
- 4294 Broken Moon—Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orchestra 10
- Na-Jo—Fox-trot (Saxophone solo by Rudy Wiedoeff).....Rega Dance Orchestra 10
- 4296 Old-Time Blues—Fox-trot, Mamie Smith's Jazz Hounds 10
- That Thing Called Love—One-step, Mamie Smith's Jazz Hounds 10

EMERSON RECORDS

- LATEST DANCE HITS
- 10343 Two Sweet Lips (Milton Ager)—Fox-trot, Lanin's Roseland Orchestra
- My Maumy (Walter Donaldson)—Fox-trot, Lanin's Roseland Orchestra
- 10345 Wyoming (Gene Williams)—Waltz, Green Brothers' Novelty Band
- Good-Bye—Medley, Intro: "Just Plant a Kiss" (From Musical Production "Lady Billy") (Harold Levy)—Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orchestra
- 10346 Moonbeams (Price-Step)—Fox-trot, Joseph Samuels' Music Masters
- Some Little Bird (McPhail-Van Alstyne)—Fox-trot.....Joseph Samuels' Music Masters
- 10347 Do You Ever Think of Me? (Earl Burnnett)—Fox-trot.....Plantation Dance Orchestra
- Na-Jo (Wiedoeff-Holliday)—Fox-trot, Plantation Dance Orchestra
- 10348 Sweet Mamma, Papa's Getting Ma (Rose-Little Frost)—Fox-trot.....Green Brothers' Novelty Band
- Arabia (George Hamilton-Green)—One-step, Green Brothers' Novelty Band
- 10342 Would You? I'll Say You Would (Sterling-McConnell)—Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orchestra
- Congo Nights (Violinis-Cowan)—Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orchestra
- BIG SONG HITS
- 10349 I Never Knew I Could Love Anybody Like I'm Loving You (Pitts-Egan-Mars)—Fox-trot ballad, orch. accomp.....Eddie Cantor
- I'm Missin' Mammy's Kissin' and I Know She's Missin' Mine (Clare Pollack)—Baritone solo, orch. accomp.....Arthur Fields
- 10350 Over the Hill (Klein-Allen-Rubens)—Tenor solo, orch. accomp.....Charles Harrison
- Now I Lay Me Down to Sleep (Mitchell-Meyer)—Tenor solo, orch. accomp.....Charles Harrison
- 10344 County Kerry Mary (Pease-Nelson)—Tenor solo, orch. accomp.....Hugh Donovan
- Wrap the Green Flag 'Round Me, Boys (O'Reilly-Crofts)—Tenor solo, orch. accomp., Hugh Donovan

HAWAIIAN SELECTION

- 10351 Dreamy Hawaii (F. W. Vandersloot)—Waltz, Hawaiian guitars.....Ferera and Franchini
- Kohala March—Hawaiian guitars, Ferera and Franchini

CARDINAL PHONOGRAPH CO.

- 2028 Cook in the Kitchen—Medley of Irish Reels, Tom Ennis
- Little Judy—Medley of Irish Reels.....Tom Ennis
- 2029 Trim the Velvet—Reels.....Tom Ennis
- Humors of Bandon—Irish Long Dance, Tom Ennis
- 2030 Wrap the Green Flag 'Round Me, Boys—Irish Song, Patriotic.....Hugh Donovan
- Sinn Fein Awahn—Irish Song, Patriotic, Dennis O'Hara
- 2031 Now I Lay Me Down to Sleep—New Stellar Quartet
- Down Around the 'Sip 'Sip 'Sippy Shore.....New Stellar Quartet
- 2032 All for You.....Harry Raderman's Jazz Orchestra
- Make Believe.....Harry Raderman's Jazz Orchestra
- 2033 Wang Wang Blues.....Cardinal Jazz Band
- Director: Chas. Kritzler
- 2034 Weary Blues.....Cardinal Jazz Band
- Molly.....Ray Miller, Melody King, and his Black and White Melody Boys
- Two Sweet Lips.....Ray Miller, Melody King, and his Black and White Melody Boys
- 2035 Humming.....Ray Miller, Melody King, and his Black and White Melody Boys
- Without You.....Ray Miller, Melody King, and his Black and White Melody Boys
- 2036 At the New Jump Steady Ball—Ethel Waters, accom. Albury's Blue and Jazz Seven
- The New York Glide.....Ethel Waters, accom. Albury's Blue and Jazz Seven
- 2037 Held Fast in a Baby's Hands.....Chas. Harrison
- Drifting Apart.....Chas. Harrison

ARTO RECORDS

- DANCE AND VOCAL RECORDS
- 9056 Scandinavia (Sing Dose Song and Make Dose Music)—Fox-trot tempo—Tenor solo.....Billy Jones
- All For You—Fox-trot, Chorus by A. Hall, Yerkes' Dance Orchestra
- 9059 Underneath Hawaiian Skies—Fox-trot, incidental piano chorus by Norman Spencer and Harry Rosey.....Selvin's Novelty Orchestra
- Waddy You? I'll Say You Would—Fox-trot, Chorus by A. Hall.....Moulin Rouge Orchestra
- 9057 Now I Lay Me Down to Sleep—Ballad, Baritone solo.....Ernest Hare
- I Call You Sunshine—Fox-trot, Chorus by A. Hall.....Arto Dance Orchestra
- 9060 Nestle in Your Daddy's Arms—Fox-trot, Chorus by A. Hall.....Selvin's Novelty Orchestra
- Wandering Home—Waltz.....Arto Dance Orchestra
- IRISH VOCAL AND DANCE RECORDS
- 3063 Wrap the Green Flag 'Round Me, Boys—Tenor solo, accomp. by Ridgely's 69th Regiment Band.....John Burke
- God Made Ireland a Nation—Tenor solo, accomp. by Ridgely's 69th Regiment Band.....John Burke
- 3064 Molly Brannigan—Tenor solo, accomp. by Ridgely's 69th Regiment Band.....John Finnegan
- Irish Reels Medley, Intro: "Garry Owen" "The Low-backed Car," "Top of Cork Road," "St. Patrick's Day," "Bag Pipes," Ridgely's 69th Regiment Band
- COLORED VOCAL RECORD
- 9058 He's My Man, You'd Better Leave Him Alone—Vocal Blues, Lucille Hegamin and Her Blue Flame Syncopaters
- Manma Whip! Mamma Spunk! If Her Daddy Don't Come Home—Vocal Blues, Lucille Hegamin and Her Blue Flame Syncopaters

RECORD BULLETINS FOR MAY
(Continued from page 184)

- STANDARD VOCAL AND INSTRUMENTAL RECORDS**
- 3066 The Rosary—Tenor solo.....Ernest Davis
 - The Palms—Tenor solo.....Ernest Davis
 - 3068 Sleep, Baby, Sleep—Yodel song.....Frank Kamplain
 - Roll On, Silver Moon—Yodel song.....Frank Kamplain
 - 3067 Jolly Coppersmith—Military band.....Bergh's Band
 - Blaze Away March—Military band selection, Rogers' Band
 - 3069 Southern Melodies Medley: "Massa's in the Cold, Cold Ground," "Essence," "Kingdom Coming," "Golden Slippers," "Carve Dat 'Possum"—Banjo solo.....Fred Van Eps
 - Dixie Medley: "Dixie," "Arkansaw Traveler," "Sailor's Hornpipe," "Turkey in the Straw"—Banjo solo.....Fred Van Eps
 - 3065 Kawaia—Hawaiian guitars.....Fera-Franchini
 - Hilo March—Hawaiian guitars.....Fera-Franchini

OLYMPIC DISC RECORD CORP.
(First Release)

- POPULAR SONGS**
- 14101 Over the Hill (Allen-Rubens-Klein)—Tenor with orch.....Hugh Donovan
 - Now I Lay Me Down to Sleep (Mitchell-Meyer)—Tenor with orch.....Hugh Donovan
 - 14102 Vamping Rose (Hanlon-Ryan-Violinsky-Schuster)—Baritone, with orch.....Arthur Fields
 - The Scandal of Little Lizzie Ford (Curtis-Von Tilzer)—Baritone, with orch.....Arthur Fields
 - 14103 Henry Jones, Your Honeymoon Is Over (Bernard)—Comic duet, with orch., Al Bernard and Ernest Hare
 - I Ain't Afraid of Anything Dat's Alive (Bernard)—Comedian, with orch.....Al Bernard
- DANCE**
- 15101 Strut, Miss Lizzie (Creamer-Layton)—Fox-trot, orch. accomp.....Palace Trio
 - Spread Yo' Stuff (Levy-Crane-Bernard)—Fox-trot, orch. accomp.....Palace Trio
 - 15102 Scandinavia (Perkins)—Fox-trot, Merry Melody Men
 - I Found a Rose in the Devil's Garden (Fisher-Raskin)—Fox-trot.....Merry Melody Men
 - 15103 Home Again Blues (Akst-Berlin)—Fox-trot, Rudy Wiedoeff's Californians
 - Midnight Moon (Bernard-Hare)—Waltz, Rudy Wiedoeff's Californians
- HAWAIIAN**
- 16101 Hawaiian Twilight (Sherwood-Vandersloot)—Hawaiian singing guitars
 - Naughty Waltz (Levy)—Waltz—Hawaiian singing guitars
- STANDARD VOCAL**
- 17101 On the Road to Mandalay (Speaks)—Baritone, with orch.....Greek Evans
 - Little Mother of Mine (Brenle-Burleigh)—Baritone, with orch.....Greek Evans
 - 17102 Forgotten (Eugene Cowles)—Baritone, with orch.....Percy Hemus
 - Somewhere a Voice Is Calling (Newton-Tate)—Baritone, with orch.....Percy Hemus
 - 17103 At Dawning (Eberhart-Cadman)—Tenor, with orch.....Charles Harrison
 - Macushla (Rowe-MacMurrough)—Tenor, with orch.....Charles Harrison
- INSTRUMENTAL**
- 18101 Happy Days (Strelezki)—Violin, flute and harp, Philharmonic Trio (Landau-Wagner-Schuetze)
 - The Sweetest Story Ever Told (Stufts)—Violin, flute and harp, Philharmonic Trio (Landau-Wagner-Schuetze)
 - 18102 National Emblem March (Bagley), Olympic Military Band
 - My Maryland March (Mygrant), Olympic Military Band

Concentrate on record sales—it will pay.

NEW BRUNSWICK RECORD CATALOG

New Volume Makes Strong and Favorable Impression Upon Dealers and Public

The new alphabetical record catalog recently issued by the Brunswick-Balke-Collender Co., and which was referred to in The World last month, has made a strong impression upon Brunswick dealers and the public. Of special

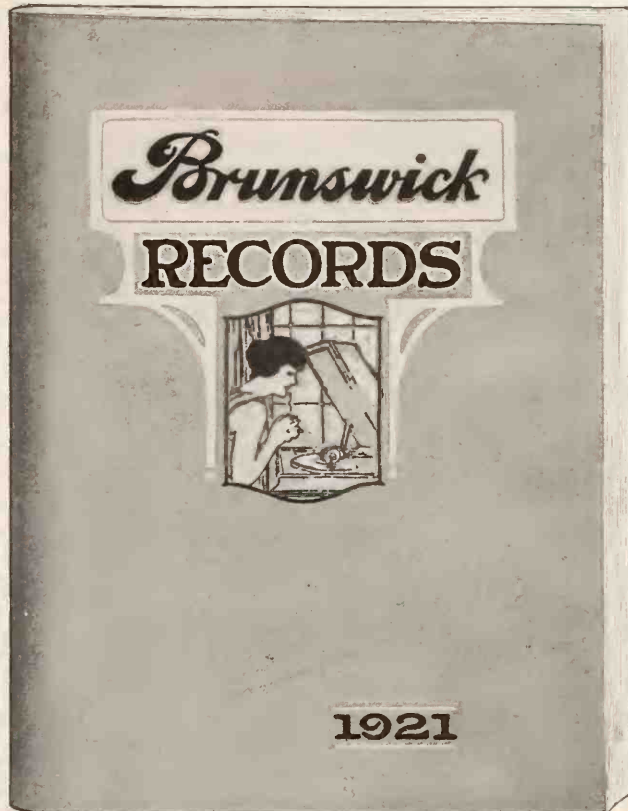
soprano, and many others, whose portraits together with short biographical sketches adorn the volume.

The new catalog is carefully indexed and classified, and its fifty pages are full of good music, so to speak. It affords an excellent idea of the growth of the Brunswick record list and is altogether an imposing volume. The cover design is reproduced herewith.

EMERSON ARTIST SCORES SUCCESS

Walter Scanlan, the well-known Irish tenor and exclusive Emerson artist, is appearing this week at the Crescent-Shubert Theatre, Brooklyn, New York, in the musical comedy, "Hearts of Erin." This comedy has played to capacity audiences in all of the leading cities, and the Crescent-Shubert Theatre is sold out for every night this week. This singer has been steadily increasing his army of admirers throughout the country thanks to his ability as a singer.

Fred Hillebrand, well-known tenor and exclusive Emerson artist, is now the feature star in the "Rose Girl," playing at the Ambassador Theatre, New York. Mr. Hillebrand's Emerson records have been well received by the dealers and his success in the "Rose Girl" is adding materially to his prestige.



Cover of New Brunswick Record Catalog

value is the imposing list of Brunswick exclusive artists, including such stars as Leopold Goddowsky, pianist; Dorothy Jardon, well-known soprano; Max Rosen, violinist; Marie Tiffany,

Familin's Music Store, Victor dealer, of 660 Fourth avenue, College Point, N. Y., was recently featured in a lengthy article in one of the local newspapers.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry

It Contains

Instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States

"Review the Music Trade With Us"

Send your \$2 now for a full year's subscription to

THE MUSIC TRADE REVIEW
373 FOURTH AVENUE
NEW YORK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

INDEX TO ADVERTISERS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A	Acme Die Casting Corp..... 152	Gretsch Mfg. Co., Fred..... 169	Peckham Mfg. Co. 43
	Acme Engineering & Mfg. Co..... 134	Grey Gull Records..... 99	Peerless Alhum Co. 6
	Aeolian Co. 60	Griffith Piano Co..... 23	Penn Phonograph Co. 102
	Alto Mfg. Co. 134	Grinnell Bros. 157	Permo Co. 61
	American Felt Co..... 156		Phillips, Wm., Phono. Parts Co..... 25
	American Mica Works..... 156	H	Phonograph Appliance Co..... 27
	American Odeon Corp..... 45	Hall Mfg. Co. 72	Phonograph Specialties Mfg. Co..... 175
	American T. M. Co..... 84	Handy Mfg. Co. 142	Phonomotor Co. 58
	Andrews, Curtis N..... 77	Harponola Co. 35, 112	Piknik Portable Phonograph, Inc..... 58
	Andrews, P. L..... 71	Harrison Music Co..... 150	Player-Tone T. M. Co..... 177
	Argus Phono. Supply Co..... 91	Heath Co., A. J..... 104	Plaza Music Co. 171
	Arto Co., The..... 152	Hessig-Ellis Drug Co. 23	Plywood Corp. 50
	Artophone Co. 108	Hoffay Phono. Co. 171	Progressive Phonographic Supply Co..... 86
	Associated Phonograph Supply Co..... 116	Horton-Gallo-Creamer Co. 96	Putnam-Pagc Co. 30
		Hough, J. E., Ltd. 180	
		Howe & Co., C. W..... 74	R
		Hutches Eng. Co..... 141	Racine Phono. Co. 55
B	Badger Talking Machine Co..... 110		Reflexo Products Co. 31
	Bagshaw Co., W. H..... 48	I	Rene Manufacturing Co. 40, 83
	Barnhardt Bros. & Spindler..... 41	Ilsley, Doughtley & Co..... 30	Rex Gramophone Co. 179
	Bauer, E..... 93	Independent Jobbing Co. 62	Reynolds, Wm. H. 44
	Becroft, Clement..... 154	International Mica Co. 76	Rishell Phono. Co. 26
	Bell Hood Needl'e Co..... 27	Interstate Phono. Corp..... 105	Robinson, Pettit Co., Inc..... 23
	Blackman Talking Machine Co..... 155	Iroquois Sales Co. 25	Rodeheaver Record Co..... 172
	Blood & Kloeer..... 139		Rountree Corp. 66
	Brandts Furn. Co..... 35	J	
	Brilliantone Steel Needle Co..... 49	Jewel Phonoparts Co. 82	S
	Broadway Music Corp..... 122	Jewett Phono. Co. 109	Seahurg Mfg. Co. 56
	Brooks Mfg. Co. 174		Selle & Co., H. W..... 138
	Bruno & Son, Inc., C..... 71, 81, 88, 112, 121, 161	K	Sherman, Clay & Co..... Inside Back Cover
	Brunswick-Balke-Collender Co..... Insert following page	Keen Talk. Mach. Supply Co..... 102	Singer T. M. Co..... 126
	Buegeleisen & Jacobson..... 92	Kennedy-Green Co. 50	Smith Drug Co., C. D..... 23
	Buehn Co., Louis..... 101	Kent Co., F. C..... 65	Smith Laboratories, H. J..... 87
	Buffalo T. M. Co..... 89	Keystone Die Casting Co..... 103	Smith-Schiffin Co..... 118
		Keystone Minerals Co..... 44	Sonora Co. of Philadelphia..... 23, 103
		Keystone Printed Specialties Co..... 175	Sonora Distr. Co. of Texas..... 21, 23
		Kichler Co., L. A..... 64	Sonora Phonograph Co., Inc., Inside Front Cover, 22, 23, 65
		Kiefer-Stewart Co. 23, 73	Sonora Phonograph Co. of Pittsburgh..... 23
		Kimhall Co., W. W..... 111, 133	Soss Mfg. Co. 166
		Kirkman Engineering Corp. 16	Southern Drug Co. 23
		Knickerbocker T. M. Co..... 29	Southern Sonora Co. 23
		Knight Campbell Music Co..... 144	Southwestern Drug Co. 23
		Kohler & Chase..... 24	Standard Music Roll Co..... 152
		Kraft, Bates & Spencer, Inc..... 97	Standard Talking Machine Co..... Inside Back Cover
		Kunde, A. G..... 119	Starck & Cowan..... 148
			Starr Piano Co. 12
		L	Steel, W. R..... 179
		Lakeside Supply Co., Inc..... 140	Steger & Sons Piano Mfg. Co..... 75
		Lansing Co. 98	Steinert & Sons Co., M..... 95
		Lee-Coit-Andresen Hdwe. Co. 23	Stephenson, Inc..... 113
		Lesley's..... 181	Sterling Devices Co..... 133, 143
		Lidseen Products Co. 135	Sterno Manufacturing Co..... 164
		Long Cabinet Co., Geo..... 106	Steurer Reproducer Co., Inc..... 175
		Lorentzen, H. K..... 154	Stewart T. M. Co..... 56, 108
		Lundstrom Mfg. Co., C. J..... 17	Strevell-Paterson Hardware Co..... 23
		Lyon & Healy..... 51, 130	Superior Die Casting Co..... 76
		Lyons, W. H..... 134	Supertone Needle Wks..... 167, 172, 174
			T
		M	Talking Machine World Dealer Service..... 93, 94
		Magnavox Co. 23, 36	Toledo Talking Machine Co..... 54
		Magnola Talking Machine Co..... 43, 142, 152, 180	Triangle Phono. Parts Co..... 168
		Manophone Corp..... 18	
		Marks Music Co., Edw. B..... 150	U
		Marshall Co., Inc., C. L..... 23	Udell Works..... 79
		Masterphone T. M. Co..... 170	Unit Construction Co. 78
		Matthews, F. W..... 146	United Mfg. & Distr. Co..... Insert following page 50
		Mellor's..... 42	Universal Devices Co..... 125
		Mellowtone Needle Co..... 40	Universal Fixture Corp..... 159
		Mermod & Co..... 118	U-Sav-Your Mfg. Co. 11
		Meyercord Co. 132	Usoskin Litho..... 107
		*Michigan Phono. Co..... 120	V
		Mickel Bros. Co..... Inside Back Cover	Val Accessory House..... 92
		Milwaukee T. M. Mfg. Co..... 145	Van Houten, C. J. & Zoon..... 23
		Minneapolis Drug Co..... 23	Van Veen & Co..... 114
		Mirrolike Mfg. Co..... 115	Vicsonia Mfg. Co., Inc..... 42
		Modernola Co..... 85	Victor Talking Machine Co..... Front Cover, 5, 7
		Montagnes, I., & Co..... 23	Volker & Co..... Inside Back Cover
		Morris Co., J. O..... 10	
		M. S. & E..... 23	W
		Mutual Phono. Parts Mfg. Co..... 37	Wade Co., R. C..... 57
			Wade & Wade..... 129
		N	Wade, W. H..... 138
		National Decalcomania Co..... 104	Walthall Music Co..... 23
		National Publishing Co. 6	Ward Co., C. E..... 88
		Netschert, Frank..... 58	Wartell Phono. Co..... 140
		New England Talking Machine Co..... 98	Wax & Novelty Co..... 146
		Newton & Co., Inc..... 43	Weber-Knapp Co..... 86
		New York Album & Card Co..... 4	Werlein, Ltd., Philip..... 165
		New York Recording Laboratories..... 34	Weymann & Son, H. A..... 103
		New York Talking Machine Co..... 127	Whitsit Co., Perry B..... Inside Back Cover
		Nupoint Mfg. Co..... 137	Widdicomh Furniture Co..... 63
		Nye, Wm. F..... 32	Wimpfheimer & Bro., A..... 70
			Windsor Furn. Co..... 138
		O	Witmark & Sons, M..... 149, 151
		Ogden Sectional Cabinet Co., Inc..... 90, 158	
		Ohio Sales Co..... 23	Y
		Olympic Disc Record Corp..... 52, 53	Yahr & Lange Drug Co..... 23
		Ormes, Inc..... 9	Yeuell Co., E. V..... 98
		Oro-Tone Co..... 131	
		P	
		Parks & Parks..... 47	
		Pathé Frères Phonograph Co..... 68, 69	
		Pearsall Co., Silas E..... 15	

Some Leading Jobbers of Talking Machines in America



TEST IT. OUR VICTOR Record Service

has a reputation for efficiency.
Suppose you try it.
E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
231 N. HOWARD STREET, BALTIMORE, MD.

William Volker & Co., Kansas City, Mo.; Houston, Tex., and Denver, Col.



DISTRIBUTORS OF
Complete Pathophone and Pathe Record Stocks.
The best proposition for the progressive dealer.



Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries
from Convenient Shipping Centers
all over the United States.

Distributors

- Atlanta, Ga., Columbia Graphophone Co., 63 N. Pryor St.
- Baltimore, Md., Columbia Graphophone Co., 16 South Howard St.
- Boston, Columbia Graphophone Co., 1000 Washington St.
- Buffalo, N. Y., Columbia Graphophone Co., 737 Main St.
- Burlingame, Cal., Columbia Graphophone Co., 1130 Balboa Ave.
- Chicago, Ill., Columbia Graphophone Co., 325 W. Jackson Blvd.
- Cincinnati, O., Columbia Graphophone Co., 317-321 East 8th Street.
- Cleveland, O., Columbia Graphophone Co., 1812 East 30th St.
- Dallas, Tex., Columbia Graphophone Co., 316 North Preston St.
- Denver, Colo., Columbia Stores Co., 1608 Glenarm Ave.
- Detroit, Mich., Columbia Graphophone Co., 115 State St.
- Indianapolis, Ind., Columbia Graphophone Co., 209 W. Washington St.
- Kansas City, Mo., Columbia Graphophone Co., 2006 Wyandotte St.
- Los Angeles, Cal., Columbia Graphophone Co., 809 S. Los Angeles St.
- Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
- New Haven, Conn., Columbia Graphophone Co., 206 Meadow St.
- New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
- New York City, Columbia Graphophone Co., 121 West 20th St.
- Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
- Philadelphia, Pa., Columbia Graphophone Co., 40 N. 6th St.
- Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
- Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
- Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
- Spokane, Wash., Columbia Stores Co., 161 South Post St.
- St. Louis, Mo., Columbia Graphophone Co., 1127 Pine St.
- Tampa, Fla., Tampa Hardware Co.

Headquarters for Canada:

Columbia Graphophone Co., 54-56 Wellington St., West, Toronto, Ont.

Executive Office

COLUMBIA GRAPHOPHONE CO.

Gotham National Bank Building New York

Sherman, Clay & Co.

San Francisco, Los Angeles, Portland, Seattle, Spokane
PACIFIC COAST DISTRIBUTORS OF
VICTOR PRODUCTS

W. J. DYER & BRO.

DYER B'LD'G, ST. PAUL, MINN.
NORTHWESTERN DISTRIBUTORS
OF THE



VICTOR

Machines, Records and Supplies

Shipped Promptly to all
Points in the Northwest

The PERRY B. WHITSIT CO.

Distributors of
Victrolas and Victor Records
COLUMBUS, OHIO

Mickel Bros. Co.

Omaha, Nebraska
Des Moines, Iowa

Victor Distributors

Every talking machine jobber in this country should be represented in this department, no matter what kind he handles or where he is located. The cost is slight and the advantage is great.

ARTICLES OF INTEREST IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

Retail Dealers May Form National Association	3	Concentrating on Musical Merchandising Ideas	73
Making the Display Window a Real Force for Developing Business	4	The Great Victor Educational Conference in Chicago	87-93
Importance of Correct Selling Methods.....	8	Important Discussion on Instalment Prices by St. Louis Trade.....	116
Keeping Alert to the Value of New Ideas..	9	Saying It With Music on "Mothers' Day" a Clever Sales Idea.....	128
Co-operating With the Dealer in Winning Success	8	C. G. Steger Tells Why Fundamental Conditions Are Sound.....	140
The Influence of the Talking Machine Artist on Business	8-9	Why the Jobber Who Helps the Retailer Helps Himself	142-143
Staging a Home-Town Booster Week as a Business Developer	11	Leading Orchestra Leaders Tell the Most Popular Hits	147
Five Outstanding Rules for the Successful Handling of Instalment Accounts.....	15-16	Music Publishers Welcome New Sales Outlets	147
Development of the Talking-picture Idea..	21	Canadian Copyright Situation of Great Interest to the Trade	158
Salesmanship Is Again in Fashion.....	27	Keeping Track of Engagements and Weddings for Business Purposes.....	163
Memorial Day Publicity as a Means of Attracting Attention to the Store.....	29	Capitalizing the Baseball Season in Window Display	163
Influence of Various Types of Music on the Human Being	35	Robert Gordon's Page of Sales Suggestions	163
The Advertising of Musical Instruments in New York	37	Latest Budget of Talking Machine Patents.	181
The Value of Technical Education for the Individual	47	Record Bulletins Issued by the Leading Companies	183
Noteworthy Entertainment of Talking Machine Men	51		
Using the Operatic Idea for Window Display	65		

If the Excise Tax on phonographs is increased, the prices of Edison Phonographs must be advanced.

THOMAS A. EDISON, Inc.

ORANGE, NEW JERSEY

JOBBER OF THE NEW EDISON, EDISON RE-CREATIONS, 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.

CONNECTICUT
New Haven — Pardee-Ellenberger Co., Inc.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago — The Phonograph Co. Wm. H. Lyons (Amberola only).

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—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—Lawrence 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 YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
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—Beehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Prondfi 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).